JAPANTOWN COMMUNITY BENEFIT DISTRICT, INC.
BOARD MEETING MINUTES
JANUARY 10, 2018, 6:00 P.M.
Japanese American Citizens League Building
1765 Sutter Street, 1st Floor
San Francisco, CA 94115

Attendees: David Ishida, Dennis Kern, Eric Moulton, Kimberly Kolbe, Mary Ishisaki, Michael Sim, Robert Sakai, Sim Seiki, Kathryn Nelsen.

Absent: Abraham Sanez, Jerry Ono, Steve Ishii

Staff: Steve Nakajima, Steve Nakajo, Coco Tando

Guests: Debra Niemann, Chris Corgas, Helen Mar, Alice Kawahatsu, Benh Nakajo, Tats Ogawa, David Dunham, Sandy Mori.

I. Call to Order and Roll Call
The meeting called to order by David Ishida at 6:00pm.

II. Discussion and Approval of Minutes from December 7, 2017 Meeting
It was moved by Sim Seiki and seconded by Kathryn Nelsen to approve the minutes from the December 7, 2017 JCBD Board Meeting with the following corrections:

- Section V: “the Japantown Task Force, Inc. (JTF) which is the organization that supported the development of JCBD” to “initiated the development of JCBD”.
- “Section VII. General public comment” to “Section VI. General public comment”; “Section VIII. Adjournment” to “Section VII. Adjournment”.

There was no public comment on the item.

The motion passed by a unanimous vote.

III. Noe Valley CBD Presentation
Debra Neumann, Executive Director of the Noe Valley Association (NVA) presented the projects that her organization accomplished since 2005, when the Noe Valley Community Benefit District was established. Some of her works include: the installment of benches, hanging flower baskets, parklet furnishings, new bike racks, and new crosswalks. Most of the funding for these projects came from grants. She mentioned the importance of having strong relationships with the City and the District’s local community for successful projects.

More information on NVA can be found on the website:
IV. Executive Director Draft Job Description
Steve Nakajima reported that a draft job description for the JCBD Executive Director has been made (Attachment A). The final draft is planned to be made public around the end of the month. Comments and suggestions from JCBD Board will be accepted for revising the job description, as well as ideas for where to post the job announcement.

V. Updates
A. Environmental Enhancement Contractor Update
Steve Nakajima reported that the JCBD Officers and staff had a meeting with Rich Mongarro, Vice President of Block by Block to hear the services that the company can provide to JCBD. Block by Block provides safety, cleaning, hospitality and outreaching services to neighborhood districts. The organization currently serves the Union Square CBD. A proposal is being made by Block by Block that includes the community’s needs, but also fits well with the JCBD budget. The proposal will be carefully examined and discussed.

More information on Block by Block can be found on the website: http://blockbyblock.com.

B. Digital Marketing Strategy Update
Steve Nakajima reported that the JCBD Officers and staff had a meeting with John Wynn, Vice President of R2 Integrated, a digital marketing agency. The meeting was held to receive advice from John on how JCBD could provide economic enhancements and marketing support to the District’s merchants. During the meeting, it was discussed that JCBD should work on a marketing strategy that brands Japantown, attracts visitors, and provides them an experience that makes them want to revisit the neighborhood.

Some advice John Wynn provided during the meeting include:

- Create a marketing strategy after identifying Japantown visitors (by age, ethnicity, where they are from, etc.) and collecting their opinions and purposes of their visit.
- Create a marketing strategy by communicating with merchants and recognizing their market.
- Receive professional help from a marketer to coordinate diverse desires of the merchants and community.

The next steps for JCBD and its effort for economic enhancement services will continue to be discussed. However, it was noted that at least a website could be worked on that provides information on JCBD and its activities to the public. The website can also include links that connect the website to the greater Japanese American community.

A comment was shared that with JCBD’s budget and other limitations, it may be better if JCBD collects data on existing marketing strategies and becomes a
facilitator of marketing instead of becoming the creator of a new marketing strategy.

C. Insurance Update
Steve Nakajima reported that two insurance brokers are currently being considered. JCBID has requested both brokers an insurance package that includes the insurance requirements from the City and the Employment Practices Liability insurance.

D. Office Update
Steve Nakajima reported that JCBID will rent the 2nd floor office of the Japanese American Citizens League Building for its office space.

VI. Discussion and possible action on items for future meetings
- Steve Nakajima reported that 65 contacts have been made so far through outreaching. Property owners are still being contacted, but outreach to the merchants is currently being focused. Maintenance and security of the neighborhood are still the common top concerns of those who have been contacted.

- David Ishida reported that Steve Nakajima would be working part time with JCBID under a contract, to support JCBID in its formation and development.

- Sim Seiki commented that information on the JCBID and its activities should be communicated better to the property owners. It was discussed that property owners, merchants, and community members should be informed through a quarterly email or newsletter.

Steve Nakajo also agreed that a newsletter should be distributed to the property owners and merchants soon to communicate JCBID activities and updates.

- Eric Moulton commented that developing an elevator positioning statement would help JCBID describe its mission and purpose clearly and effectively. Forming a communications subcommittee or committee may help improve the overall communications of JCBID. He also brought up a question if JCBID is ready to start thinking of a capital plan of physical improvements that the community agrees to.

David Ishida asked to the rest of the Board to think about whether these operations on communications and project planning should be staff driven or committee driven, and if any would be interested in working in committees.

- Coco Tando reported that the Japantown Economic Development and Marketing (JEDM) Committee from the Japantown Task Force (JTF) had a meeting earlier in the day and discussed the idea of having a meeting with
representatives from JEDM, JCBD, and the Japantown Merchants Association (JMA) to discuss how future marketing services can be integrated between the three entities and avoid duplication of services. As a JTF staff for the JEDM committee, Coco Tando requested on behalf of JEDM committee that representatives from each group would meet to discuss plans for the future. David Ishida suggested that two representatives from each entity could meet and function as a small working group.

- David Ishida announced that Craig Waterman will be resigning and relocating to another position. He brought up the question of whether the new manager at Hotel Kabuki would be guaranteed a spot on JCBD Board, to fill in Craig Waterman's position. David also mentioned that SFMTA is interested in being on the JCBD Board. If both property owners serve on JCBD Board, the Board would have to decide whether another board member should be added to JCBD to make the number of Directors an odd number. These concerns will be discussed between the officers, and a recommendation would be brought up during the next JCBD Board meeting. Comments and suggestions from JCBD Board members regarding Board membership would be accepted.

Chris Corgas was asked to provide a comment regarding this issue on board membership. He commented that JCBD is a relatively small organization, and that the District has a smaller selection of property owners and merchants to serve on Board. As board membership increases, he mentioned that there could be a greater challenge of finding property owners and merchants who could fill in a resigned Board member. However, he noted that this is something that JCBD Board should discuss and decide.

- Mary Ishisaki commented that she would try to invite the police captain from Northern Station to the next meeting.

VII. General Public Comment

VIII. Adjournment
It was moved by Robert Sakai and seconded by Sim Seiki to adjourn the meeting at 7:30pm.

The next board meeting will be on Wednesday, February 14th at 6:00pm at the Japanese American Citizens League Building (1765 Sutter Street).
Executive Director
Japantown Community Benefit District, Inc.
San Francisco, CA

Position summary:
The San Francisco Japantown Community Benefit District, Inc., 501(c)(3) non-profit is responsible for the economic and environmental enhancement of one of the last three Japantowns in the United States. The District encompasses approximately 7 whole or partial blocks in the commercial core of San Francisco’s Japantown. Property owner levies, grants, and donations finance activities and business improvement within the District.

Reporting to the Board of Directors, Executive Director will manage economic business improvement for property owners and business owners, provide a clean and safe livable neighborhood environment, engage the community, beautify public spaces, and collaborate with public officials – so that Japantown will thrive as a culturally rich, authentic, and economically vibrant neighborhood which will serve as the cultural heart of Japanese and Japanese-American communities for generations to come. The Executive Director reports to the Board of Directors.

Duties and Responsibilities:
• Insure compliance with City and County of San Francisco Japantown Community Benefit District management agreement.
• Develop and implement strategies to adhere to the goals identified in the Japantown Community Benefit District, Inc. “Management District Plan” dated April 2017.
• Understand and connect with Japantown Property Owners, Merchants and members of the community, and visitors.
• Effectively work with and facilitate relationships with City and County of San Francisco officials and staff.
• Develop marketing strategies, a Japantown brand, create visitor experiences, and promote Japantown utilizing traditional and digital methodologies, to increase business.
• Manage cleaning, security and visitor service providers.
• Provide business consultation to merchants with the goal of enhancing their business.
• Comply with Federal, State and City regulations.
• Achieve measurable positive results by managing the organization, to include fiscal and budgetary controls - managed within budget, strategic planning, marketing, administration, staff and contractor supervision.
• Enhance relationships with community organizations.
• Serve as chief spokesperson for the organization’s mission and philosophy with the public, the press, other organizations and public agencies.
• Coordinate planning for Board meetings and board committees, in consultation with the President of the Board; or chairs of committees; prepare board agendas and materials.

• Grant writing and fundraising for operating costs and programs, preparing and administering funding proposals and establishing and maintaining strong relationships with organizations, foundations and corporations.

• Supervise administration of the organization’s grants and contracts, corporate reporting, maintenance of records and office systems.

• Hire, terminate and supervise staff and contract employees and maintain internal organizational policies.

• Develop and implement the organization’s communications plan.

• Present a professional demeanor. Act ethically. Maintain relationships and collaborate with colleagues. Represent the organization with integrity.

**Qualifications:**

The successful candidate will have at minimum the following qualifications:

• Strong leadership and interpersonal skills; ability to create and sustain strong collaborative working relationships with board members, Community Benefit District members, staff, business colleagues and the City officials.

• Demonstrated ability to work with elected officials, government staff, community and special interest groups to build consensus and accomplish goals.

• Ability to negotiate with the City and County of San Francisco.

• Familiarity with San Francisco Japantown's neighborhood, its history, and issues relevant to the community or experience working with an ethnic neighborhood.

• Demonstrated experience developing and implementing marketing strategies and creating community experiences.

• Demonstrated experience creating a clean and safe neighborhood environment.

• Experience running a business or creating value for businesses.

• Strong analytical skills and ability to synthesize complex issues into clearly-stated positions.

• Highly motivated self-starter with the ability to work independently, to participate in and foster a collegial team environment.

• Excellent written and verbal communication skills.

• Demonstrated experience managing organization budgets, funds, contracts and other resources.

• Demonstrated experience supervising personnel, contract employees or contractor companies.

• Demonstrated sensitivity to racial, ethnic, social and economic diversity.

• Demonstrated experience in fund development.

• Experience in non-profit board management and board development.

• Experience in building and maintaining coalitions.

• Experience in program development and implementation.

• Experience working with volunteers

• Willingness to be a part of the operations team
• Preferred Bachelor’s Degree in business, marketing, urban planning.

Knowledge/Skills:
• Proven ability to read and understand legal documents.
• Ability to solicit large businesses for charitable donations for the community.
• Ability to inspire confidence in property owners, merchants and the community.
• Politically savvy.
• Ability to work independently as well as in team structure.
• Excellent public speaking skills and ability to facilitate meetings.
• Strong analytical and organizational skills.
• Excellent verbal and written communication skills.
• Effective negotiation and mediation skills.
• Ability to be flexible and perform varied work activities.
• Capacity to attend evening and week-end meetings.
• Preferred bilingual/bi-literate Japanese/English.
• Proficient with computer applications, such as Word, Excel, and PowerPoint.

About the Position:
Position: Part-time, flexible.
Salary: Based on experience, qualifications and schedule.
Benefits: Stipend provided.
Hours: Negotiable hours - some evenings and weekends.
Background Check: Required. To include verification of employment, education, financial, etc.
Probation period: one year.
Equal Opportunity Employer.

Apply by: March 5, 2018. Open until filled.

Please send cover letter and comprehensive resume to:
Email: japantowncbd@gmail.com or Mail to:
Executive Director Search (JCBD)
Japantown Community Benefit District, Inc.
1765 Sutter Street, 2nd Floor
San Francisco, CA 94115

You will only be contacted if you should move forward in the process.