

HSD Special Board Meeting  
October 15, 2020

Attendees:

Board - Julie Fonseca de Borges, Maria Batayola, Dana Phelan, Ken Takahashi, Stephanie Pure, Karen True

Staff - Kathleen Johnson

Community Members: Monisha Singh (CIDBIA), Betty Lau (Friends of Japan Town),

### Agenda & Minutes

#### **Call to Order**

4:32 pm by Dana Phelan

#### **Welcome Guests/Public Comment**

Betty Lau - appreciation for foundation's attention to what's happening and care/focus, especially on community input

#### **CID DIRECT INVESTMENT Proposal**

- Presentation by Monisha Singh
  - Appreciation for opportunity
  - Sent a proposal and presented to the granting committee in prior conversations (see attached)
  - 3 areas: websites/social media + education; point of sales systems; contactless menus
    - Subsequent yearly subscription + content management would be the responsibility of the business owners (100 businesses)
    - Square POS for those that can support the "heavier lift" associated with this software (50 businesses)
    - QR code kits: table top tents, window stickers that directs to website and/or online menu (100 businesses)
    - Target to begin on Small Business Saturday - acknowledged that this is ambitious
    - Have everything in place by beginning of new year - launching market place, this initiative would coincide
- Q&A
  - Timing/cost of staff
  - Difference between website and POS; toast tab app over Square? We need to be holistic - Square space allows for a more seamless experience —> we don't want this to be an added burden to out businesses
  - Connection between digital literacy effort and this effort? Other grant has a 101 component - very simple approach; this grant will provided direct interaction/coaching/support in native language (not a video/digital product);
    - Some business are ready to go - this specific effort will support this group and those that complete the 101 component
  - Assessment was for all businesses, but we're a restaurant heavy neighborhood (POS + websites available to all business types)

- Evaluation measures?: web analytics, businesses are still in business, and number of business who purchase the yearly subscription, as well as through the CIDBIA (contract will also list evaluations)
- Proposed Timeline: by end of Nov, budget might change after initial outreach (will assess budget needs and pay-out for milestones for rest of 2020)
- Contractor is expected to be Otter Marketing Group: minority owned businesses with ties to the neighborhood
- Economy of scale? Looking into POS group rate, and website rate
- American rather immigrant Americans in proposal narrative? Digital divide was heightened because of COVID. Intent was to distinguish between their English speaking, digital literate counterparts, who had the opportunity to apply for and benefited from grants/funding support that were first come first serve
- Board Discussion
  - Board can approve a “not to exceed” request with an expectation of a full budget report to follow
  - Total cost will be affected by number of business who will participate and what can be negotiated for a group sale pricing
- Action
  - Motion to approve Emergency Direct Invest \$150K initial draw and then, by request as needed, up to \$300K total made by Maria. Additional funds may be requested.
  - Seconded by Karen True
  - Questions/Concerns: no further discusses
  - Opposed/Abstentions: none
  - ***Motion carried***

Thank you. We have known that this has been a need, but we’ve not pushed the issue because our approached has been to meet the business were they are at. We can’t do that anymore because we’re in the era of COVID. This is for the future benefit of the neighborhood.

**Adjourn** at 5:11pm.