



Notice of Regular Meeting and Agenda

March 11, 2020 • 6:00 P.M.

National Japanese American Citizens League Headquarters Building
1765 Sutter Street, San Francisco, CA 94115

- Attendees:** David Ishida, Robert K. Sakai, Mary Ishisaki, Emily Glick, Kathy Nelsen, Dennis Kern, Daniel Byron, Chip Nakamura, Steve Ishii, Rob Malone, Kim Kolbe (all via Zoom)
- Absent:** Jerry Ono, Alex Prouty, Abraham Sanez
- Staff:** Grace Horikiri, Brandon Quan, Melissa Ayumi Bailey
- Guests:** None

1. Call to order and roll call
 - a. Called to order: 6:05
2. Approval of Minutes from the Feb. 12, 2020 JCBD Board Meeting (action item)
 - a. Motion: Robert Sakai; Second: Mary Ishisaki
David Ishida: I edited the version of the minutes that was sent out.
Melissa Bailey: The corrected version will be updated and uploaded to the Board Packet after the meeting, and will include any additions in tonight's meeting. No comments or additions.
3. February Financial Report (action item)
 - a. Motion: Robert Sakai; Second: Rob Malone
Mary Ishisaki: This is not the total breakdown we hoped to have this month, but this will start next month. We will have a breakdown with greater detail in each category in expenses, under things like Advertising and Marketing to show what those things are for. We are ok with the budget year to date, we are under on income but we will be getting another check the 1st of May because taxes are due on April 10th. Grace you mentioned today you did get some adjustment on the \$15,000?
Grace Horikiri: Grant for branding and marketing \$15k still hasn't come in. The City is going through system changes for reporting which is causing delays. We received the Big Belly reimbursement for November through January totaling \$2689.75 under the Environmental Enhancement budget.
Mary Ishisaki: This will extend our budget through the end of the fiscal year.
Grace Horikiri: This grant was also extended through the next fiscal year and will bring in \$13,000.
Mary Ishisaki: We are under the year to date budget on advertising and marketing. Actually we're over but will be under when these funds come in. The other documents in the packet are a further breakdown of what was discussed. If you have any other questions, please let me know and I will get the appropriate explanation from Rod Valdepenas.

Emily Glick: On the Economic Enhancement expense budget, the line item for Website/Social Media \$30k, can we rename this to "Website"?

Grace Horikiri: We will separate this out for next month's report.

Emily Glick: Great. Just want to be aware we don't slip too much into supporting social media as it has an ambiguous ROI.

4. Japantown SafeCity Camera Report

a. Status & Financial Report by AVS

Brandon Quan: We are currently working on the power to the trellis. We are working with DPW to figure out who will dig the trench. We've been in touch with the electrical department and they will work with us to connect the closest box to the trellis, but need to determine who is responsible for the trench. Okabe building cameras are installed and up and running. Two cameras are facing the east NPC parking lot, one that looks at the gate and one that looks at Buchanan Mall, Aloha Warehouse, and the alleyway next to it. Next moving towards the Pearl Spa building on Post Street. Next steps are touching base with Dmitri on that project timeline.

Robert Sakai: Please let me know before it starts.

Brandon Quan: Dmitri knows to give as much advance notice as possible.

b. Updated Usage Policy

Brandon Quan: We have sent it to Claudine for review but have not yet heard back. We incorporated her first edits and now she's doing a final review.

David Ishida: Please follow up before the next meeting.

c. Video Retrieval Report

Brandon Quan: One request from SFPD. This incident took place on Post between Fillmore and Webster. We had 2 civilian requests but they never responded back after we sent them the request forms. Comparison between auto glass cleanups and reported break ins. There were 32 clean ups, so we're still seeing the disparity in reporting and we're keeping an eye on that. Next week, the SafeCity Camera Committee meeting is on Tuesday the 17th. We coordinated to have SFPD attend the meeting, schedule dependent. We are hoping to solicit their feedback only on hotspots as we start to plan the Phase 5 expansion. Officer Don Peterson has said he will attend.

5. Japantown Marketing & Communication Update

a. LGPR, Inc. Update

Grace Horikiri: LGPR has been doing a great job thus far. The press trip is coming up on March 25th, and we have great media attendees coming. Sunset Magazine, Marin Magazine, Westways, SFWeekly, TripSavvy. At least 8 media participants, and we have confirmed most of the itinerary. All of them are excited, and the merchants are grateful to the JCBD for this. We had Audrie Pick come take photos of businesses, lifestyle shots, and got a lot accomplished today with this. Greg Vioria also was on hand to help with this.

Emily Glick: We are having the Greater Japantown Marketing Meeting tomorrow, all the stakeholders will attend to hear a report out about what we're doing and then enlist their ideas and partnerships for marketing opportunities going forward.

Grace Horikiri: Also included in the board packet are various articles we've had published already.

David Ishida: Can you please report back about the Japantown map we were discussing with Nichi Bei?

Grace Horikiri: Kenji Taguma of Nichi Bei Weekly approached the JCBD asking if we could fund the Japantown map. He is asking for \$5000. He already submitted for a \$1000 request through our website. The MarCom Committee had concerns. The merchants feel the map does not work for them or for visitors. It's not inviting, it doesn't look like a keepsake. It is hard to read, font type is very small, and if you want to find something you need to look carefully. It is a good map for the community because the listing is so extensive (dentists, CPAs, etc.), but if we're marketing Jtown it's not doing its job.

Kathy Nelsen: How many businesses have also really changed from year to year? Do we need a new one each year?

Grace Horikiri: Good point. I think there are only three changes since last year's.

Kathy Nelsen: Exactly. I don't know if we need to do it annually.

Grace Horikiri: The Fillmore Merchant map is updated every other year.

David Ishida: Because Kenji is responsible for putting out the local newspaper, we should take the responsibility to lean forward and share these observations with him. If he does have an expectation and needs our financial help, he should be a better team player and approach us in a more timely fashion. The MarCom Committee and Grace can take the lead on this.

Mary Ishisaki: Was Kenji's request for distribution?

Melissa Bailey: It was for printing.

Grace Horikiri: Yes that's correct.

Mary Ishisaki: I recall him mentioning distribution costs.

David Ishida: I think I remember this, but he was not willing to share the distribution locations with us.

b. Other marketing updates

CAAMFest Launch in the Peace Plaza

Grace Horikiri: CAAMFest is playing it by ear for now, so I will give any updates at the next meeting

David Ishida: Dates on that?

Grace Horikiri: May 14th-24th.

c. Greater Japantown Marketing & Communication Meeting- March 12, 2020, 10AM

6. ED Report

a. SFMTA Geary Rapid Project Community Merchant Meeting

Grace Horikiri: About 10 merchants participated, quite low, but the ones that attended received a lot of information. OEWD provided extra support for businesses, if needed. We will follow up with Jada from OEWD to make sure the information she has is passed out to the merchants. There was a request to have another meeting for the general public. Rich Hashimoto and I are working on this with Amy Fowler to set a date.

David Ishida: We had asked for a follow up on the Sutter St. lane change?

Grace Horikiri: We're still waiting to hear back, but we'll circulate the powerpoint presentation we saw in the meeting to the general mailing list. We're also following up with the JTF Land Use Committee since they're corresponding directly with SFMTA.

b. CBD Consortium Meeting with City Administrator Naomi Kelly & Interim DPW Director Alaric Degrafinreid

Grace Horikiri: This was a productive meeting where we talked about having more communication with the department, a point person to field requests and input data into the 311 system. We also talked about funding opportunities like grants to continue

cleaning programs for the neighborhoods. We are going to try to meet once a month with the director to keep the ball rolling.

c. D5 Supervisor Dean Preston (two meetings)

Grace Horikiri: The Merchants Corridor met with them Thursday morning and touched on the need for more foot beat officers and opportunities to interact with them, such as coffee and donut type events, but really we want the Supervisor to know that merchants are going through hard times and is there anything to do to speed up permitting processes. His staff seems to be continuing the work Vallie's staff was doing on streamlining this process. Later that day, Jtown leaders met with him to discuss the covenant expiration in 2021. There was good starting communication and the next step on that is hopefully the community itself will meet and discuss more to develop a game plan.

d. SFPD Small Business Advisory Group

Grace Horikiri: Met last Friday. The Who to Call list the JCBD produced last year is now going citywide. Deputy Chief Lazar thanked us for starting the flyer, it was a good base that will be utilized citywide. I did touch on the Park Safe and camera signage postcard and will schedule a meeting in the coming weeks with him. Hope to have some next steps soon to get signage up as soon as possible.

Emily Glick: When it comes to Dean Preston's office, what do you see as the next steps in that relationship and what should we expect?

Grace Horikiri: He's willing to listen to everyone's concerns. He may not agree with everything, but he is willing to listen to everyone and if there are things he can help us with, he will do so. This is how he presented himself at both meetings I attended.

Robert Sakai: The thing that came out of the second meeting is that the participants in that meeting minus Dean need to meet and come up with some commonalities. After that meeting, we will contact his office for a follow up meeting once the priorities are firmed up between the participants. We will come to a consensus and reach back out again for his help.

7. Staff Updates

a. Cleaning & Crime Report

Brandon Quan: The ambassadors continue to do a great job. They have been really diligent and giving attention to detail we haven't seen in previous ambassadors. Al as the Operations Supervisor is doing a great job managing as well as doing the work. He's really impressed me. This shows in the stats. We started tracking biohazard cleanups, had 73. Cigarette butts more than doubled. We spoke in the Officer's Meeting about getting businesses to help pitch in with this by purchasing outdoor butt receptacles. Graffiti removal also jumped, which is not an easy task.

Mary Ishisaki: Under biohazard, is this feces? And you're not including sharps cleanup in this stat?

Brandon Quan: No, biohazard refers to feces only in order to highlight the distinction.

Emily Glick: Regarding cigarette butts, is it a measuring question and maybe the past crew was undercounting and it's not that the problem is worse?

Brandon Quan: Yes, I think we're seeing greater numbers because this crew is doing a much better job than previous ambassadors, not because the problems are greater.

Mary Ishisaki: Can we also ask the restaurants to sweep cigarette butts at the end of each evening?

Brandon Quan: We have been emailing them but we don't really have any recourse or enforcement so that's where we have a difficult time.

Brandon Quan: The old crime mapping website is still down, but Grace was able to find another website called "datasf.org." This also has a mapping system; it aggregates incidents by the closest corner which makes it easier to figure out where things happened. It listed a total of 84 incidents in the Japantown boundary, but their boundary for Jtown is Divisadero to Gough and Bush to Geary, but there were no incidents past Sutter this month. 44 were related to assault or robbery.

Robert Sakai: And the other crimes were?

Brandon Quan: All car related incidents. Break ins, thefts.

Grace Horikiri: Fillmore Merchants Association has been reporting an increase in burglaries along the Fillmore corridor, so we need to be sure to alert our merchants. They haven't been the usual robbers; some merchants have had front windows smashed. We will continue to alert our merchants as well.

Brandon Quan: SFSafe has a program where they do an assessment of businesses to help defend against break ins and other crimes. I will do a write up for the next JCBD newsletter about this.

Brandon Quan: I emailed about the broken glass at the former Playground location, but it still hasn't been fixed. Will follow up.

Emily Glick: Do you have any timeline/idea for replacing the faded family crest logos along Post and Geary?

Grace Horikiri: These are the responsibility of the property owners. The mall replaced the lamp fixtures a couple years ago.

Daniel Byron: We did the ones we were supposed to a couple years back, but there are a couple that belong to the Peace Plaza and thus SFMTA.

Grace Horikiri: We will have a report back at the next meeting about this. Daniel, please share the cost of this and the name of fabricator so we can let the other property owners know an estimate.

David Ishida: So the other property owner is Kinokuniya?

Grace Horikiri: Kinokuniya, AMC, and the Mar Family

Daniel Byron: Also two lamps are part of Peace Plaza, so Rec and Park as well.

Melissa Bailey: Two items not on the agenda. Two businesses recently closed. Ichiban-Kan closed this past weekend and Oji on Buchanan Mall will close in the next week.

Kim Kolbe: Why is Oji closing?

Robert Sakai: Financially, it is not sustainable.

Melissa Bailey: Another item. Deadline for newsletter articles will be March 20th. Please send in anything for it before then.

8. Japantown Task Force Update

Brandon Quan: The Cultural District is preparing its draft CCHES report to present to the JTF board next week. It was going to be presented to the public during NCCBF, but since this has been cancelled, we are still trying to figure out what the public presentation will look like.

9. Upcoming Meetings/Events

Greater Community Marketing Meeting - Thu., Mar. 12, 10-11:30am

Nichi Bei Foundation - Nichi Bei Mochiko Chicken Bento Box Fundraiser - Sun. Mar. 8, 11am - 2pm

CANCELLED: Fire Safety & Emergency Preparedness Fair - Wed., March 18, 10am - 1pm
New date TBD

CANCELLED: 53rd Annual No. CA Cherry Blossom Festival - Sat. & Sun., April 11 & 12, 18 & 19, 11am - 6pm

10. Discussion and possible action items for future meetings

Mary Ishisaki: Should we have a discussion about what happens next week and the week after with all the Coronavirus facts coming in, decisions and cancellations coming in, and reassess what steps we should be taking as a community?

David Ishida: We had discussed using our cameras to track foot traffic in Japantown. I am curious to see what it has been like the past couple weeks compared to a month ago let's say, when we had a lot of foot traffic. We should also keep in mind tracking this going forward.

Mary Ishisaki: I was in Jtown today from about 4:00-4:45, it was pretty bleak. After, I drove up Sutter and down Post, and there were people in line at Daeho and at the karate studio but that's it.

Rob Malone: As of yesterday in my group, we're updated on a daily basis a tracking of total visits to all citywide garages and the revenue at the request of our director and the Controller's office. This week vs. last week activity is down 10-15%. I will share more information like that as we go forward. Things are happening hour to hour at this point.

11. General public comment*

12. Adjournment (action item)

a. Motion: Chip Nakamura; Second: Mary Ishisaki

Next JCBD Board Meeting: Wednesday, April 8, 2020, 6:00 P.M. at the National Japanese American Citizens League Headquarters Building (1765 Sutter St., San Francisco, CA 94115)

*General Public Comment: Members of the public may address the Board for up to two minutes with respect to each item on the agenda, and may speak up to two minutes regarding matters not on the agenda during general public comment.

Meeting materials distributed to the JCBD Board members are available for inspection and copying during regular office hours at the Japanese American Citizens League Building, 1765 Sutter Street, 2nd Floor, prior to the meetings.