



Board Meeting Minutes No. 2

Time: 11:30 AM – 1:00 PM

Date: March 19, 2019

Location: UW Tower Boardroom

IN ATTENDANCE:

UDP Board Members

Sally Clark, Co-Chair
Andy Sharpe
Louise Little
Lois Ko, Secretary
Alfred Shiga

Miles Richardson, Co-Chair
Jeanette Henderson
Pat Simpson
Rob Lubin, Treasurer

Doug Campbell
Eric Lawson
Don Schulze
Barbara Quinn

Excused

Stephen Antupit

Andrew McMasters

UDP Staff

Mark Crawford, IED
Evan Morse Econ Dev.

Marcus Johnson, C&S

Chase Landrey E&M

Guests

Phil Lloyd

David Delgado

Welcome and Introductions

Sally called the meeting to order at 11:33 a.m.

Public Comment

There was no public comment given. Marcus introduced David Delgado, the new REACH Outreach Care Coordinator. He spoke about his experience and his excitement for beginning the work. The board welcomed him and celebrated him coming on board.

Approval of January 2019 Meeting Minutes

Motion: Eric moved to approve the January 2019 meeting minutes.

Pat seconded the motion.

The motion was approved

Committee Reports

Finance

Rob presented the February 2019 financial report.

Motion: The Finance Committee moved to approve the February financial report.

Resolution FY2019#016.

Miles seconded the motion.

The motion was unanimously approved.

Rob reported that staff has identified a modest year-end surplus in both the current UDP and BIA operations. The Finance Committee has reviewed staff's projections and supports the conclusion. Recommendations for programmatic utilization of their surplus is being taken to the BIA Board at their next meeting. UDP will consider their options in future meetings.

Rob also presented the 990 for the board's review. There were no board member comments. The 990 will be submitted to the IURS.

Mark updated the board on the status of the office post fire and discussed the ongoing insurance claim.

Governance

At the last UDP Board meeting, the Board asked the Governance Committee to revisit the proposed bylaw amendment striking term limits. Louise reported on that Governance Committee consideration of several possible approaches related to term limits. The majority of the Governance Committee recommends the striking of term limits for members from the bylaws. With the number of open seats that the board already has open, they did not want to then lose additional board members through terming out during a crucial renewal period. Louise then put the amendment proposed by the Governance Committee to remove term limits before the board.

Motion: The Governance Committee moved to adopt the proposed amended language of the UDP bylaws removing term limits.

Don seconded the motion.

Board Discussion: Louise reported the committee consensus that there was already sufficient natural transition of Board members to keep new voices and perspectives joining the board on a regular basis, that the Board has not put strong enough future recruitment mechanisms in place to fill spaces that would be created by term limits, that expansion of the Board created opportunity for more new members, and that moving long term members committed to the organization at this time when the BIA is being renewed and a new BIA term is being started was not prudent. Doug expressed his concern that, without term limits, the board leadership would become stagnant and his belief that turnover during the renewal period could help bring new community ideas and voices to the process.

Call the Question:

The original motion was approved.

Clean and Safe

Marcus announced Ayan Mohamed as the newest UDP Ambassador and also Sam Boyd as the newest Beautification Team member. Marcus thanked Ruedi and Linda Risler and Barbara Quinn for their help sewing logos on all of the new grey UDP safety vests. Finally, he reminded everyone about the 26th Annual Community Cleanup on May 11th and encouraged the board members to attend.

Events and Marketing

Chase walked through some temporary improvements to the website homepage. He gave a shout out to Jen for her work on supporting and expanding the Art Walk. He presented final badge designs. He also announced and showed off the new StreetFair poster for the 50th year. Finally, he thanked Alfred for offering his parking lot for use during the StreetFair event.

Economic Development

Mark celebrated the launch of the new businesses network and asked for board help in expanding it. He encouraged board members to view the new Retail Saturation Study and explained how it is a great example of the type of meaningful services the UDP does provide.

Urban Vitality

Chase talked about the work the UDP has been doing tracking and engaging with development properties. He thanked Mark, Stephen, and Anson Lin for their involvement in gathering this information and attending various public meetings including early community introductions and early design hearings.

43rd Street Project - SDOT is approaching 30% overall design and is recommending their preferred design alternative for the street – westward one way traffic for transit only. This will likely change which and how different modes of transit use the street. He mentioned he will be engaging the 43rd Street taskforce once more information is made officially available.

New wayfinding cart - this cart was one of the final projects completed by Miriam and was paid for by U District, Let's Go! Program funds. It will be a great resource when engaging with people during events and at high transit locations.

Barbara notified the board about the redevelopment of the neighborhood Safeway property and their proposed plans for building a new Safeway and additional development above it.

Ordinance Renewal

The Board discussed recommendation's to be forwarded on to the BIA for "test cases" to be vetted with stakeholders. There are three main areas of interest:

1. Mechanical Operating Issues – These included decisions around term, boundaries, ratepayer classes and establishing base assessment rates and formulas
2. Program and Service Options – Programmatic evolutions and/or growth to meet next decade's challenges and opportunities with 10%, 20%, and 30% increases in assessed revenue.
3. Revenue Areas – These included options such as keeping the base assessment formula and anticipating natural growth because of development, changing the base rate to increase overall revenue, and modifying the special assessment areas. In addition to BIA revenue enhancement strategies, the UDP Board may, with its own discretion and authority fund its own programs using UDP assets, and the UDP fundraising

Board Discussion:

Term: After agreeing that a perpetual term was not the best option general consensus settled on bringing the idea of a 10-20 year term out to stakeholders to garner their receptiveness.

Boundaries - Using the Urban Core boundaries was decided as the most appropriate map for the new UDBIA.

Ratepayer classes – The Board recommends maintaining the current rate-payer classes, including condominiums as required by the RCW.

Initial Base Assessment - The board members generally agreed that tying the new UDBIA rates to the original assessment values as they have been adjusted by CPI increase OR re-established during the first term by the triggering of New Benefit Area designations, was the best strategy for gaining approval from the ratepayers. F

Program - The Board recommended testing the idea of an increase in rates for expanded programs.

Adjournment

Sally adjourned the meeting at 1:36 pm.

NEXT BOARD MEETING: April 16, 11:30am – 1:00pm, UW Tower Boardroom

The U District Partnership

Balance Sheet Prev Year Comparison

As of March 31, 2019

	Mar 31, 19	Mar 31, 18	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts	360,231.94	230,038.83	130,193.11
Total Checking/Savings	360,231.94	230,038.83	130,193.11
Accounts Receivable	76,515.83	158,547.01	-82,031.18
Other Current Assets	24,224.31	1,040.70	23,183.61
Total Current Assets	460,972.08	389,626.54	71,345.54
Other Assets	6,194.19	3,358.32	2,835.87
TOTAL ASSETS	467,166.27	392,984.86	74,181.41
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	28,283.55	57,386.32	-29,102.77
Credit Cards	1,061.34	0.00	1,061.34
Other Current Liabilities	10,784.23	18,553.21	-7,768.98
Total Current Liabilities	40,129.12	75,939.53	-35,810.41
Total Liabilities	40,129.12	75,939.53	-35,810.41
Equity			
32000 · Unrestricted Net Assets	304,103.26	265,400.21	38,703.05
Net Income	122,933.89	51,645.12	71,288.77
Total Equity	427,037.15	317,045.33	109,991.82
TOTAL LIABILITIES & EQUITY	467,166.27	392,984.86	74,181.41

The U District Partnership

Budget Report

July 2018 through March 2019

	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense				
Income				
43400 · Direct (Grants) Public Support	16,000.00	0.00	16,000.00	0.00
44500 · Government Grants and Contracts	670,031.92	696,593.68	-26,561.76	934,866.10
47000 · Earned Income	127,172.92	122,000.00	5,172.92	260,000.00
46400 · Interest and Other	144.73	0.00	144.73	0.00
Total Income	813,349.57	818,593.68	-5,244.11	1,194,866.10
Gross Profit	813,349.57	818,593.68	-5,244.11	1,194,866.10
Expense				
60000 · Staffing	345,316.01	362,743.40	-17,427.39	500,757.64
61000 · Professional & Contract Expense	53,066.85	50,550.00	2,516.85	85,400.00
62000 · Office and Overhead	58,980.73	60,777.14	-1,796.41	89,966.36
70000 · Direct Program Expenses	275,403.79	299,252.06	-23,848.27	520,977.72
Total Expense	732,767.38	773,322.60	-40,555.22	1,197,101.72
Net Ordinary Income	80,582.19	45,271.08	35,311.11	-2,235.62
Other Income/Expense				
Other Income				
Fiscal Sponsor Income	51,471.70	0.00	51,471.70	0.00
Fiscal Sponsor Expenses	-9,120.00	0.00	-9,120.00	0.00
Total Other Income	42,351.70	0.00	42,351.70	0.00
Net Other Income	42,351.70	0.00	42,351.70	0.00
Net Income	122,933.89	45,271.08	77,662.81	-2,235.62

Variance Report – March 2019

Balance Sheet

Cash – Increased balance due to Street Fair collections

Accounts Receivable

BIA at \$71,649 – normal

Insurance Claim Receivable – Tracking for future claim

Security Deposit – Increased for temporary office space

Accounts Payable – Includes March REACH payment and estimated Elm Grove and Securitas

Deferred Revenue - Remaining pre-pay on storage lease

Budget Report

Expense

Professional Expense – Incurred our share of BIA System Failure report, extra \$1,000 for Phil to do Tax form 990.

Office and Overhead – Includes payment of old office past due rent demanded by landlord

Direct Program Expenses

Clean and Save – Continued savings on cleaning contractor. Just signed contract to continue through June 2020.

Studies and Strategy – same as before – Retail Saturation Study – completed

Budget Tracker

Normal

- The Clean and Safe Committee had their monthly meeting on April 11th. The local police said David has been a huge help, they are in daily communication with him getting people paired up with David. Caroline Falt talked to us about the work they do at Sanctuary Art Center, particularly the Work or Opportunity Training (WOOT) program that the BIA helps to fund.
- We held our March BIA Walk on Friday, 03/22. If you are interested in learning more about the day-to-day operations of our North and South Cleaning Areas, you are encouraged to come to our April BIA Walk on Friday, 04/19. We meet at 9:00 am in the UDP Conference Room.
- We had our monthly cleanup on March 30th. Thank you to everyone who came out! We will NOT have a cleanup in April due to the 26th Annual Cleanup on May 11th. If you have not made it to a cleanup in a while, be sure to make it out to this one and bring a friend! Lots of fun prizes, food, and a free t-shirt for all those who come.



- We are partnering with Seattle Police Department to put on a Retail Theft Prevention Course. This class is on Tuesday April 23rd, 2019 from 10-11am at the UWPD. If you have any questions or to RSVP, please reach out to Marcus.
- The most recent cohort of the Work or Opportunity Training (WOOT) wrapped up on April 4th. We enjoyed having the WOOT group out Thursdays with our Beautification Team doing various cleaning tasks around the neighborhood.



Many of you may have seen Chris, the homeless woman on University Way that will sometimes have as many as a dozen or so shopping carts. David and our Clean Team worked tirelessly to day whittle down the amount of trash that she accumulates daily. Chris recently moved into our neighborhood from an adjacent neighborhood. David has been able to build rapport with Chris and was able to reconnect her with her case workers who had lost track of her when she moved.

David is currently working with the Nav Team on getting people help on Pasadena where we have a large encampment. He also helped do outreach in Cowen Park before people were moved out of there. David has helped two people in our district get into shelters downtown.

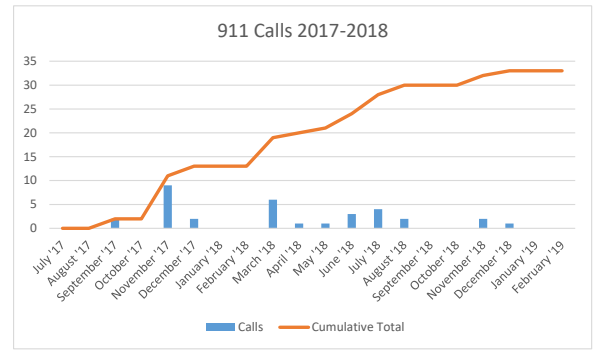
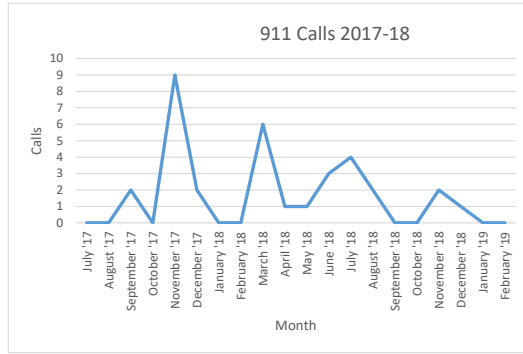
The Ambassadors have been dealing with increased amount of shoplifting in March. In March alone they were called or were on sight for 27 shoplifting incidents. One of the struggles they have is people will shoplift and then jump onto a bus and get away. This month the Ambassadors have had several great wayfinding interactions with visitors here for the Cherry Blossoms.

Upcoming Clean and Safe Events and dates:

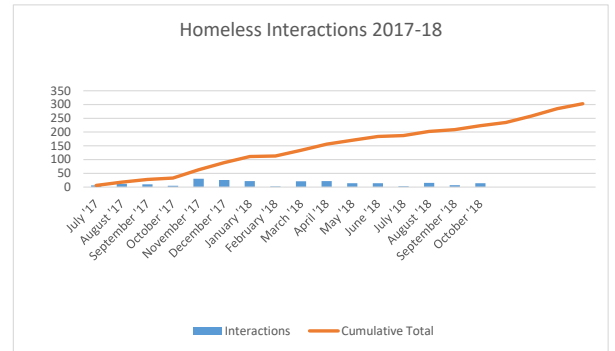
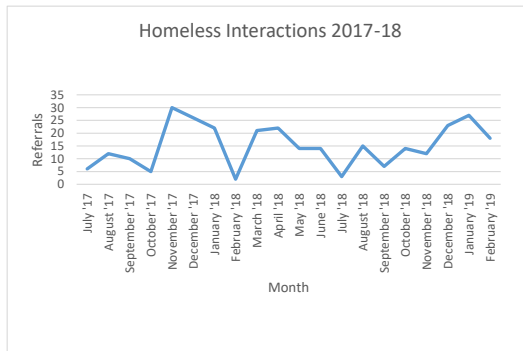
BIA Walk	April 19 th (9:00-10:30am, meet @ the UDP Conference Room)
Retail Theft Prevention	April 23 rd (10:00-11:00am @ UWPD)
Next C&S Meeting	May 9 th (12:00-1:30pm @ U Heights, Room 108)
26 th Annual Community Cleanup	May 11 th (9:00-12:00pm, meet @ U Heights Plaza)

Ambassador Data

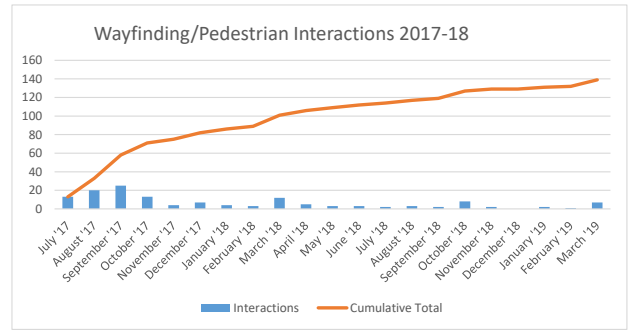
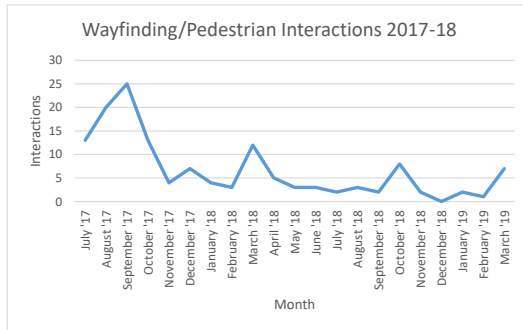
Calls	Cumulative Total
July '17	0
August '17	0
September '17	2
October '17	0
November '17	9
December '17	2
January '18	0
February '18	0
March '18	6
April '18	1
May '18	1
June '18	3
July '18	4
August '18	2
September '18	0
October '18	0
November '18	2
December '18	1
January '19	0
February '19	0
March '19	4



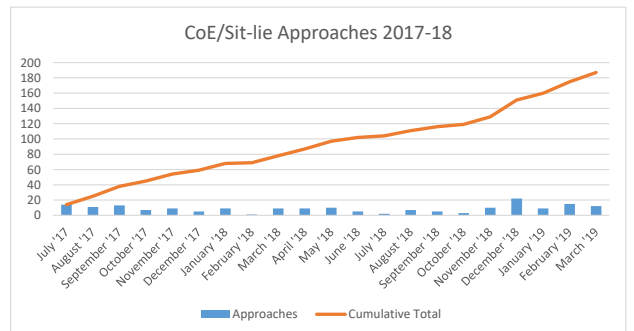
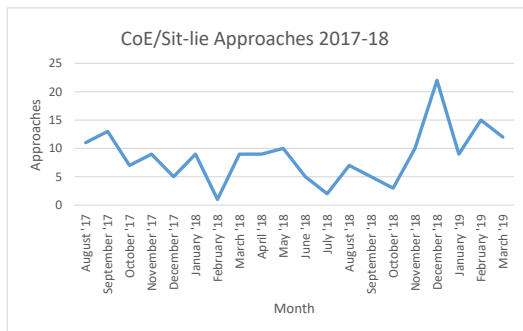
Interaction	Cumulative Total
July '17	6
August '17	12
September '17	10
October '17	5
November '17	30
December '17	26
January '18	22
February '18	2
March '18	21
April '18	22
May '18	14
June '18	14
July '18	3
August '18	15
September '18	7
October '18	14
November '18	12
December '18	23
January '19	27
February '19	18
March '19	13



Interaction	Cumulative Total
July '17	13
August '17	20
September '17	25
October '17	13
November '17	4
December '17	7
January '18	4
February '18	3
March '18	12
April '18	5
May '18	3
June '18	3
July '18	2
August '18	3
September '18	2
October '18	8
November '18	2
December '18	0
January '19	2
February '19	1
March '19	7



Approach	Cumulative Total
July '17	14
August '17	11
September '17	13
October '17	7
November '17	9
December '17	5
January '18	9
February '18	1
March '18	9
April '18	9
May '18	10
June '18	5
July '18	2
August '18	7
September '18	5



October '18	3	119
November '18	10	129
December '18	22	151
January '19	9	160
February '19	15	175
March '19	12	187

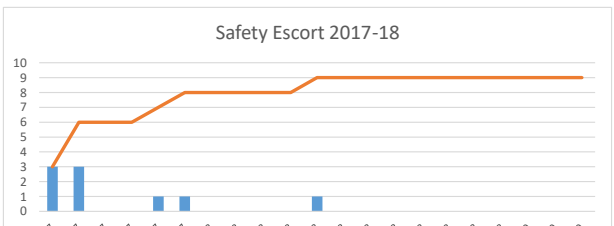
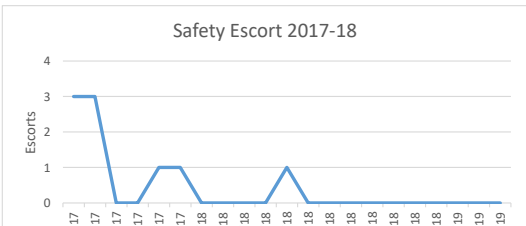
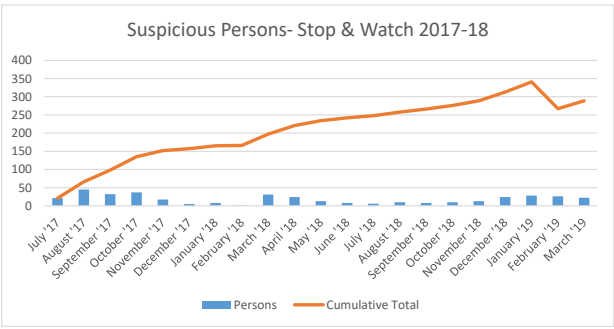
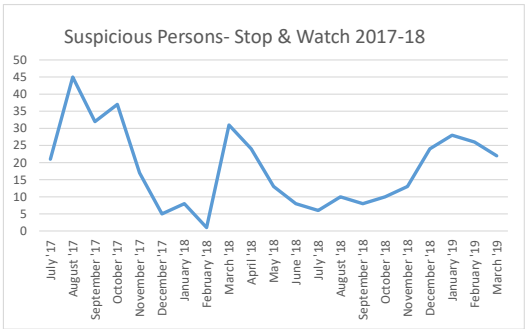
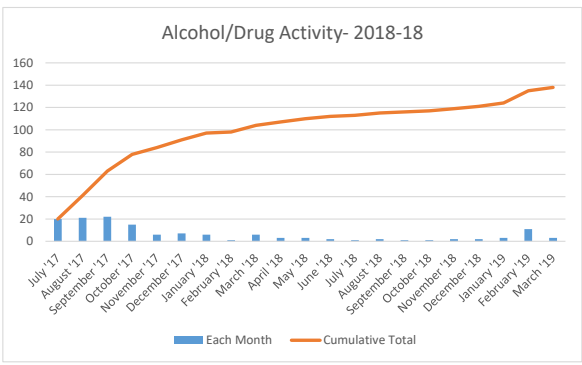
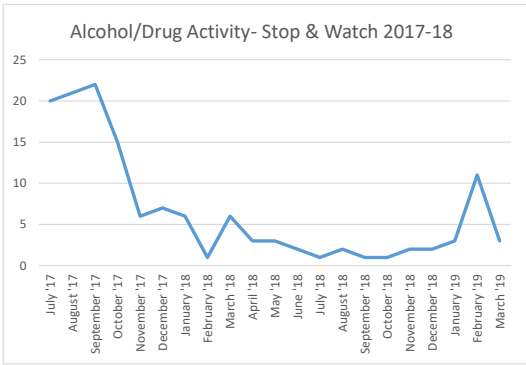
Each Mont Cumulative Total

July '17	20	20
August '17	21	41
September '17	22	63
October '17	15	78
November '17	6	84
December '17	7	91
January '18	6	97
February '18	1	98
March '18	6	104
April '18	3	107
May '18	3	110
June '18	2	112
July '18	1	113
August '18	2	115
September '18	1	116
October '18	1	117
November '18	2	119
December '18	2	121
January '19	3	124
February '19	11	135
March '19	3	138

Business Visits	Visits	Cumulative Total
July '17	48	48
August '17	81	129
September '17	92	221
October '17	18	239
November '17	48	287
December '17	19	306
January '18	56	362
February '18	22	384
March '18	134	518
April '18	110	628
May '18	87	715
June '18	60	775
July '18	39	814
August '18	72	886
September '18	92	978
October '18	105	1083
November '18	186	1269
December '18	197	1466
January '19	200	1666
February '19	275	1941
March '19	212	2153

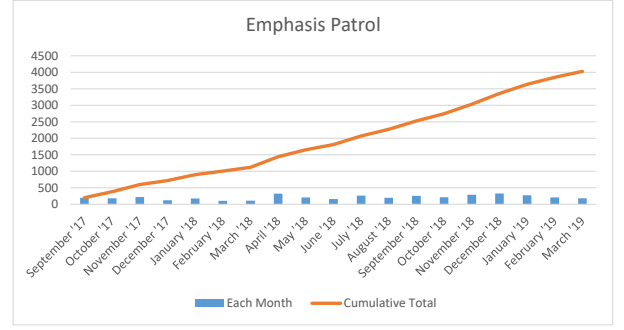
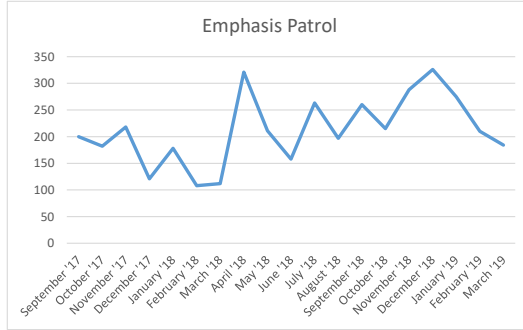
Suspicious Persons	Persons	Cumulative Total
July '17	21	21
August '17	45	66
September '17	32	98
October '17	37	135
November '17	17	152
December '17	5	157
January '18	8	165
February '18	1	166
March '18	31	197
April '18	24	221
May '18	13	234
June '18	8	242
July '18	6	248
August '18	10	258
September '18	8	266
October '18	10	276
November '18	13	289
December '18	24	313
January '19	28	341
February '19	26	367
March '19	22	389

Safety Escort	Escorts	Cumulative Total
July '17	3	3
August '17	3	6
September '17	0	6
October '17	0	6
November '17	1	7
December '17	1	8
January '18	0	8
February '18	0	8
March '18	0	8
April '18	0	8



May '18	1	9
June '18	0	9
July '18	0	9
August '18	0	9
September '18	0	9
October '18	0	9
November '18	0	9
December '18	0	9
January '19	0	9
February '19	0	9
March '19	0	9
Emphasis Patrol	Each Mont	Cumulative Total
September '17	200	200
October '17	182	382
November '17	218	600
December '17	121	721
January '18	178	899
February '18	108	1007
March '18	112	1119
April '18	321	1440
May '18	211	1651
June '18	158	1809
July '18	263	2072
August '18	197	2269
September '18	260	2529
October '18	215	2,744
November '18	288	3032
December '18	326	3358
January '19	275	3633
February '19	210	3843
March '19	184	4027

Shoplifting
March '19 27





Economic Development Committee April 2019 Update

Economic Development Committee

The Economic Development Committee held their regular meeting on April 3rd. The next committee meeting will be in May.

Phase 2 – COMPLETE

At the April meeting, the Economic Development Committee reviewed the deliverables for Phase 2: the second 90-days, which placed equal attention on creating the network, developing marketing collateral, building resources for existing businesses, and assembling the ingredients for recruitment of new businesses. The committee found the progress acceptable, closed out Phase 2, and greenlighted starting Phase 3 immediately. During Phase 3, work will focus on making the resources and tools developed in Phases 1 & 2 more accessible, and cementing the business recruitment strategy.

Updating the Long-Term Economic Development Vision – IN PROCESS

The Economic Development Committee concluded discussion on the long-term economic development vision. Public-facing phrasing will be reviewed at their next meeting.

Key Performance Indicators – IN PROCESS

The Economic Development Committee has developed a list of ten potential key performance indicators (KPIs), for example vacancy rate. The KPIs will be used to track and measure 1) the economic health of the U District; and 2) the effectiveness of efforts to achieve economic development goals. Staff will assess the availability of data for the potential KPIs and present findings to the Economic Development Committee at their next meeting.

Business Recruitment Strategy – IN PROCESS

Within the Retail Saturation Study, is the ten-year projection of retail demand growth. The Economic Development Committee reviewed a proposal for developing a retail recruitment strategy built upon that projected growth. Specifically, establishing retail store sector recruitment goals that match the projected supportable square footage for each sector. The committee supports the proposal. Staff will develop recruitment plans to carry out the strategy.

Looking Ahead – Next Business Network Meeting


The next Business Network Meeting will be after StreetFair. Based on business feedback, the agenda will center on network options to increase safety within the district. Your attendance is appreciated. Getting the word out to business owners and operators is greatly appreciated. The RSVP form is posted at <https://www.udistrictpartnership.org/biz-network>.

Newsletter	Facebook	Twitter	Instagram
950	1,369	650	242

- **Updates to our Website** – We are in the process of updating our websites. Thanks to funds related to the U District, Let's Go program through Transportation Choices Coalition, we have been able to come up with a project scope and sent out a request for proposal to find the right developer. This project will be updating and better bringing together the U District Partnership, U District BIA, and U District, Let's Go pages. The goal is to have a website where visitors can easily reach our services without having to be knowledgeable of our org structure. To do this, staff will also be working as a team to tailor our wording and layout for our particular audiences. We have been inspired in this process by sites like [Ballard Alliance](#), [Alliance for Pioneer Square](#), and the [Alliance for Downtown New York](#). Assuming we can find a developer to finish this project within scope in budget, we expect to finish the new site by the end of June.

UDP ORG & BIA ABOUT US
PROGRAMS CONTACT US



DOCUMENTS NEWS
CALENDAR
SEARCH 

- **StreetFair** – StreetFair is almost a month away! We have over 225 confirmed vendors and I am excited to say that we have more U District businesses participating this year, thanks to a dedicated recruiting campaign. Both Sound Transit and American Campus Communities have joined us as our newest sponsors! Word has also recently gotten to us that the Mayor's office will declare the weekend a Seattle holiday. We have been working with Gigs4U to bring a talented roster of musicians to our event stages. The lineup should be announced very soon. Finally, the Bold Hat team has been working on great graphics and ads to promote this year's fair. Check out an example below.



The UDBIA and UDP board members of the committee met earlier this month to discuss their strategic plans for supporting and accomplishing Urban Vitality work for the next year and into the new UDBIA. As reported earlier, the committee and staff are employing several complementary overall strategies:

Development Tracking: to monitor, attend and share information about, provide input to or assistance to public and private development projects in the area.

AND

Major Impact Projects: to focus on specific larger scale projects and their impact on the district. The two major impact projects we are engaged with at this time are: the 43rd Street Task Force and Church Facility Transition Task Force.

1) **Development Tracking**

- a) 4126 12th Ave Project – Attended Early Design Guidance Outreach meeting for development proposing a 20 story tower focused on student housing. First major development required to use the new neighborhood design guidelines!



- b) 4214 Roosevelt Way NE Project – Early Design Guidance Outreach meeting for development proposing 200 apartments on current space which includes Hardwicks store building and preserving the adjacent Canterbury Court. Meeting on 4/20 at 11am at Watertown Hotel
- c) 1415 NE 43rd St Project – Early Design Guidance Outreach meeting for development proposing two towers (23 and 15 stories) on the current lot which includes University Temple United Methodist. Meeting on 4/22 at 6pm at U Temple Methodist.

2) **Major Impact Projects**

a) **43rd Street Task Force**

SDOT is planning to construct improvements in NE 43rd Street between the southeast corner of Link Station construction eastward to the intersection with 15 Ave NE.

After meeting with our taskforce of business and property representatives and receiving their report, SDOT has been including Stephen in their monthly planning meetings. After reviewing community input, SDOT's team is likely to recommend this segment of 43rd street be redesigned to have only one westbound lane to primarily accommodate bus traffic. While this option is not the preferred choice

of our taskforce and would not allow cars as through traffic, they are addressing the need for local businesses to have access to nearby load/unload spaces. Within the next month, SDOT will have reached 30% design completion and will announce the next design decisions to be discussed. We will reconvene the taskforce to address how these could affect their needs at that time.

Track the project's progress at: [SDOT 43rd Street Project Page](#)

b) Church Facility Transitions

A task force has been formed and is being chaired by Andy Sharpe to survey the local church facilities. The goal of this survey is to produce a briefing paper on the potential impact of planned transitions, such as sales and redevelopment, on the services that they provide and host. This project has been delayed due to the significant amount of other work currently underway, but the goal still remains.

Additional Items:

Design Guidelines

The Updated U District Design Guidelines were approved on February 19th. The UDP contributed significant staff and volunteer time by supporting the city's community outreach and cohosting planning meetings. We already have our first major projects to be completed under these guidelines and they appear to be well received by developers. We were also invited by members of City staff to celebrate the adoption of these guidelines at a recent event. [Guidelines](#)

Potential Upcoming Major Projects

SDOT Parking Study around Light Rail Station – SDOT staff is taking an inventory of street parking in the blocks around the future light rail station to create strategies around preventing misuse of these spaces by light rail commuters and travelers.

Metro Restructure – King County Metro is planning a restructuring of their North Seattle routes to coincide with opening of the light rail stations.

45th Transit Improvements – SDOT is in the early design process for speed and reliability improvements to the Market/45th street corridor. This could include RapidRide ([Work Plan](#) pg. 45-46)

Sound Transit Property Engagement – Sound Transit owns a key property on 45th between 11th and Roosevelt will be vacated after construction of the light rail station is completed