

CIDBIA Board Meeting Minutes for 7/13/17
Hing Hay Coworks, 8:30 a.m.



CIDBIA Board Members Present: Larry Larson (Co-President), Ken Louie (Co-President), I-Miun Liu (Treasurer), Barry Blanton (Secretary), Diane King, Aaron Crosleycone, Tuck Eng, Lei Ann Shiramizu, Maiko Winkler-Chin

CIDBIA Board Members Absent: None

CIDBIA Staff Members Present: Jessa Timmer, Monisha Singh

Meeting was called to order by Ken Louie at 8:37 a.m.

1. Welcome

Ken welcomed Board and Staff Members

2. Public Comment on Agenda Items

There was no one from the public in attendance, and there were no public comments

3. Review and Approval of June 1, 2017 Meeting Minutes

- a. Barry motioned to approve the minutes
- b. Aaron seconded the motion (Maiko abstained)
- c. Motion carried unanimously

4. August Board Meeting

- a. The Board discussed rescheduling to accommodate scheduling conflicts in August
- b. The August, 2017 Board Meeting will be held on August 3rd at 8:30 at Hing Hay Coworks as scheduled

5. CIDBIA Treasurers' Report

- a. I-Miun gave verbally narrative on the financials that were provided
- b. We are on-track relative to the budget (YTD)

6. BIA Renewal Update

- a. Status:
 - i. 22% signed
 - ii. There are still petitions out that are very likely to sign (ie. Interim, Vulcan, etc.) that represent about 26% of the total
 - iii. When those are received, we will be at 48% (our goal is 60%)
- b. Progress report:
 - i. We had a very good conversation with Unico (they seem positive)
 - ii. We've received Assunta's signed petition
 - iii. We've received most of Interim's petitions
 - iv. We received the petition from Asia Condos
 - v. Equity Residential (seemed positive)
 - vi. Goodman/ICON and Addison (looking for an alternative contact)
 - vii. Chris Koh (no recent interaction)
- c. Board Members are being asked to document their outreach efforts (successful or not) for the files

- d. Question: What happens now? Our deadline was end of June to hit 60% ... Answer: There will be a delay in the start date for the new BIA funding, and we will be applying for an OIS grant to provide some of the funding for Q1 of 2018.

7. Public safety Steering Committee Update

- a. Larry gave an update
 - i. The committee is still in existence
 - ii. They are working on approving the charter; gathering signatures
 - iii. The current Committee is now becoming the Nominating Committee to identify new Board members
- b. Jessa will be applying to join the Committee

8. Events/Marketing Update - Monisha

- a. Dragonfest: Will be held on 7/15 – 7/16 (3rd weekend in July)
 - i. Budget
 - 1. CIDBIA will be making more \$\$ this year (approx. \$18k more) with an expected net of \$27,500
 - 2. Sponsorship has dropped from previous years
 - a. More competing events happening in Seattle (4 more the same weekend)
 - b. Traditional sponsorship is waning for these kinds of events
 - 3. Booth revenue is up from previous years
 - a. Increased booth fees by 25%
 - b. Only one food truck, but the space of one food truck = 2 – 3 booths
 - c. Results in a better mix of crafts, etc.
 - 4. Reduced the cost of production from previous years
 - a. We were able to reduce some costs
 - b. More \$\$ paid in advance of the event
 - c. In-kind sponsorships are up, and have therefore reduced some production costs
 - d. Staff time was reduced due to contracting out the production of the event
 - ii. McDonald's Sponsorship
 - 1. McDonalds returned this year
 - 2. Might want to "rethink their role"; ie. smaller and therefore less \$\$
 - iii. The Board will plan to have further discussion about re-envisioning Dragonfest given the changing sponsorship trends
 - iv. The Board would also like to see a Policies/Procedures document developed for participants (ie. vendors)
 - 1. There seems to be a higher number of demanding participants than there used to be, and something that spells out clear expectations would be helpful to moderate that
 - 2. Some businesses complain about the "interference" of the festival, and being able to convey expectations and suggestions for how to deal with the ramifications of the festival might be helpful in mitigating that as well
 - v. We still need more Board Members to help as volunteers for the event ☺
- b. Happy Hour/Food Walk (7/20)
 - i. On 7/20 we will experience three events converging in the neighborhood, which should be fun:
 - 1. Jam Fest
 - 2. HH/Food Walk
 - 3. Canton Alley
- c. Lei Ann mentioned there is a new Facebook page promoting Japantown Night ... "Like" them! ☺
 - i. It's still a work in progress, but there will be various venues, including at the Jackson Building (movies)
 - ii. Hing Hay Park will be closed

9. Staff Update - Jessa

- a. Jessa is working with a Bike Share group
 - i. The group received a grant to do outreach to the neighborhood over a 2-month period, and they have asked to partner up with the BIA to get the word out
 - ii. Bikes would be left locked to bike racks, and the combination would be supplied to the user via an app
- b. Camera System - Apparatus that was installed should be covered by the CIDBIA's insurance
- c. Navigation Center – It opened on 7/12 in Little Saigon
- d. OIS has funding for painting the Chinese Gate, and it needs to be spent (use it or lose it) by 12/31/17
- e. The Sanitation Survey Map has gone out
- f. Graffiti remediation is in progress on the Republic Building
- g. Beginning next year, CIDBIA is a Main Street Program member
 - i. We will be competing for a grant to repaint "Ghost" signage on historic buildings in the neighborhood
 - ii. This is a 2-stage grant process
 - 1. The first stage is for \$20k, and that is to promote the project through a "Like" campaign to be selected as a finalist
 - 2. The second phase is for a \$150k grant for repainting "ghost" signs on the building in the neighborhood
- h. MHA – Maiko mentioned the current turmoil involving the MHA, and the community forum being promoted on 7/18
 - i. The group promoting made the flyers look like the interment flyers from WWII, and indicated that this was an "Emergency Meeting"
 - ii. Many feel the scare tactics being used to market this forum are crossing lines
 - iii. There will be a variety of displacement issues addressed

10. Public Comment

There was no one from the public present, and therefore no public comment

11. Adjourn

Ken adjourned the meeting at 10:32