

japantown task force, inc.

a planning, preservation, and development organization

JTF Board Meeting
Monday, November 28, 2011 @ 6:00 p.m.
JACL
Meeting Minutes

Attendees: Sandy Mori, Caryl Ito, Mark Moriguchi, Doug Dawkins, Seiko Fujimoto, Denis Henmi, Ros Tonai, Lisa Watada
Staff: Bob Hamaguchi and Greg Marutani
Guests: None
Absent: Tak Matsuba, Benh Nakajo

A. There was a quorum

Meeting called to order: 6:15 p.m. by Sandy Mori, President

B. Approval of Minutes of the Board Meeting on October 24, 2011.

C. Report from Bob Hamaguchi, Executive Director and Greg Marutani, Community Aide

JEDM

Greg Marutani updated the board on the JEDM activities. The handout listed all activities. Most noteworthy is the culinary tour of Japantown now underway being done by Edible Excursions owned by Lisa Rogovin. She is scheduling these on Fridays and one Saturday each month. The signup has been good. She charges \$85 and hosts up to 10 people at each trip. She has focused on media people for her first tours. Lisa has had difficulty getting the merchants support, but those that she has established relations with are very impressed with her.

We have complained about the Peace Plaza repairs and maintenance. We have Phil Ginsburg coming to meet with Richard Hashimoto and Bob Hamaguchi on Tue Dec 2.

Marutani has gotten Japantown on the list at DPW for new pedmounted news racks. These will make a significant change to the appearance at the Peace Plaza intersection.

Marutani is working with Union Bank to set up a Japantown gift card. This is a program under the credit card processor, Elavon. Elavon is a Union Bank preferred vendor and it has helped promote business for Union Bank. These cards would be good at any VISA merchant, but will have a Japantown design on the card.

2012 Budget Forecast

Budget was presented for 2011-12, which totals \$45,000. MOCI grant for \$40,000 and PG&E grant for \$5000.

President Mori has asked that a budget with full salaries and overhead expenses should be presented at the next meeting.

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President Mori named Mark Moriguchi, Caryl Ito, and herself to a Finance Committee to establish a budget and solicit full funding for 2012-13. Board members are encouraged to assist in lining up meetings with major corporate funders.

The current funding dilemma is JTF is the only organization in Japantown to seek funding today, but to explain who and what JTF will look like in 2012 and beyond is difficult. Absent a plan being approved by the Planning Commission and the Board of Supervisors which will not take place until the end of 2012, there is no strategic plan in place to point to.

D. President's Report from Sandy Mori

Meeting with Crezia Tano and Lisa Pagan

President Mori, Richard Hashimoto, Greg Marutani, and Bob Hamaguchi met with MOED. MOED is very impressed with the work of JEDM and JTF, but for this year can only fund us under the New Market Initiatives area under the Small Business Assistance program. Lisa Pagan heads the section funding community benefit districts which we do not qualify for.

Hamaguchi and Marutani will meet with Tano to go over new initiatives and develop a budget for 2012-13.

Directors should be doing research on corporate and foundation sponsors.

E. Other Business and Announcements

There was no new business or announcements.

The meeting was adjourned at 7:30 p.m.