

BOARD MEETING AGENDA

Time: 11:30 – 1:00

Date: October 16, 2018

UW TOWER, 22 FLOOR Boardroom

- | | | |
|--|---------------|------|
| 1. Welcome and Introductions | Miles | |
| 2. Public Comment | All | |
| 3. Approval of September Meeting Minutes | Miles | Vote |
| 4. Committee Reports | | |
| a. Finance | Rob/Phil/Mark | Vote |
| b. Clean and Safe | Don/Marcus | |
| c. Events and Marketing | Andrew/Mark | |
| d. Urban Vitality | Stephen/Mark | |
| e. Economic Development | Miles/Evan | |
| f. Governance | Louise/Mark | |
| g. Executive | Miles/Mark | |
| 5. Added Executive Director Updates | Mark | |
| 6. Adjourn | | |

Upcoming Meetings and Events

BIA Walk	October 19, 2018	9:00-10:30
Economic Development	October 24, 2018	3:00-4:00
Trick or Treat Roosevelt	October 31, 2018	3:00-6:00
BIA RAB Meeting	November 1, 2018	4:00-5:30
Governance Committee	November 7, 2018	10:00 – 11:00
Clean and Safe Committee	November 8, 2018	12:00 – 1:30
Finance Committee	November 9, 2018	10:00 – 11:00
Executive Committee	November 13, 2018	1:00 – 2:00
UDP Board Meeting	November 20, 2018	11:30-1:00
Events & Marketing Committee	November 27, 2018	9:00-10:00
Board Retreat	November 29, 2018	1:00-4:00



Board Meeting Minutes No. 8

Time: 11:30 AM – 1:00 PM

Date: September 18, 2018

Location: UW Tower Boardroom

IN ATTENDANCE:

UDP Board Members

Sally Clark, Co-Chair
Andy Sharpe
Louise Little
Stephen Antupit

Don Schulze
Rob Lubin, Treasurer
Pat Simpson
Lois Ko, Secretary

Doug Campbell
Eric Lawson
Barbara Quinn

Excused

Miles Richardson, Co-Chair
Jeanette Henderson

Alfred Shiga
Andrew McMasters

Theresa Doherty

UDP Staff

Mark Crawford, IED
Evan Morse, Econ Dev.

Marcus Johnson, C&S

Chase Landrey, CE

Guests

Phil Lloyd
Gregg Petrie

Miriam Castro
Naomi Tilford

Ruedi Risler

Sally called the meeting to order at 11:35 a.m.

Public Comment

Gregg Petrie, a local condo owner, expressed his disappointment that Cory Crocker was not reelected to the UDP board as he felt that Cory represented condo owner views on the board.

Approval of August 21, 2018 Meeting Minutes

Motion: Louise moved to approve the August 21, 2018 meeting minutes. Resolution FY2019#007.

Barbara seconded the motion.

The motion was unanimously approved.

Committee Reports

Finance

Rob presented the August financials. He also mentioned that the auditors would be presenting their findings at the November UDP board meeting.

Motion: Rob moved to approve the August financial report. Resolution FY2019#008.

Louise seconded the motion.

The motion was unanimously approved.

Clean and Safe

Don presented the Clean and Safe report. Recology has now been replaced by Elm Grove and the initial work of the new contractor has been good. They are also wearing UDPO branding and it is great to see that presence so clearly evident.

Marcus reported on the project to hire a REACH outreach worker for the U District, to begin on January 1, 2019. We are working on the contract and seeking additional funding from the City and from private philanthropic sources.

Marcus updated the board about the potential for the expansion to the Law Enforcement Assisted Diversion (L.E.A.D.) program to the North Precinct.

Events and Marketing

Chase presented the Events and Marketing report.

Urban Vitality

Stephen presented the Urban Vitality report and announced the first meeting of the Urban Vitality Committee on October 1, 2018.

Economic Development

Evan presented the Economic Development report. A key initiative is the new property owners and business operators contact update.

Governance

Louise presented the Governance report. The Committee held its first meeting. They are working to plan a board retreat for some time later this year. They are working on filling the Board vacancy and are looking for a long term condo resident or apartment resident. They will be looking to finalize the Participation Agreement and consider some additional bylaw revisions.

Doug provided a statement about his alleged behavior during a recent community meeting. The incident has been referred to the Governance committee for further review and reporting back to the Board.

Executive Committee

There was no meeting of the Executive Committee last month.

Executive Director Update

Mark is rewriting the personnel handbook and Mark thanked Louise for lending her expertise on the important update.

We are still in the process of hiring a part time office manager. The job market is “candidate favorable” and we are having a hard time finding someone interested in a part time position.

Mark will be speaking at two panels (NAOIP and U Connect) in the coming month about the growth and development of the U District.

Staff is working on an agreement with U District Let's Go on partial continuation of that program through an internship program in partnership with SDOT and UW School of Social Work from January 1, 2019 through June 30, 2019. .

Ordinance Renewal

Mark laid out a general schedule for renewing the UDBIA ordinance. Theresa will be leading the taskforce on this effort and the staff is currently pursuing the tools and data needed to create useful models for comparing potential ordinance drafts.

Sally adjourned the meeting at 12:35 p.m.

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

The U District Partnership

Balance Sheet Prev Year Comparison

As of September 30, 2018

	Sep 30, 18	Sep 30, 17	\$ Change
ASSETS			
Current Assets			
Checking/Savings	244,975.82	242,654.98	2,320.84
Accounts Receivable	91,883.95	84,085.68	7,798.27
Other Current Assets	2,508.74	7,801.32	-5,292.58
Total Current Assets	339,368.51	334,541.98	4,826.53
Fixed Assets	4,425.10	0.00	4,425.10
Other Assets	3,358.32	400.00	2,958.32
TOTAL ASSETS	347,151.93	334,941.98	12,209.95
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	20,111.77	41,079.77	-20,968.00
Credit Cards	6,264.08	978.24	5,285.84
Other Current Liabilities	24,697.29	19,128.19	5,569.10
Total Current Liabilities	51,073.14	61,186.20	-10,113.06
Long Term Liabilities	0.00	655.44	-655.44
Total Liabilities	51,073.14	61,841.64	-10,768.50
Equity			
32000 - Unrestricted Net Assets	304,103.26	265,400.21	38,703.05
Net Income	-8,024.47	7,700.13	-15,724.60
Total Equity	296,078.79	273,100.34	22,978.45
TOTAL LIABILITIES & EQUITY	347,151.93	334,941.98	12,209.95

The U District Partnership
Budget Report
July through September 2018

	Jul - Sep 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense				
Income				
44500 · Government Grants and Contracts	210,030.23	223,230.48	-13,200.25	934,866.10
47000 · Earned Income	13,000.00	10,000.00	3,000.00	260,000.00
46400 · Interest and Other	26.06	0.00	26.06	0.00
Total Income	223,056.29	233,230.48	-10,174.19	1,194,866.10
Gross Profit	223,056.29	233,230.48	-10,174.19	1,194,866.10
Expense				
60000 · Staffing	110,255.31	116,600.18	-6,344.87	500,757.64
61000 · Professional & Contract Expense	16,902.50	21,300.00	-4,397.50	85,400.00
62000 · Office and Overhead	21,699.16	21,683.34	15.82	89,966.36
70000 · Direct Program Expenses	82,223.79	86,622.71	-4,398.92	520,977.72
Total Expense	231,080.76	246,206.23	-15,125.47	1,197,101.72
Net Ordinary Income	-8,024.47	-12,975.75	4,951.28	-2,235.62
Net Income	-8,024.47	-12,975.75	4,951.28	-2,235.62

2017-18 University District BIA

Budget Tracker -September 2018

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	207,383	41,842.67	165,540	20.2%	\$ 9,495.42	\$ 9,953.44	\$ 22,393.81	
Cleaning and Public Safety	425,966	92,672.13	333,294	21.8%	\$ 34,475.31	\$ 31,306.23	\$ 26,890.59	
Urban Vitality	31,506	5,626.87	25,879	17.9%	\$ 1,410.75	\$ 1,343.86	\$ 2,872.26	
Economic Development	112,227	25,471.64	86,755	22.7%	\$ 4,265.63	\$ 10,453.43	\$ 10,752.58	
Marketing	41,376	13,891.05	27,485	33.6%	\$ 3,417.78	\$ 6,200.88	\$ 4,272.39	
Community Engagement	77,169	19,643.68	57,525	25.5%	\$ 8,089.87	\$ 5,231.08	\$ 6,322.73	
Events and Activation	27,240	7,882.19	19,358	28.9%	\$ 4,157.80	\$ 2,332.80	\$ 1,391.59	\$ -
Total Requested	922,867	207,030.23	715,837	22.4%	\$ 65,312.56	\$ 66,821.72	\$ 74,895.95	\$ -

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management								
Cleaning and Public Safety								
Urban Vitality								
Economic Development								
Marketing								
Community Engagement								
Events and Activation								
\$	-	\$ -	-	-	-	-	-	-

September 2018

Variance Report

Balance Sheet

Accounts Receivable - \$74,896 BIA reimbursement, Up Your Ave Sponsorships – ACC \$5,000 – Sound Transit \$7,500, \$1,488 over 90 days – Big Time brewery, Lyft, Limebike – no change

Accounts Payable – Usual month end bills – Elm Grove - \$11,200 (includes late July bill of \$1680), Seattle CFO - \$2,000, Securitas - \$7,241.

Budget Report

Staffing – Slightly under budget – hourly employee not hired.

Benefits for Employees – Billing delay reported last month caught up.

Retirement benefits – implementation delay as reported last month. Program now begun.

Accounting Fees – Audit billing in. \$500 over budget.

Legal Fees/Other – Budget for renewal has been spread – costs will show up later. Still working with IT and HR consultants on projects.

Clean and Safe contract – starting to show positive variance from vendor switch.

Community Beautification – Billing delay on new flower baskets from Molbaks.

Other Program Services – Music Program completed.

- The Clean and Safe Committee met on October 11th. We heard from our local foot beat officers about how things are going in the U District. Marcus updated the committee on Clean and Safe events, upcoming beatification project, and other Clean and Safe items that staff has been working on. Chloe Gale, the co-director of REACH came and gave a presentation and answered questions about her organization and how it has worked with the Ballard Alliance and the MID. We were pleased that Mayor Durkin sent one of her staff to the meeting to hear about what the Clean and Safe Committee was discussing.

Those present at the meeting heard from Mark about the Oct. 15th meeting that several of the BIAs, including the U District, are convening with the City to talk about issues related to enforcement, prosecution and services for people with a disproportionate impact on our neighborhoods. People were pleased to hear that among those presenting will be our very own Lois Ko who will be talking about the challenges she has faced around these issues. Marcus is also going to be presenting on one of people in the U District that has had a disproportionate impact on our neighborhood as an example of the type of people that this group is trying to highlight.

- From July-September, in our cleaning areas Recology and Elm Grove did the following: picked up 342 bags of trash, performed 20 hours of pressure washing, cleaned up 797 graffiti tags, stickers, and illegal postings (Elm Grove accounted for 583 in September), and cleaned up 322 biohazards.
- 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 October BIA Walk on Friday, 10/19. We meet at 9:00 am in the UDP Conference Room.
- We held community cleanup on September 29th. We cleaned Brooklyn from 50th to Ravenna and 15th from Ravenna down to 45th. Thank you to everyone that was able to make it out. We hope you can join us on October 27th for this month's cleanup.
- Our Spring/Summer Flower Baskets were removed in preparation for our Fall/Winter Flower Baskets. Fall/Winter baskets are being installed on October 15th, our Beautification Staff will maintain them.
- Ambassadors had 7 documented interactions with homeless individuals last month. They had 260 emphasis patrols and 92 business visits. They reported 8 suspicious people. Please see the attached report.



Clean and Safe Committee October 2018 Update

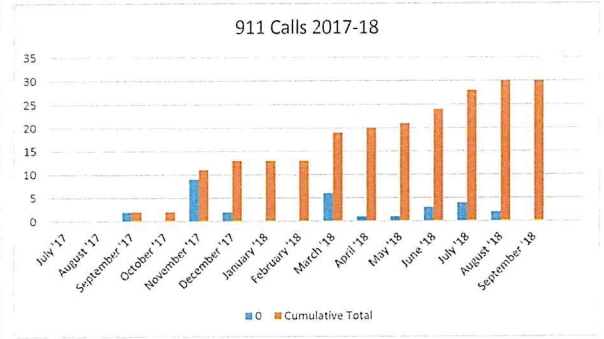
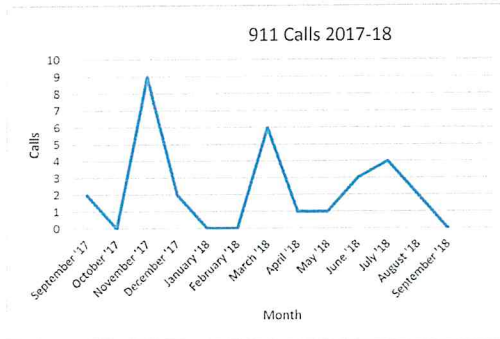
- We continue to work with REACH in preparing for our January launch of our 18-month Mental Health Outreach Program. Staff continues to search for fundraising opportunities to help with funding the program.

Upcoming Clean and Safe Events and dates:

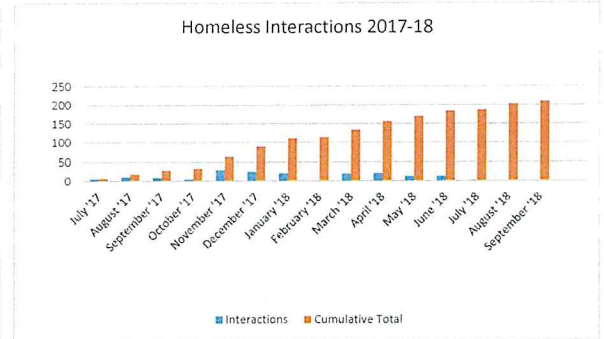
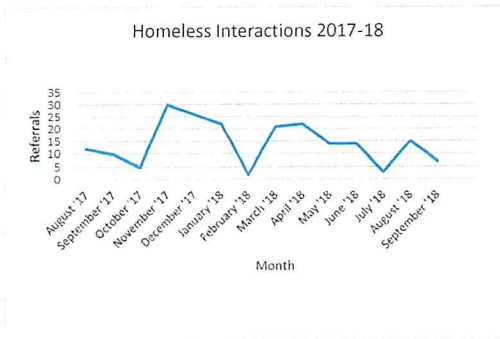
BIA Walk	October 19 th (9:00-10:30am, meet @ the UDP Conference Room)
Community Clean Up Event	October 27 th (9:00-11:00am, meet @ U Heights Plaza)
Next C&S Meeting	November 8 th (12:00-1:30pm @ U Heights, Room 108)

Ambassador Data

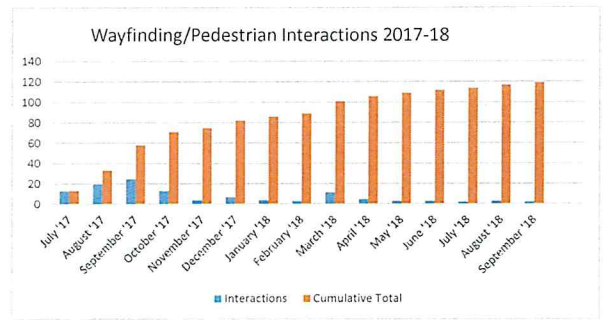
	Calls	Cumulative Total
July '17	0	0
August '17	0	0
September '17	2	2
October '17	0	2
November '17	9	11
December '17	2	13
January '18	0	13
February '18	0	13
March '18	6	19
April '18	1	20
May '18	1	21
June '18	3	24
July '18	4	28
August '18	2	30
September '18	0	30



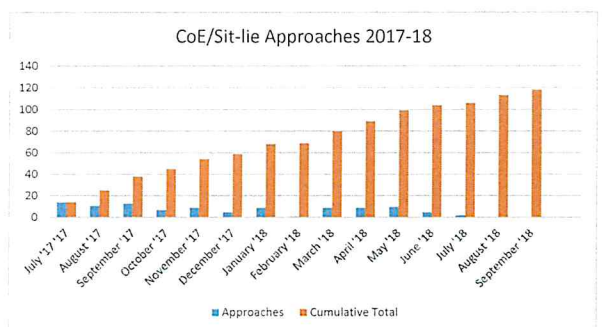
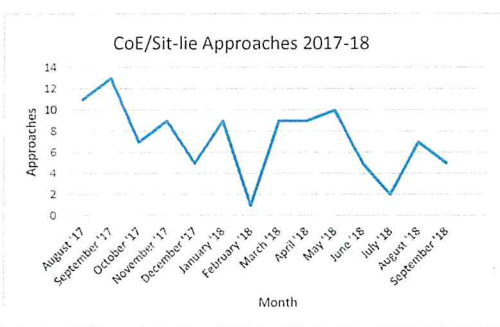
	Interaction Cumulative Total
July '17	6
August '17	12
September '17	10
October '17	5
November '17	30
December '17	26
January '18	22
February '18	2
March '18	21
April '18	22
May '18	14
June '18	14
July '18	3
August '18	15
September '18	7



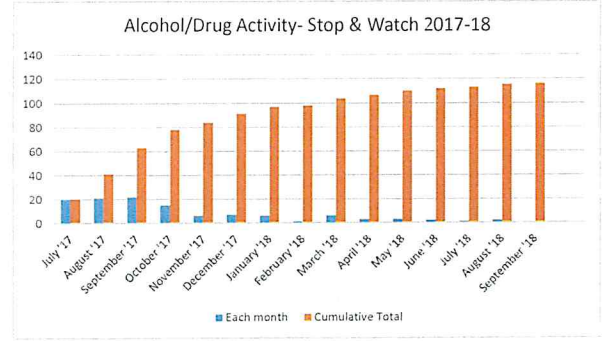
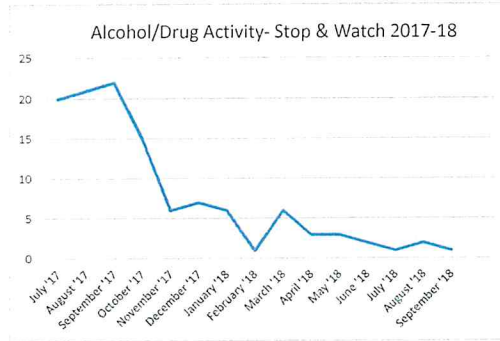
	Interaction Cumulative Total
July '17	13
August '17	20
September '17	25
October '17	13
November '17	4
December '17	7
January '18	4
February '18	3
March '18	12
April '18	5
May '18	3
June '18	3
July '18	2
August '18	3
September '18	2



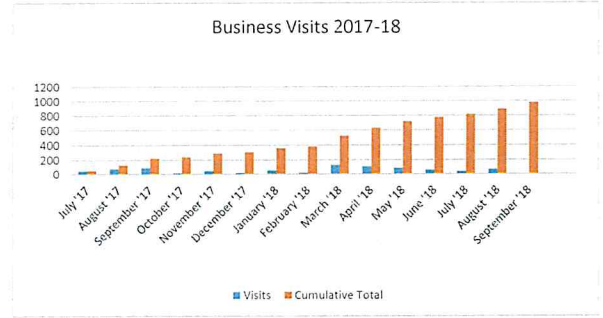
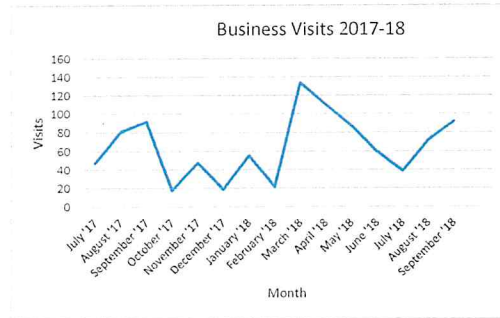
	Approach Cumulative Total
July '17 '17	14
August '17	11
September '17	13
October '17	7
November '17	9
December '17	5
January '18	9
February '18	1
March '18	9
April '18	9
May '18	10
June '18	5
July '18	2
August '18	7
September '18	5



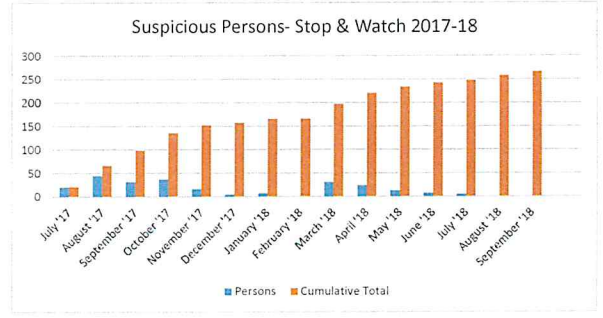
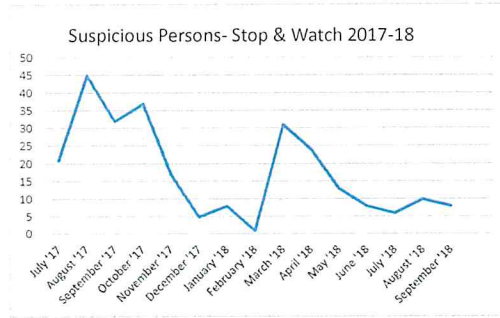
	Each month	Cumulative Total
July '17	20	20
August '17	21	41
September '17	22	63
October '17	15	78
November '17	6	84
December '17	7	91
January '18	6	97
February '18	1	98
March '18	6	104
April '18	3	107
May '18	3	110
June '18	2	112
July '18	1	113
August '18	2	115
September '18	1	116



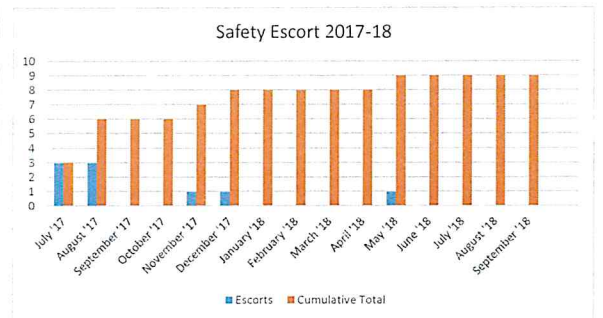
	Visits	Cumulative Total
July '17	48	48
August '17	81	129
September '17	92	221
October '17	18	239
November '17	48	287
December '17	19	306
January '18	56	362
February '18	22	384
March '18	134	521
April '18	110	631
May '18	87	718
June '18	60	778
July '18	39	817
August '18	72	889
September '18	92	981



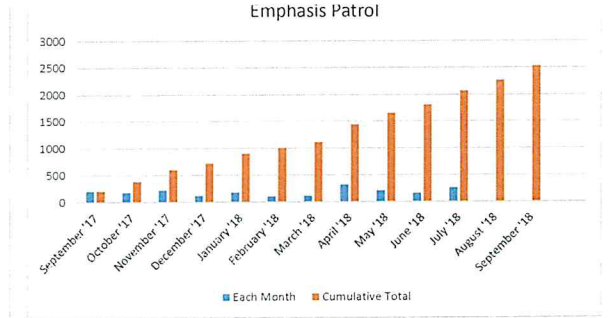
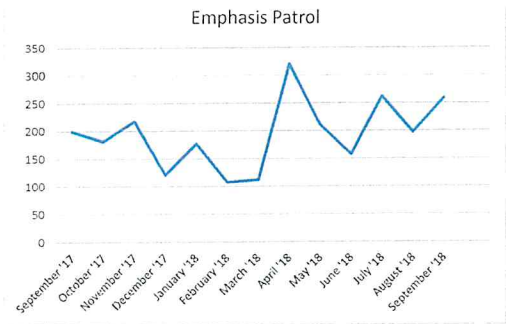
	Persons	Cumulative Total
July '17	21	21
August '17	45	66
September '17	32	98
October '17	37	135
November '17	17	152
December '17	5	157
January '18	8	165
February '18	1	166
March '18	31	197
April '18	24	221
May '18	13	234
June '18	8	242
July '18	6	248
August '18	10	258
September '18	8	266



	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



	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



Events & Marketing Committee Update October 2018



Continuing Social Media Outreach

We have a good response to our email newsletters including:

October 11 Weekly Update – 26.6% open rate (38 opens), 2 clicks (1.4%)

October Monthly newsletter, 23.8% open rate (159 opens), 32 clicks on links (4.8%)

September 27 Weekly Update – 36.5% open rate (50 opens), 10 clicks (7.3%)

The average open rate for nonprofit email lists is 21.7% and the average click rate is 2.4%. Our rates are usually above the industry average as provided by MailChimp.

Updating UDP Website

The goal is an attractive and functional website launched by January 2018. Jen will work with the committees to tailor each section to the committees' communication goals. For example, Clean and Safe will include descriptions of the Ambassadors, Beautification Team Members, Cleaning Contractor services, amounts of trash and graffiti removed, and the REACH pilot program after it is launched. Evan Morse is creating the Economic Development section which will feature new sections such as a Business Resource Center and a U District Business Network. Urban Vitality will be a new section to replace the current Urban Design section. Community Outreach will feature stories about unique businesses and annual events with special emphasis on StreetFair.

Recent UDP events

PARK(ing) Day is an international event with a large social media presence. On September 21st from 11 am to 4 pm, UDP partnered with U District Let's Go to create a transformed street space with café tables and live music at 42nd and the Ave.

Up Your Ave was held on Friday, September 28 to introduce new UW students to businesses and nonprofits in the U District. Many thanks to the event sponsors - Sound Transit, American Campus Communities, Lyft, and the Farmers Market. Sound Transit hosted the 43rd Street Hangout with live music. American Campus Communities sponsored a DJ at the party at Cowen Park and had a table with a drawing for a gift card. Lyft provided an interactive display at Cowen Park. The Farmers' Market gave out free samples in University Heights Center, Room 109, the location for U District businesses that are not located on the Ave. Based on comments received (and the weather), we will consider changing to an outside location for the beyond The Ave businesses next year. Fifty-three businesses and nonprofits participated by stamping student passports and offering samples or discounts. In a survey of business and nonprofit participants, six of the seven who responded stated that would participate again in 2019. This year, we experimented with elongating the event path to try and include more businesses north of 52nd. Initial feedback indicates that might be too far a reach and we will consider compressing path again next year.

Upcoming UDP events

Trick or Treat on Roosevelt – October 31, 2-6 pm, Roosevelt Ave NE between 47th and 52nd. As a way to introduce families to the great businesses on Roosevelt, trick or treaters are invited to collect candy and toys and visit a kid-friendly haunted house. Participating businesses include: Charlala Café & Hair Studio, Forrest-Prizan Creative, Hardmill, Mei Mei Café, Roosevelt Chiropractic, Scarecrow Video, Ted Brown Music, University Associates Accounting Administrative and Tax Services, University District Food Bank, University Branch of The Seattle Public, University Volkswagen.

U District Art Walk, Friday, October 16, 5:30-9 pm (UDP is helping the U District Art Walk with map design and social media marketing)

Events & Marketing Committee October 16, 9 am, UDP Conference Room

Property Owner and Business Operator Contact Information Project – COMPLETE

Over 1,000 mailers were sent to the last known property and business owner addresses. Of those, 10% were outdated or returned undeliverable. Of the remaining approximately 900, the results are as follows:

<u>CATEGORY</u>	<u>#</u>	<u>%</u>
Email Address Only (via phone)	251	27%
Declined to Provide Email (via phone)	60	7%
Full Contact Info	97	11%
Unaccounted For (est)	492	55%
TOTAL (est)	900	100%
Already Had Contact Information (est)	153	17%
NET GAIN	195	22%

REMINDER – Property Owners and Business Operators in the UDBIA that haven’t already sent in contact information for 2018 are encouraged to submit it via udistrictpartnership.org/update.

Communication Network – IN PROCESS

The abovementioned Contact Information Project is part of an on-going effort to develop a scalable, two-way communication network necessary to efficiently serve the community. Business interviews to date were used to develop the upcoming survey (below) and identify content for the Business Resource Center (further below).

Satisfaction Baseline Survey – IN PROCESS

The email addresses from the Contact Information Project will be used on October 18th to send the Satisfaction Baseline Survey to Property Owners and Business Operators. The questions are specific to economic development issues. The results will be available in early November. The survey is accessible at surveymonkey.com/r/udpfeedback18. Please encourage business and property owners to take the survey when it arrives in their email.

Business Resource Center – IN PROCESS

The Business Resource Center will be another tool in developing the Communication Network. Staff have begun developing the webpages for the Business Resource Center. The current timeline is to have the first iteration of the online resource center up in November.

Updating the Long-Term Economic Development Vision – IN PROCESS

The Economic Development Committee at their next meeting, October 24th, will continue the discussion on updating the long-term economic development vision and the U District environment and opportunities in 2018/19.

Language Translation Resources – IN PROCESS

Work on offering multi-language outreach is focused on identifying translation resources for outreach materials. Recently staff met with the Seattle Office of Economic Development, which sounds promising. Next will be identifying/meeting with programs at UW.

Looking Ahead - Foot Traffic Sanity Check

On October 19th, staff will be conducting a one-day, low cost verification of the foot traffic study completed some years ago. This results will be posted on the Business Resource Center.

Looking Ahead – Commercial Vacancy Project

The Commercial Vacancy Information Project is intended develop the tools and process to consistently provide a current list of commercial vacancies, and key information, to businesses interested in potentially locating in the U District. The initial process and data collection will start November 1st.