



Board of Directors Meeting and Agenda

June 28, 2023 • 5:00 P.M. - 6:00 P.M.

Hotel Kabuki - Kosakura Room

Virtual Access via ZOOM conference: <https://us02web.zoom.us/j/86382763888>

Phone Option: 1-669-90-06833 • Meeting ID: 863 382 763 888

JCBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda during the discussion of those items, and may also address the Board on items not on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board’s authority. **Each speaker shall have up to 2 minutes to address the Board.**

Attendees: Robert Sakai, Mary Ishisaki, Kathy Nelsen, Daniel Byron, Eunice Ashizawa, Amit Patel, Junichiro Ikeda, Kim Kolbe, Steve Ishii

Absent: Dennis Kern, Marlon Smith, David Dunham

Staff: Grace Horikiri, Brandon Quan, Emi Thomas

Guests: Suwandi Tandjung (US Bank), Dmitri Shimo (AVS), Christian Martin (Next Street), Richard Hashimoto (JMA), Nancy Nagano

- 1. Call to order and roll call 5:00
- 2. **Action Item:** Approval of May 2023 Minutes 5:05
 Motion: Mary Ishisaki; Second: Steve Ishii
 The motion passed unanimously.
- 3. **Action Item:** Approval of May 2023 Financials 5:07
 Motion: Amit Patel; Second: Jun Ikeda
 The motion passed unanimously.
Action Item: Approval of one month extension of current budget
 Motion: Kathy Nelsen; Second: Eunice Ashizawa
 The motion passed unanimously.

Update current grants

- NCC Anti Asian Hate Fund Grant
 - Received reimbursement for Invoice 14 for \$101,619.29
 - Invoice 2, 3 & 4 was submitted for a total of \$181,040.80 waiting for reimbursement to come in.
 - Once received we will close out the grant for a total of \$282,660
 - Possibility future funding towards NCC Anti Asian Hate Fund Grant in the amount of \$350K. API Council is working on an additional \$300K. More info to follow.

Pending Grant Applications:

- Community Challenge Grant (Shared Spaces): Awarded \$25,000 from the Community Challenge Grant program (through the City) in support of Shared Spaces renewal and installation for 7 restaurants in Japantown. Awaiting permit approvals from Shared Spaces.
- Avenue Greenlight: \$10,600 was awarded for the wayfinding sign.

Grant Reimbursements:

- OEWD RFP 223 (Heart of Jtown Revitalization Project)
 - Submitted invoice for \$15,000 for deliverables 1 and 2. Still in review by OEWD.

- Another invoice for \$5,000 will be submitted by July 31, 2023 to close out this fiscal year.
- Another \$20,000 is allocated towards next fiscal year.

New Grants:

OEWD RFP 226 (Community Benefit District Organizational Support) - \$150K
Funds were to be used towards 5 Year Strategic Plan, Renewal & Admin support.
Awaiting announcement from OEWD.

Remaining Funds

Heart of Jtown Resiliency Fund approx. \$40K towards small business
MUFG Grant approx. \$40K towards Shared Spaces and staff time (COVID related)

4. Guest Speaker 5:20
US Banks Vice President, District Manager, Suwandi Tandjung
For the past 15 years, Suwandi Tandjung has been overseeing San Francisco offices and entire peninsula. Suwandi expressed US Bank's commitment to Japantown and is grateful that Jun is representing the US Bank. He let us know that that Union Bank employees are remaining at the Japantown branch to keep continuity. US Bank is the 5th largest bank in American and is present in 50 states and also has international presence.
5. Executive Director & Staff Reports 5:30
 - A. Introduction of NCI Intern Emi Thomas
Emi is assisting the JCBD by working on the e-newsletters, social media and small business marketing
 - B. G7 Summit + NAKED, Inc. Dandelion Project
Although this exhibit was held for 2 weekends, we welcomed about 700 plus attendees. NAKED, Inc. was pleased with the turnout and hopes to work together again with the JCBD in the near future. We have contacted NAKED, Inc. would consider coming out during the APEC Summit this November.

Summer Time Pin Rally for the month of July. On select Saturdays visitors can bring sales receipts totaling \$50 or more from a Japantown retail store, receive a Japantown SF pin and be entered into a raffle. Location to show their receipt is the Heart of Jtown Pop Up Shop.
 - C. Update Small Business
Fermentation Lab is set to open in 2 weeks in the former location of Denny's. Asian fusion food along with a gastro pub. This week we were notified that the business was broken into.

APEC Summit - Japantown to show presence by making sure we are included in the various meetings held with AAPI small business leaders.
 - D. Update on Marketing Efforts
Work continues with the partnership Adobe Aero Augmented Reality team and Paper Tree. The hope is to have it launch early July. The JCBD will assist in helping to spread the word via our social media as well as our e-news.
Staff met with property owner Michael Sim of 1700 Post and Bobby Santos of ColorTone to go over specifics of the JapantownSF Wayfinding Map that will be designed, fabricated and installed on the south west corner of the building. Goal for installation is the first week of August.
Summer Time Pin Rally will launch on July 8. For each Saturday in July, people can bring their receipts totalling \$50 from RETAIL stores and they will receive a JapantownSF pin created by one of our Heart of Jtown Pop Up Shop artists, Derrick Higa. Their names will be entered into a raffle to win merchandise from the Pop Up Store.

E. Update on Heart of Jtown Pop Up Shop

Heart of Jtown Pop Up Shop - 3 month lease ends on September 5th. During this time they are also looking at whether to actually move forward with a longer term lease

F. Cleaning, Safety and SafeCity Updates

Cleaning: Initiated discussion with Supervisor Preston's office for additional funding to support cleaning operations, since we saw add backs in other Supervisor districts for their cleaning efforts. Supervisor Preston was out of the office. We will follow up in the coming weeks.

Safety: 2 requests for video was submitted by SFPD

SafeCity: Included reporting on prepaid hours, preparation for comprehensive System Health Check for June next week.

Donations from AVS and grant from SF Japantown Foundation JCBD was able to install 2 camera at the office location (one facing entry way on Post Street, the 2nd facing the entryway in the NPC parking lot). These cameras uses new technology which is cloud based and are largely self sufficient (does not require a server for video storage) thus allows the JCBD to see an estimated 30% reduction in costs - no need to replace server due to age).

We recently had to replace 2 license plate reading camera (Fillmore @Geary \$2070, Post @Laguna \$1441). Fillmore camera was upgraded to newer model to test & compare.

Brandon is in the process of researching public records online for disposition of cases for video that the JCBD provided SFPD. It should be completed by next month and will be included in the Board packet.

Emergency & Disaster Preparedness

Through the NCC grant we were able to purchase equipment such as: solar generator, 6 hand held radios with FCC license, HAM radio. Staff will work with the Center (JCCNC) to develop a Japantown Emergency Plan and get support from SFPD and SFFD.

6. **Action Item:** Cleaning Contract

5:40

With the Officers recommendation of changing our cleaning contract from Block by Block to Next Street the Board was asked to vote. \$188,530.85 in line with the Block by Block budget.

With Next Street we will be looking at only one Ambassador and one part time Ambassador.

Although we will be losing one full time Ambassador incentives and bonuses such as performance bonus, holistic approach to mental health and how proactive they are with assisting Ambassadors. Christian Martin who is not only the Executive Director of SOMA West CBD, but is the President of Next Street (business started in 2020). His years of experience heading CBDs allowed him to see first hand what type of service our districts need. Transparency and accountability is at the core.

Next Street also services Lower Polk CBD, Ocean Avenue CBD, Downtown Hayward & Downtown Santa Rosa. Concentrating on the Bay Area.

Christian and staff at Next Street has been working

Motion: Eunice Ashizawa; Second: Mary Ishisaki

The motion passed unanimously.

7. General public comment - 2 minute per person

5:50

Christian Martin thanked the Board for allowing his company to provide this service for the JCBD is looking forward to working with the staff and Board.

8. Announcements and New Business

5:55

Mary reminded the Board that as we look at the FY 23-24 budget to keep in mind

the following points:

- City deficit may mean less grants available
- Increase in wages for staff
- May need to increase assessments - even though the increase may not be as substantial

Richard Hashimoto - Customer Appreciation Month. Amazed how much visitors spend in Japantown. July 2nd weekend

Grand Prize is \$5000

9. **Action Item:** Adjournment 6:00
 Motion: Mary Ishisaki; Second: Mary Ishisaki
 The motion passed unanimously.

Next JCBD Board Meeting: The next scheduled JCBD Board meeting will take place on Wednesday, July 26, 2023 at 5pm. Agenda materials distributed to the JCBD Board members are available for inspection during regular office hours please contact Grace Horikiri at grace@jtowncbd.org to request materials.