JAPANTOWN COMMUNITY BENEFIT DISTRICT, INC.
BOARD MEETING MINUTES
February 14, 2018, 6:00 P.M.
National Japanese American Citizens League Headquarters Building
1765 Sutter Street, 1st Floor
San Francisco, CA 94115

Attendees: Abraham Sanez, David Ishida, Dennis Kern, Eric Moulton, Kimberly Kolbe, Mary Ishisaki, Sim Seiki, Steve Ishii, Kathryn Nelsen.

Absent: Jerry Ono, Michael Sim, Robert Sakai.

Staff: Coco Tando, Steve Nakajo.

Guests: Lisa Vogel, Judy Hamaguchi, Nob Mihara, Rob Malone, Jamie Totsubo.

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

David Ishida asked to move agenda items VII. Block by Block proposal and VIII. Discussion on Board membership before IV. Update on insurance.

It was moved by Dennis Kern and seconded by Kathy Nelsen to move the Block by Block proposal and Discussion on Board membership ahead of the Update on insurance.

There was no public comment on the item.

The motion passed by a unanimous vote.

II. Discussion and Approval of Minutes from January 10, 2018 Meeting
It was moved by Mary Ishisaki and seconded by Sim Seiki to approve the minutes from the January 10, 2018 JCBD Board Meeting

There was no public comment on the item.

The motion passed by a unanimous vote.

III. Expense Policy: JCBD Officers and/or Executive Director can approve up to $5,000 of expense
After discussion amongst the JCBD Officers, David Ishida asked the Board to give permission to the JCBD Officers and/or Executive Director to handle transactions up to $5,000 of expense. The threshold value of $5,000 can be voted to be changed if it becomes necessary in the future.

It was moved by Mary Ishisaki and seconded by Kathy Nelsen to approve the Expense
Policy, which would permit JCBD Officers and/or Executive Director to approve transactions up to $5,000 of expense.

There was no public comment on the item.

The motion passed by a unanimous vote.

IV. Update on insurance
David Ishida reported that the JCBD Officers have been comparing insurance prices from two insurance brokers, and have decided to choose Moriwaki, Imai, and Fujita, Inc. Insurance Agency (MIF) to provide insurance for JCBD. MIF Insurance Agency provides insurance to several organizations in the community. After JCBD is insured under MIF, the organization will receive the JCBD funding from the City.

V. Update on marketing
David Ishida reported that representatives from the Japantown Community Benefit District (JCBD), Japantown Merchants Association (JMA), Japantown Task Force (JTF), and its Japantown Economic Development and Marketing (JEDM) Committee met on February 6th to have conversations regarding the establishment of JCBD. The similarities and differences in marketing services and purpose of JCBD, JMA, JTF, and JEDM were discussed, and past accomplishments of JMA, JTF, and JEDM were shared. Representatives from these four entities will continue to meet in the future, to prevent duplication of services and as well as to have discussions on possible collaboration of marketing services.

A member in the public commented that the Japan Center Garage Corporation should also have a representative participate in the meetings, and that the future Executive Director of JCBD should also sit in the Japan Center Garage Corporation meetings.

Coco Tando reported that JCBD Officers, interested Directors, and staff have been meeting with representatives from NDD Creative to work on a long-term marketing strategy for Japantown.

VI. Update on Executive Director Search
Coco Tando reported that the JCBD Executive Director job opening with its job description was announced on February 12th. The job announcement was shared via email to both Japanese and API community members and organizations, television and community newspaper posting, and community bulletin boards. The Executive Director position is part time with benefits, and applications will be accepted until the position is filled.

A member of the public suggested HollandParlette as a resource that may be helpful for the Executive Director search process.

VII. Block by Block Proposal
David Ishida reported that Block by Block submitted a proposal for the cleaning safety, and hospitality services of the District. The JCBD Officers and staff had a meeting with Rich
Mongarro, Vice President of Block by Block, to review the proposal. The organization currently serves several CBDs in the city and has experienced employees who act as ambassadors for the neighborhood. The Block by Block ambassadors will have close communication with the SFPD, so that any observed car break-ins or crimes can be immediately reported to the police. The ambassadors would also have a cell phone number that merchants and property owners could contact to report any spills, trash, observations, etc. that require immediate attention.

Steve Nakajima is working on finding storage space for the Block by Block cleaning equipment. The cleaning equipment will be owned by Block by Block, but after three years, the equipment can be paid off and become JCBD property. However, it was discussed that this should be carefully considered because the equipment usually lasts from 6 months – 2 to 3 years, depending on its maintenance. The proposal offers a one year contract with an option to extend.

If the Block by Block proposal is approved, some of the next steps include finalizing the proposal; choosing the uniform for the ambassadors; communicating and meeting with other entities that take care of Japantown including Nihonmachi Parking Corporation, San Francisco Recreation and Parks, and San Francisco Department of Public Works; and introducing the ambassadors to the property owners, merchants, and businesses of the District. If the process goes smoothly, Block by Block should be able to start its service in April 2018.

A concern was shared that the annual billing of Block by Block is $127K, which is above the budget allocated for environmental enhancement services. Under the JCBD Management District Plan, the budget reallocation between environmental enhancement and marketing services can be made as long as it does not exceed 10% per year based on the initial year’s budget estimate. However, to confirm that $2,000 can be reallocated to the environmental enhancement services, Chris Corgas will be contacted.

A question was asked how the night car break-ins could be dealt if the Block by Block ambassadors work in the daytime. Mary Ishisaki will be inviting Joseph Engler, the new captain of the Northern Station to a future board meeting, and the issue can be further discussed at this meeting.

It was moved by Eric Moulton and seconded by Sim Seiki to accept the proposal by Block by Block.

The motion passed by a unanimous vote.

VIII. Discussion on Board Membership
David Ishida reported that after the expansion of Board membership was discussed during the last January Board meeting, the Officers met and conversed that with Rob Malone from SFMTA joining the JCBD Board, another Board member who would represent the small
property owners in the District should have a seat. Dr. Chip Nakamura from Nakamura/Osumi/Uyemoto, DDS has agreed to serve on the JCBD Board.

It was moved by Mary Ishisaki and seconded by Dennis Kern to approve the JCBD Board of Directors to expand from 13 to 15, with one spot going to Rob Malone from SFMTA, and the second spot going to Dr. Chip Nakamura.

The motion passed by a unanimous vote.

**IX. Newsletter feedback from Outreach team**

Coco Tando reported that the Outreach team has been receiving positive feedback from the property owners and merchants while distributing the newsletters. The next newsletter is being drafted and is planned to be distributed early March. Suggestions were made for future newsletter content, including: Executive Director job posting, community news and events, featuring JCBD Board Members, featuring property owners, merchants, and businesses in the District, and a list of phone numbers to call for emergency.

Steve Nakajo reported that three more property owners that need to be contacted or followed up with. He had contact with many of the merchants since the last meeting, and the main concerns include car break-ins, maintenance, and security. Marketing is also brought up frequently during the interviews. Steve Nakajo has also been participating in the meetings for the Japan Center 50th Anniversary Celebration on March 28th. A later celebration will be held in October in a form of a Fall Festival, which can be a collaboration event with JCBD.

**X. City grant RFP**

David Ishida reported that MOEWD announced multiple RFPs that JCBD will be applying for. After discussing potential grant ideas with the Officers, Steve Nakajima is working on writing two grant proposals for the JCBD, one for general funding and organization support (up to 15K), and the other for CBD and business improvement (up to 25K). The deadline for the proposals is February 26th.

**XI. SFPD Presentation**

No presentation.

**XII. Discussion and possible action on items for future meetings**

Discussion on Executive Director position applicants will be discussed at the next Board Meeting, and any recommendations Directors may have.

**XIII. General public comment**

Judy Hamaguchi from the San Francisco Chapter of the Japanese American Citizens League announced the Annual Crab Feed Event on Saturday, March 3, 2018 at the Christ United Presbyterian Church. Tickets are $40/ticket presale, $45/ticket at the door, and $15/ticket for children. 100% of the proceed will go to Jon Osaki’s new film project Alternative Facts.

**VIII. Adjournment**
It was moved by Kathy Nelsen and seconded by Sim Seiki to adjourn the meeting at 7:15pm.

The next board meeting will be on Wednesday, March 14th at 6:00pm at the National Japanese American Citizens League Headquarters Building (1765 Sutter Street).