Attendees: Chip Nakamura, David Ishida, Dennis Kern, Eric Moulton, Kimberly Kolbe, Mary Ishisaki, Michael Sim, Rob Malone, Robert Sakai, Sim Seiki, Steve Ishii

Absent: Abraham Sanez, Jerry Ono, J.P. Oliver, Kathryn Nelsen.

Staff: Steve Nakajima, Coco Tando.

Guests: Nob Mihara, Sam Mihara, Sandy Mori, Richard Mongarro, Eugene Morallos, Tomo Hirai, Barry Martin, Stephon Fowler, Judy Hamaguchi.

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 March 14, 2018 Meeting
   It was moved by Dennis Kern and seconded by Rob Malone to approve the minutes from the March 14, 2018 JCBD Board Meeting

   There was no public comment on the item.

   The motion passed by a unanimous vote.

III. Introduction of Block by Block Ambassadors and Operations Manager
   Steve Nakajima reported that the Block by Block ambassadors had their first day of work on April 4th. The statistics from April 4th to April 7th can be found on Attachment A.

   Rich Mongarro introduced himself as the Vice President of Block by Block, Eugene Morallos as the Operations Manager of Japantown and the Tenderloin, and Stephon Fowler and Barry Martin as the two Ambassadors of Japantown. JCBD has been receiving positive comments regarding their work. For service requests including sidewalk sweeping, hot spot pressure washing, graffiti removal, and car break-in glass removal, Stephon and Barry can be contacted through the clean team hotline: 415-680-7171.

IV. Updates
   A. Japan Cultural and Trade Center 50th Anniversary Celebration
      Steve Nakajima reported that the Japan Cultural and Trade Center 50th Anniversary Celebration (Attachment B) was held on Wednesday, March 28th. The ceremony was well-attended, with guests including Supervisor London Breed, Naomi Kelly, Mohammed Nuru, Ed Reiskin, Phil Ginsburg, Consulate General Uyama, Joseph
Daneshgar, and Captain Joe Engler. Many of the JCB Directors attended the celebration as well.

B. Captain Joe Engler SFPD Community Meeting
Steve Nakajima reported the community meeting with Captain Joe Engler from the Northern Station on Thursday, March 29th (Attachment C). Common safety issues in the neighborhood were brought up during the meeting including car break-ins and theft.

C. City RFP Award
Steve Nakajima reported that the JCB was awarded a $15,000 grant from the City and County of San Francisco Office of Economic and Workforce Development (OEWD). JCB has fulfilled the $6,000 fundraising requirement for the fiscal year and will be using the awarded grant for the marketing and branding strategy, logo, and website of JCB.

D. NDD Creative Marketing Presentation*
Steve Nakajima reported that JCB Officers, interested Directors, and staff had a meeting with NDD Creative to review the long-term marketing proposal for Japantown. The key highlights from the proposal include: branding Japantown as “Japantown SF”, having a coordinated effort with all Japantown businesses to welcome visitors by saying “Welcome to Japantown”, broadening the advertisement of Japantown through social media and public relations, Japantown-specific postcards and shopping bags, and creating a Japantown logo and tagline. The preliminary estimate of the proposal is $18,085.00.

It was moved by Mary Ishisaki and seconded by Eric Moulton to approve the NDD Creative Marketing Plan proposal and to proceed with the preliminary works of the marketing strategy.

There was no public comment on the item.

The motion passed by a unanimous vote.

E. Website
Kimberly Kolbe reported that the JCB website is ready to be launched with the current platform. If it is preferred to use Squarespace as the website platform, she will be migrating the contents from the current platform to Squarespace.

F. Newsletter and Outreach
Coco Tando reported that she is working on the next JCB newsletter, which will include updates on Block by Block, the City RFP, and the additional courtesy cleaning that was provided to the District from San Francisco Department of Public Works (steam cleaning of sidewalks), Recreation and Parks (cleaning of Peace Plaza), and Nihonmachi Parking Corporation (cleaning of Buchanan Mall).

Steve Nakajima reported that Steve Nakajo has started his new position as the Executive
Director of the Japantown Task Force and has completed his time with JCBD supporting the community outreach. His focus will now be with the Japantown Task Force.

G. Accountant and auditor for JCBD
Mary Ishisaki reported that she has found a payroll service provider for JCBD and will be in contact with an auditor.

H. Nichi Bei Directory and Map
David Ishida reported that the Nichi Bei Directory and Map (Attachment D) and Japanese Culture & Cherry Blossom Festivals Guide were completed last month and are now being distributed throughout the neighborhood. The Block by Block ambassadors also carry the maps to give to visitors during their shift.

V. Buchanan Mall Celebration
Steve Nakajima reported that the Japantown Task Force led by Sandy Mori, Judy Hamaguchi, and Steve Nakajo is coordinating the Buchanan Mall Celebration to highlight the businesses in the Buchanan Street Mall and on the north side of Post Street. The event will have entertainment, live music, and booths. JCBD will be supporting the event by funding and coordinating a test marketing project to help bring in more foot traffic to businesses. The project consists of a sticker rally, which visitors need to spend a minimum dollar amount at three different stores to get a free gift. The event will be held during a weekend, on June 2nd and 3rd.

VI. Peace Plaza Remediation
Sandy Mori reported that the Japantown Task Force has been communicating with the key stakeholders of the Peace Plaza remediation project including London Breed, Recreation and Parks, the San Francisco Municipal Transportation Agency (SFMTA), and members of the Board of Commissioners. It will be necessary for the community to come together and be visible at public meetings to for the upcoming 2019 Parks Bond that would help fund the remediation project.

VII. Discussion and possible action on items for future meetings
None

IX. General public comment
A member questioned if the Block by Block ambassadors have the authority to arrest anyone. The ambassadors cannot arrest anyone, but they will act as additional eyes for the community. They will be watching out for criminals and anyone who may bring threat to the community, and they will contact the police immediately.

A member questioned if the Block by Block services are constrained to JCBD boundaries. The ambassadors are constrained to CBD boundaries on the contract with Block by Block.

X. Adjournment*
It was moved by Robert Sakai and seconded by Mary Ishisaki to adjourn the meeting at 7:30pm.
The next board meeting will be on Wednesday, May 9th at 6:00pm at the National Japanese American Citizens League Headquarters Building (1765 Sutter Street).