

December 16, 2019

UDP Board Meeting Notes

Interim Executive Director

Finance Reports

The staff (Mark, Phil, Marcus) met with UDOP Treasurer Rob Lubin on Friday, December 13th. We reviewed the November draft financial statements.

Balance Sheet – No significant issues to report.

Budget Report – We continue to see a sizable savings on staff costs due to the vacancies in Economic Development, Urban Vitality and office assistance. Both the Economic Development and the Urban Vitality positions are now filled. In Professional Contract Expense, the savings is related to renewal cost timing and we will spend those funds. In Office and overhead, these are mostly small timing variations. In Direct Program Expense, we have seen some savings accrue on the various events we have produced. We intend to use savings to support a new initiative – a Spring Cherry Blossom retail event. (Please see Daniel's Economic Development report.)

2019-20 Reforecast – As is our practice, we will do a six month reforecast of our financial position and present that at the January Board meetings.

Committee Members – the Finance Committee would like to expand its membership and add at least one more UDP Board member, either from the current board as one of the interest areas of a potential new member.

Office Lease

We are extending the lease in our current location. The current lease was an interim solution following last year's fire. Now that we have cancelled our lease at the old location, we have decided to extend the current lease at 1415 NE 45th Street. Our thanks, once again, to Jeanette and Jeremy from UW Real Estate for their help in securing this space right after the fire. You made our uninterrupted service success possible.

Personnel

We have filled the Economic Development Manager and Built Environment Community Relations Manager positions. Jen Astion has stepped in as Interim Marketing and Events Manager. It is wonderful to have this team assembled and already moving forward. If you haven't met Daniel or Katy, please swing by. We have posted our part time office support position – please see attached.

Renewal

As of December 15th, we have reached 63.79%, exceeding the Washington State RCW minimum requirement of 60%. We have notified the City and are now moving our focus to Phase Three of our campaign - the City Council approval process. We have retained Kjrystine Lund of Lund Consulting to help

with that process and we continue to work with BDS to finalize required City reports. We will provide updates to you but for now, I want to emphasize two things. First, we will continue to collect support petitions through the process. I ask all of us to keep advocating for that support with any and all property owners we might know. Second, we want to make sure that the REAL community support for the BIA renewal is heard. We have done tremendous work and made such a huge difference in the U District. Encourage everyone you know in the district to support the renewal – students, residential owners, employees, business owners and operators, property owners, guests and customers, renters, and everyone else! We will be launching an effort to capture their stories – please be ready to help us gather them.

Ratepayer Advisory Board

They did not meet in December. They will be meeting in January on the 23rd.

Governance Committee

The Governance Committee is not meeting in December – the regularly scheduled meeting was the 26th and we did not anticipate getting a quorum on that date. For those who might not know it, Andy Sharpe has taken over the leadership of an Eastside YMCA and so, has left our Board. We are grateful to Andy for all of his work and leadership while he served on our Board. He served on the Governance committee and he chaired the task force that generated the report on the implication of church closures on social service safety nets in our neighborhood. Thank you Andy.

Year End

As we come to the close of 2019, I want to thank each and every one of you for all you have done to support this community over the past twelve months. Every day, the work of the UDP makes the neighborhood a better, safer, cleaner, more vibrant place to work, live, and play. Thank you for making that possible!

The U District Partnership

Balance Sheet Prev Year Comparison

As of November 30, 2019

	Nov 30, 19	Nov 30, 18	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	108,856.20	78,984.01	29,872.19
10103 · UDP WF Checking 0122	49,587.76	31,559.63	18,028.13
10111 · WSECU Savings	160,406.59	160,052.82	353.77
Total 10100 · Operating Bank Accounts	318,850.55	270,596.46	48,254.09
Total Checking/Savings	318,850.55	270,596.46	48,254.09
Accounts Receivable	103,613.17	83,383.09	20,230.08
Other Current Assets	1,985.42	6,372.12	-4,386.70
Total Current Assets	424,449.14	360,351.67	64,097.47
Fixed Assets	5,511.12	4,425.10	1,086.02
Other Assets	3,235.87	3,358.32	-122.45
TOTAL ASSETS	433,196.13	368,135.09	65,061.04
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	44,592.01	40,252.82	4,339.19
Credit Cards	785.09	1,795.90	-1,010.81
Other Current Liabilities	24,444.74	16,098.79	8,345.95
Total Current Liabilities	69,821.84	58,147.51	11,674.33
Total Liabilities	69,821.84	58,147.51	11,674.33
Equity			
32000 · Unrestricted Net Assets	375,281.00	304,103.26	71,177.74
Net Income	-11,906.71	5,884.32	-17,791.03
Total Equity	363,374.29	309,987.58	53,386.71
TOTAL LIABILITIES & EQUITY	433,196.13	368,135.09	65,061.04

The U District Partnership
Budget Report
November 2019

Ordinary Income/Expense	Nov 19	Budget	\$ Over Budget	Jul - Nov 19	YTD Budget	\$ Over Budget	Annual Budget
Income							
44500 · Government Grants and Contracts	93,163.17	99,703.44	-6,540.27	403,558.46	447,625.47	-44,067.01	1,057,624.72
47000 · Earned Income	200.00	0.00	200.00	11,480.00	15,000.00	-3,520.00	225,000.00
46400 · Interest and Other	32.96	0.00	32.96	168.02	0.00	168.02	0.00
Total Income	93,396.13	99,703.44	-6,307.31	415,206.48	462,625.47	-47,418.99	1,282,624.72
Gross Profit	93,396.13	99,703.44	-6,307.31	415,206.48	462,625.47	-47,418.99	1,282,624.72
Expense							
60000 · Staffing	38,140.89	51,177.02	-13,036.13	182,972.99	225,102.11	-42,129.12	583,341.25
61000 · Professional & Contract Expense	5,334.45	4,700.00	634.45	47,850.36	49,500.00	-1,649.64	76,150.00
62000 · Office and Overhead	6,156.09	6,152.23	3.86	32,614.74	35,297.00	-2,682.26	94,003.78
70000 · Direct Program Expenses	47,423.37	47,707.84	-284.47	163,675.10	177,000.12	-13,325.02	596,944.00
Total Expense	97,054.80	109,737.09	-12,682.29	427,113.19	486,899.23	-59,786.04	1,350,439.03
Net Ordinary Income	-3,658.67	-10,033.65	6,374.98	-11,906.71	-24,273.76	12,367.05	-67,814.31
Net Income	-3,658.67	-10,033.65	6,374.98	-11,906.71	-24,273.76	12,367.05	-67,814.31

2019-20 University District BIA

Budget Tracker -November 2019

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	200,151	73,194.54	126,956	36.6%	\$ 18,979.65	\$ 25,273.71	\$ 14,576.12	\$ 31,760.30
Cleaning and Public Safety	503,214	177,381.45	325,833	35.2%	\$ 40,243.87	\$ 40,827.24	\$ 35,281.16	\$ 36,715.08
Urban Vitality	26,994	8,782.72	18,211	32.5%	\$ 2,218.90	\$ 2,265.37	\$ 2,169.61	\$ 2,440.95
Economic Development	119,836	14,023.12	105,813	11.7%	\$ 3,621.01	\$ 2,859.67	\$ 2,653.90	\$ 2,551.01
Marketing	56,135	15,632.75	40,502	27.8%	\$ 4,131.95	\$ 4,220.95	\$ 3,730.07	\$ 1,442.86
Community Engagement	72,383	21,725.76	50,657	30.0%	\$ 5,542.61	\$ 5,058.64	\$ 5,952.26	\$ 7,577.94
Events and Activation	26,661	3,252.05	23,409	12.2%	\$ 1,382.65	\$ 1,435.98	\$ (1,596.10)	\$ 4,077.93
Total Requested	1,005,374	313,992.39	691,382	31.2%	\$ 76,120.64	\$ 81,941.56	\$ 62,767.02	\$ 86,566.07

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 14,365.06							
Cleaning and Public Safety	\$ 61,029.18							
Urban Vitality	\$ 2,128.84							
Economic Development	\$ 4,888.54							
Marketing	\$ 3,549.78							
Community Engagement	\$ 5,172.25							
Events and Activation	\$ 2,029.52							
	\$ 93,163.17	\$ -	-	-	-	-	-	-

- We had our November Clean and Safe Committee Meeting on December 12th. We heard from Seattle Police Department (SPD) Community Police Team Officer Mike Lanz about how their policing is going in the neighborhood. The U District was selected as one of nine neighborhoods with major retail attractions to receive increased patrols for the holiday season. These patrols began on November 30th and will run through December. The University of Washington Police Department (UWPD) came to our meeting as well. They are currently updating their memorandum of understanding (MOU) with SPD regarding noise violations in relation to parties in the Greek System. The MOU allows UWPD to enforce SMU violations.

We engaged our committee in a discussion about what they would like out of the meetings for next year. We will take this input back and work with the C&S leadership team to develop our plan for 2020.

Mark spoke to our committee about the current status of the renewal and our next steps. Mark asked people to be thinking about ways they would endorse the BIA as we enter the council process.

Our guest speaker was Jon Ehrenfeld with Seattle Fire Department. Jon spoke to us about their month-old pilot in the downtown core, Health One. The Health One Program's goal is to be able to better serve the population that may be experiencing homelessness and generating a lot of calls for the SFD. Approximately 40% of SFD's calls are for issues that they believe could be better served by Health One. The pilot is made up of one 40-hour team of two fire fighters and one outreach worker that helps connect people with services. They are not constrained by time like a medial unit that tries to resolve the issue in under 10-minutes. This may be something our committee would be interested in endorsing when the time comes for expansion. If you would like to learn more, reach out to Marcus.

- Our Business Block Watch is currently at 80 members. We had our quarterly Business Block Watch checkin at the Business Network Meeting on 12/11. Be sure to continue to spread the word to people in the U District about this awesome program.
- Due to the holiday season, there will not be a cleanup in December.
- 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 December BIA Walk on Friday, 12/20. We meet at 9:00 am in the UDP Conference Room. Everyone is encouraged to attend at least one BIA Walk to be able to better understand the day to day operations of our cleaning services.
- So much of the work that we do in our separate programs and committees intersects in so many ways. It will be a huge boost to the work of the Clean and Safe Program, and the U District Partnership as a whole, to have Katy and Daniel join our team.

November Cleaning Numbers from Black Mountain:

Hours of Cleaning: 272
Bags of Trash Removed: 750
Dumpster Overflow Cleanup: 125
Graffiti Tags Removed: 250
Biohazards Removed: 275
Pressure Washing Hours: 4

Throughout November, we did two passes with the street sweeper on University Way and Brooklyn in our Cleaning Areas. This was our first year doing regular pass throughs of the sweeper and it made a huge difference in our team's ability to stay on top of the leaf situation. Every time the sweepers came out, we cleaned 2+ tons of leaves and other debris. We will do our annual, district-wide, leaf cleanup the week of Christmas when there will be less people and cars in the neighborhood.

Upcoming Clean and Safe Events:

BIA Walk
Next C&S Meeting
C&S Monthly Cleanup

Dec. 20th (9:00-10:30am, meet @ the UDP Conference Room)
Jan. 9th (12:00-1:30pm @ U Heights, Room 108)
Jan. 25th (9:00 -11:00am, meet @ U Heights Plaza)

REACH UPDATE:

We want to congratulate David on his wedding this year! He and his wife are off on their honeymoon December 15th-30th. If you have any outreach related needs or questions while David is gone, reach out to Marcus.

We believe that we have secured funding from the City for our REACH program for the next two years. Huge thanks to Mark and others that petitioned the City for this money to provide this very critical service to the neighborhood!

Attached are the numbers for the REACH report. David was extremely busy in November. As you can see, November was the largest month to date for transportation, mental health, substance abuse, and shelter assistance. This is most likely due to a variety of reasons. David has been in the neighborhood long enough to garner trust, there have been people who have come into the neighborhood following sweeps along Aurora, and the cold, wet weather makes people want to get help.

REACH U District Outreach Program

Progress Report: November 2019

Data

Client Contacts:

Month	Face-To-Face Contacts	Phone Contacts	Total Contacts	Unduplicated Clients
March/April	33	1	34	21
May	31	4	35	19
June	51	2	53	13
July	46	2	54	25
August	28	7	35	19
September	38	7	45	25
October	45	2	47	19
November	60	3	71	45

Outcomes Achieved:

	Aug	Sept	Oct	Nov	YTD
Food	7	8	7	6	90
Transportation	2	6	10	11	50
Clothing	3	2	5	3	30
Shelter	1	5	6	3	30
Naloxone Kit	9	2	3	4	29
Medical	1	4	1	2	18
Overdose Education	2	1	5	1	15
Long Distance Bus Ticket Home	n/a	n/a	n/a	2	6
Identification Assistance	n/a	1	2	2	10
Medication Assisted Treatment (Methadone/Buprenorphine)	n/a	n/a	n/a	0	2
Benefits: Financial or Medical	n/a	n/a	n/a	0	2
Legal Assistance	n/a	n/a	n/a	0	2
Housing Assistance	n/a	1	n/a	0	1
Mental Health	n/a	1	2	9	12
Other	n/a	1	1	8	17
Total	25	32	42	51	314

Issues Addressed:

	Aug	Sept	Oct	Nov	YTD
Food	6	8	4	8	80
Substance Use	7	4	8	19	52
Shelter	5	5	9	16	44
Transportation	2	7	10	8	40
Clothing	3	2	5	3	28
Mental Health	6	2	6	33	32

Medical	6	6	3	14	31
Housing	9	2	5	10	31
Employment	n/a	n/a	n/a	2	7
Benefits: Financial & Medical	2	n/a	n/a	0	7
Legal Assistance	1	n/a	n/a	2	6
Identification Assistance	n/a	1	5	6	8
Education/Training		1	n/a	0	1
Other	7	10	9	16	49

Economic Development

Daniel joined the UDP team as the new Economic Development Manager on November 18. He is engaging with the broader community, meeting with economic development committee members, business owners, and property owners. This has given him a high-level understanding of the economic environment within the U District. He is continuing to meet with key stakeholders to build relationships and to identify potential opportunities and resources.

Daniel has four priorities for the next six months:

(1) Expand the Business Network

Daniel hosted a Business Network meeting on December 11. The meeting served as an introduction to upcoming efforts and provided attendees the opportunity to share input and ideas for future events. Miles Richardson provided a wonderful introduction, while Dawn Perry led a fantastic discussion surrounding future meeting formats and topics. Those discussed included:

- *The Network* - Build relationships and stay updated on opportunities and events
- *Round Table Discussions* - Learn from peers within your industry about topics that are important to you
- *One-on-one Conversations* - Meet with other members to take a strategic approach in overcoming your challenges
- *Resource Workshops* - Connect with the resources you need to continue your success
- *Keynote Speakers* - Listen and learn from leaders in your industry

Attendees overwhelmingly communicated a strong interest in the round table discussions and presented additional ideas including business networking socials and utilizing SLACK as a communication tool between businesses.

(2) Cherry Blossom Festival

Daniel is refining concepts to leverage the purchasing power of residents, students, employees, and tourists that attend the annual Cherry Blossom blooms on the UW campus. He presented a two-option approach at the Business Network Meeting.

- *Option A:* Staffed U District tent on UW campus, point of interest map, brochure, level 1 marketing, and wayfinding
- *Option B:* Option A + business specials, decorations, cohesive branding, and level 2 marketing

Attendees overwhelmingly supported Option B. Daniel is now establishing a task force of local stakeholders to get district wide buy-in and to finalize a workplan.

(3) Key Performance Indicators (KPIs)

Daniel is building upon the work that Elliot, Evan, and the Economic Development Committee completed to finalize KPIs. The indicators will be used to create a clear understanding of the U District economy, track progress, and recruit new businesses. Daniel is establishing a task force of diverse stakeholders to ensure the KPIs reflect the interests of varying groups. The task force will include but is not limited to the following stakeholders:

- University of Washington
- Residential/commercial developer

- Incubator/co-working space
- Big-box retailer
- Property owner

(4) UDP's Role in New Business Development

Daniel is utilizing the KPI taskforce to also strategize how the UDP can best serve the needs of entrepreneurs, start-ups, and new businesses. These strategies may include:

- Branding & marketing
- Business expansion & recruitment
- Entrepreneurial & micro-enterprise development

Potential Areas of Focus

Daniel is excited about the opportunity that exists within the U District economy and is establishing additional priority areas including:

- Recruiting a sit-down restaurant into the old Wells Fargo Building (45th/University)
- Branding and marketing the diverse food options within the U District (e.g. Restaurant Row in Manhattan, New York)
- Developing a database and interactive map of business types within the U District
- Creating events that highlight local businesses to residents and surrounding community members (Art & Wine walks)

Hello! My name is Katy Ricchiuto and I'm excited to be on board as staff at the U District Partnership as the new Built Environment Community Relations Manager.

I officially started on Nov. 18th, and since then have been working to develop relationships with key district stakeholders, including Urban Vitality Committee members, local non-profit organizations and service providers, developers, and agency officials.

On Dec. 17th, I will present the Urban Vitality priorities for the remainder of the 2019/2020 fiscal year and 2020/2021 fiscal year. These priority areas are based on conversations with Mark Crawford, Stephen Antupit and members of the Urban Vitality Committee. I want to say a special thank you to Stephen Antupit, Urban Vitality Committee Chair, for taking time to help me build relationships, knowledge, and strategic direction for the Urban Vitality Committee. I also want to thank Urban Vitality committee members for meeting with me one-on-one over the month of December.

I believe the UDP can serve as the nexus between the community and the developers, public officials, and organizations managing and implementing the transformational urban development taking place throughout the district. My goal is to do this through service, leadership, and advocacy to foster urban vitality for all who live, work, and play in the U District.

1) Development Tracking

a) Attended:

- **Nov. 25, 2019:** 4530 12th Ave NE, 4519 and 4536 Brooklyn Ave NE (Current UDPA lots) – Early Design Guidance meeting for 9- and 11-story commercial office space buildings and connecting open space by Touchstone developer, Portman Architects, and GGLO Landscape Architects.
- **Dec. 9, 2019:** 4048 7th Ave NE - Design Review Board Recommendation meeting for Viola Apartments, a 7-story, 79-unit apartment building (67 small efficiency dwelling units and 12 apartment units) by d/Arch LLC and Astora Construction and Development.

b) Upcoming:

- **Jan. 27, 2020:** 1300 NE 45th Street – 6:30pm at Good Shepherd Center. Early Design Guidance meeting for a 23-story, 363-unit apartment building with retail. Parking for 55 vehicles proposed.

- **Jan. 27, 2020:** 4131 Brooklyn Ave NE – 8:00pm at Good Shepherd Center: Early Design Guidance meeting for a 24-story, 260-unit apartment building with retail. Parking for 100 vehicles proposed.
- **Feb. 3, 2020:** 4215 Brooklyn Ave NE – 6:30pm at Good Shepherd Center. Design Review Board Recommendation meeting for a 7-story, 24-unit apartment building with retail.
- **Feb. 24, 2020:** 4536 Brooklyn Ave NE – 6:30pm at Good Shepherd Center. Design Review Board Recommendation meeting for a 22-story congregate residence building with 286 rooms and 227 apartments.

2) Transit and Mobility

- 43rd Street:** 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. Updates to traffic patterns include a bus-only left hand turn from 15th onto 43rd, a westbound-only traffic pattern on 43rd between 15th and Brooklyn, and a bus-only street access on 43rd between University Way and Brooklyn. UDP has been present at the monthly SDOT project team coordination meetings to ensure the concerns and opinions of community stakeholders are represented. The last project team coordination meeting was on Wednesday, Dec. 4. The project will be at 100% design plan completion in January 2020. More information on the project is available [here](#).
- Metro Line 44 RapidRide Improvements:** SDOT and King County Metro are partnering to explore concepts for speed and reliability improvements for King County Metro Route 44, which runs from the Ballard Locks to the University of Washington Station. SDOT and King County held a public review meeting for potential traffic pattern changes (bus lanes, channelization modifications, intersection improvements, signal optimization, and transit signal priority) on Nov. 19, 2019. Katy Ricchiuto and Mark Crawford to provide public comment on the potential impacts of traffic changes along 15th Ave and 45th Ave to surrounding streets and businesses. Work is scheduled to be complete in 2023.
- North Link Connections Mobility Project:** King County Metro has begun a restructuring process for north King County focused on coordinating service with the future three North Link light rail stations. The UDP serves on the project's Partner Review Board, a concept review team of external stakeholders and includes other representatives from major stakeholders in the project area and partner transit agencies. Katy Ricchiuto participated in the second, half-day Partner Review Board meeting on Dec. 12, 2019 to give feedback on potential impacts of specific bus route changes in the U District. The project will move into its second phase of community engagement in from Jan. to March 2020, sharing initial concepts for change and collecting feedback to incorporate service network changes in Phase 3, beginning July 2020. You can learn more about the project and share your comments [here](#).

3) Land Use

- a) **U District Zoning SEIS:** The City of Seattle is in the process of preparing a Supplemental Environmental Impact Statement (SEIS) to evaluate the potential impacts of additional Mandatory Housing Affordability (MHA) requirements related zoning changes in several areas of the U District. These areas include University Way and area in the north district extending to Ravenna Boulevard and west to I-5.

The City has held two public sessions on this issue. According to the most recent information we have on the process, the City presented the three alternatives for discussion as they pertain to the implementation of MHA in the remaining commercial and multi-family areas of the U District. City Council's zoning options for the Ave include the below. Note that we are working to confirm what options the draft EIS (DEIS) will include.

- (1) *Alternative One:* No action, MHA is not implemented; no zoning changes (no affordable housing requirements triggered). Property owners retain the right to sell or develop their property to 65 feet with no setbacks required. Note that setbacks are step-like recessions in a wall. They are often mandated by land use codes or used for aesthetic reasons, especially in densely built-up areas where they allow for more daylight and fresh air to the street level.
- (2) *Alternative Two:* Implement MHA and increase floor area and/or height by one to two stories (from 65 to 75 or 85 feet). Property owners retain the right to sell or develop their property, and setbacks will be required.
- (3) *Alternative Three:*
 - (a) Implement MHA with larger development capacity increases of more than one story in sub-portions of the study area (as in, more affordable housing requirements in sub-areas outside of the Ave. to account for fewer or no affordability requirements along the Ave).
 - (b) Downzone the Ave to 45 feet. MHA is not implemented. Property owners maintain the right to sell or develop their property with no setbacks required.
 - (c) *Historic or special district overlay*, which would require additional incentives for historic preservation. Known as "transfer of development right" (TDR), property owners of historic structures would be able to sell their development rights to developers who want to build above the base zoning or floor area ratio in the District. Money derived from the sale of TDRs allows property owners with older buildings to reinvest capital into rehabilitation and restoration. Historic structures would qualify for the TDR program if they are currently registered on the City's historic register, meeting specific standards for historic significance or architectural character. Registered landmark buildings have restrictions placed on the property that governs further development and modification. The University District has seven registered landmark structures to date in the rezone area.

Currently the UDP is not taking a specific position on these proposals. We believe it is critical that all stakeholders, including residents, business owners, and property owners, are aware of what is being proposed and have a chance to weigh in as the City prepares its analysis and develops recommendations to the City Council for potential action. More information is available [here](#).

4) Public Realm

- a) **Crown Castle 5G Infrastructure Construction:** Crews from North Sky Communications have been busy installing fiber optic infrastructure for future 5G communications across the U District neighborhood. Currently there is construction taking place on University Way between NE 45th St. to NE 47th St. In November and December, we received complaints from business owners about the construction areas posing hazards to community members along the sidewalks, and disruption of business access. We worked with the Office of Economic Development and SDOT inspectors to communication violations and concerns to the North Sky team. More information on 5G installation can be found [here](#).
- b) **Christie Park:** On December 6, UDP signed a contract with the Friends of Christie Park to act as fiscal sponsor for the Park update. The fiscal sponsor agreement is valid until June 30, 2020. The Friends of Christine Park will be using funds to create and implement an art installation in the park once the City of Seattle make infrastructure improvements to the space. The group's goal is to have the installation completed and a community celebration held by June 30, 2020. UDP has offered to support on outreach and community relations around any celebration developed by Friends of Christie Park. Learn more about the Christie Park addition and improvements [here](#).

****Next Urban Vitality Committee Meeting:** December 17, 2019 at UDP offices. Slides and notes will be distributed following the meeting.



Marketing and Events Report

UDP Board Meeting, December 2019

Submitted by Jennifer Astion

I started my new position as Interim Marketing and Events Manager on November 1. In my first month in this job, I have continued my communications work of writing Weekly Updates and Monthly newsletters; photographing events; updating the current of the current UDP website; and posting to social media. I am also completing tasks related to U District Night Out and Trick or Treat Roosevelt, the UDP's summer and fall events. In coordination with event co-hosts Seattle Farmers Market and UHeights, I helped plan the Holiday Swag event and recruited volunteers to staff the event.

My current focus is completing the new UDP website. I have been working closely with DEI Creative on the development of the site. My plan is to finish the site by the end of December, test it in early January, and launch it by January 15, 2020.

Looking toward 2020 events, I will manage social media promotion and advertising for the new spring Cherry Blossom event being developed by Economic Development Manager Daniel Lokic.

The University District StreetFair will be held on May 16 and 17, 2020. I will run a poster contest for this event in January. I will develop the advertising and social media for the 2020 StreetFair.

Currently, I am working with Mark Crawford on StreetFair sponsorship packages. If you have ideas or contacts related to sponsorships for this event, please let me know!

EVENTS

Holiday Swag, Saturday, December 7, 9 am to noon

The UDP partnered with the University District Farmers Market and UHeights to host this free annual holiday event. Shoppers were invited to stop by booths in front of UHeights for hot cider, coffee, treats, and to make a holiday wreath or swag.

Several residents from the University Park Neighborhood stopped by the UDP booth. Some had attended the Holiday Swag event before and were there to make a wreath. Some wanted to stop by for a coffee and a chat about changes in the





neighborhood. Everyone who stopped by the UDP booth enjoyed the holiday treats donated by our local Target and Safeway stores!

Participants had the option of creating a second swag to donate to the University District Food Bank.



COMMUNICATIONS

Newsletters

The UDP's Monthly Newsletter has 970 subscribers. The open rate for the December 2019 newsletter was 17%. The holiday shopping article had 33 clicks and two readers emailed me asking to be added to the shopping guide on the UDP website.

The Weekly Update has 221 subscribers and the open rate for the November 26, 2019 Weekly Update was 29.4%.

Social Media

Facebook - 1419 followers | Twitter - 672 followers | Instagram - 292 followers

U District Art Walk

The UDP started posting on the U District Art Walk Facebook page in March 2019. This page has 105 followers. The UDP created a new U District Art Walk Instagram in September 2019. This account has 102 followers.

VOLUNTEER RECRUITMENT

We are recruiting volunteers for UDP events through VolunteerMatch. Two new volunteers found the Holiday Swag event through our listing on VolunteerMatch.