



## BOARD MEETING AGENDA

**Time: 11:30 a.m.–1:00 p.m.**

**Date: August 17, 2021**

**ZOOM Virtual Meeting**

I.	Welcome and Introductions	Lois	11:30 a.m.	
II.	Public Comment	Public	11:35 a.m.	
III.	Approval of July 2021 Meeting Minutes	Lois	11:40 a.m.	(Vote)
IV.	Finance Committee Report <ul style="list-style-type: none"><li>• Acceptance of July Close</li></ul>	Don/Phil	11:45 a.m.	(Vote)
V.	Station Opening Festival & \$3 Food Walk	Don/Katy/Daniel	11:55 a.m.	
VI.	UDP Safety Ambassador Program RFP	Marcus	12:15 p.m.	
VII.	Governance Committee Report <ul style="list-style-type: none"><li>• Board Drive</li><li>• Board Documents</li><li>• Participation Agreement</li></ul>	Miles	12:30 p.m.	
VIII.	Program Reports <ul style="list-style-type: none"><li>• Marketing &amp; Communications</li><li>• Urban Vitality</li><li>• Clean &amp; Safe</li><li>• Economic Development</li></ul>	Polly Katy Marcus Daniel	12:40 p.m.	
IX.	New Business	Lois	12:55 p.m.	
X.	Adjourn	Lois	1:00 p.m.	



## Board Meeting Minutes

Time: 11:30 AM – 1:00 PM

Date: July 20, 2021

Location: Zoom Meeting

### IN ATTENDANCE:

#### UDP Board Members

Lois Ko, Sweet Alchemy - Co-Chair

Rob Lubin, UW - Co-Chair

Sally Clark, UW - Treasurer

Stephen Antupit, Resident - Secretary

John Hix, Seattle Vinyard Church

Moe Khan, Cedars – Chair, Econ Development

Anson Lin, Astora Construction

Trevor Peterson, UW Bookstore

Miles Richardson, Audi Seattle - Chair, Governance

Don Schulze, Shultzys – Chair, Clean & Safe

Josh Stabenfeldt, University YMCA

#### UDP Staff

Don Blakeney, Executive Director; Marcus Johnson, Clean/Safe; Phil Lloyd, Financial Manager; Daniel Lopic, Economic Development Manager; Katy Ricchiuto, Urban Vitality Manager; Polly Yokokawa, Marketing & Communications Manager

#### Guests\*

Gustavo Asman, Pyramid Communications; Tiffany Higa, Pyramid Communications; Sean Long, Envirolssues; Chris Nelson, Pyramid Communications; Alex Withrow, Pyramid Communications;

*\*Please note, there may have been other guests but due to the zoom format and people entering and leaving at different times, we were unable to track all guests.*

### Welcome and Introductions

### Public Comment

There was no public comment.

### Approval of June 2021 Meeting Minutes

**Motion: Stephen** moved to approve the June 2021 meeting minutes and commented this was an “excellent production of the minutes”.

**Second: Sally** seconded the motion.

*The motion was approved by all.*

### **Branding Presentation by Pyramid Communications**

Representatives from Pyramid Communications presented the work completed to date on the U District brand including the process to date, interview and community engagement findings, conceptual pathways, development of branding components and the next steps this summer. The content of this presentation can be found in the presentation deck they shared in the meeting. Implementation of the brand will continue through August and September to support a coordinated roll-out at the U District Light Rail Opening in October.

### **Finance**

Sally and Don reported on behalf of the Finance Committee. The report focused on the underspend from Fiscal Year 2021, which was grouped into three categories: Underspend, delayed spending, and grant/program adjustments because of COVID. All in all, this number was just over \$100,000, nearly half of which is committed to existing expenses that simply didn't get completed by June 30, 2021. These delayed expenses are associated with programming that will largely be implemented in the weeks/months ahead—mostly pertaining to marketing and beautification. Some of the other unspent surplus will be pooled with outside dollars (OED/UW) and dedicated to one-time investments in beautification, activation strategies, and possibly an additional ambassador at the light rail station starting in October. The Board reiterated the intent of the organization to spend incoming assessment money in a thoughtful and timely fashion, as to not sit on funds that can be out in the community to help neighborhood stakeholders.

**Motion:** Sally moved to recommend the acceptance of the June draft close.

**Second:** Rob offered a second.

*Motion was approved unanimously.*

### **Sound Transit Surplus Property Priorities**

Stephen presented a series of community priorities, related to the Sound Transit TOD site—as articulated by both the Urban Vitality Committee and the UDP Executive Committee, for the UDP Board's consideration. Sound Transit is surplussing a site at NE 45<sup>th</sup> Street and Roosevelt Way NE. For the next one-to-three years, the site will temporarily be used as a tiny house village, run by the City of Seattle and LIHI. During this time, Sound Transit will be considering the ultimate future of this site. UDP submitted a letter last fall to request strong community engagement from Sound Transit as they work to consider the future of the site. There is helpful precedent that the U District can call on, with Capitol Hill and Roosevelt, where strong community perspective and engagement shaped the outcome of properties controlled by Sound Transit. The priorities presented to the Board included: active ground floor, affordability, community space, open space, east/west connections, environmental performance, and community partnership. The full narrative of these priorities can be found in the July UDP Board Packet. The Board discussed that these priorities are not in order of priority, and may not all come to fruition on this one site, but should be considered.

**Motion:** The Executive Committee recommends UDP draft and send a letter articulating the stated priorities.

**Second:** No second required.

*Motion was approved unanimously.*

### **Governance**

Miles offered an update from the Governance Committee and discussed the initiatives underway, including the work to develop a Board Drive, the Board Welcome Packet—which includes a new participation agreement. Miles mentioned that Anna Sorokina will join the board this fall. Don called for people to send in their updated bios for the packet.

### **New Business**

Rob mentioned that we didn't have formal staff presentation this for this month, because of the Pyramid presentation, so that information can be found in the packet.

Don thanked Cory and his group of volunteers (including Brock, Drew and Beth) for their efforts to activate the Ave this summer. Board members commented on the positive press and use of the outdoor spaces in the District.

Lois mentioned the murals that went up this month, one on Sweet Alchemy, one on Jack Straw, and one on BB's Teriyaki. Katy spoke about the process for installation and thanked the board members who came out to help paint.

The meeting adjourned at 12:50 p.m.

## UDP Finance Narrative

*Finance Committee Meeting 8/13/21*

### **Budget Report Notes**

UDP is one-month into FY 2022 and things largely seem on-track. You will notice a slight savings in staffing due to Polly's maternity leave and fewer hours in July for Justin, who is now budgeted as a full-time employee, but didn't ramp-up his hours until later in the month. You will notice a slight underspend on the programming side due to timing issues.

### **BIA Tracker**

We are off to a good start. Marketing spending will start to accelerate in August as we continue to invest in the brand roll-out.

### **Balance Sheet Report**

*WF Checking* – This is the remaining Christie Park project funds.

*PPP Forgivable Loan* – restated on balance sheet per auditor direction.

*BIA Payable* – Remaining insurance proceeds for BIA. Targeted for equipment and office refurbishment as we go back to in-person working this year.

The U District Partnership  
Balance Sheet Prev Year Comparison  
As of July 31, 2021

	Jul 31, 21	Jul 31, 20	\$ Change
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Checking/Savings</b>			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	17,093.77	57,697.15	-40,603.38
10103 · UDP WF Checking 0122	33,470.09	42,758.09	-9,288.00
10111 · WSECU Savings	160,066.64	160,614.17	-547.53
<b>Total 10100 · Operating Bank Accounts</b>	<b>210,630.50</b>	<b>261,069.41</b>	<b>-50,438.91</b>
<b>Total Checking/Savings</b>	<b>210,630.50</b>	<b>261,069.41</b>	<b>-50,438.91</b>
<b>Accounts Receivable</b>			
11000 · Accounts Receivable	97,819.19	72,691.36	25,127.83
<b>Total Accounts Receivable</b>	<b>97,819.19</b>	<b>72,691.36</b>	<b>25,127.83</b>
<b>Other Current Assets</b>			
12022 · Prepaid Expense	3,251.35	2,442.74	808.61
12021 · Employee Advances	-415.01	0.00	-415.01
<b>Total Other Current Assets</b>	<b>2,836.34</b>	<b>2,442.74</b>	<b>393.60</b>
<b>Total Current Assets</b>	<b>311,286.03</b>	<b>336,203.51</b>	<b>-24,917.48</b>
<b>Fixed Assets</b>			
1,620.92	3,566.02	-1,945.10	
<b>Other Assets</b>			
3,235.87	3,235.87	0.00	
<b>TOTAL ASSETS</b>	<b>316,142.82</b>	<b>343,005.40</b>	<b>-26,862.58</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Accounts Payable	37,818.82	26,316.21	11,502.61
Credit Cards	7,225.93	203.49	7,022.44
Other Current Liabilities	100,259.92	106,849.29	-6,589.37
<b>Total Current Liabilities</b>	<b>145,304.67</b>	<b>133,368.99</b>	<b>11,935.68</b>
<b>Total Liabilities</b>	<b>145,304.67</b>	<b>133,368.99</b>	<b>11,935.68</b>
<b>Equity</b>			
32000 · Unrestricted Net Assets	172,275.82	215,769.51	-43,493.69
Net Income	-1,437.67	-6,133.10	4,695.43
<b>Total Equity</b>	<b>170,838.15</b>	<b>209,636.41</b>	<b>-38,798.26</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>316,142.82</b>	<b>343,005.40</b>	<b>-26,862.58</b>

The U District Partnership  
**Budget Report**  
 July 2021

	<b>Jul 21</b>	<b>Budget</b>	<b>\$ Over Budget</b>	<b>Annual Budget</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
43400 · Direct (Grants) Public Support	0.00	0.00	0.00	10,000.00
44500 · Government Grants and Contracts	95,050.01	107,591.78	-12,541.77	1,471,377.65
47000 · Earned Income	0.00	0.00	0.00	240,000.00
<b>Total Income</b>	<b>95,050.01</b>	<b>107,591.78</b>	<b>-12,541.77</b>	<b>1,721,377.65</b>
<b>Expense</b>				
60000 · Staffing	45,836.47	53,642.05	-7,805.58	664,011.40
61000 · Professional & Contract Expense	2,450.00	2,491.63	-41.63	43,900.00
62000 · Office and Overhead	9,158.19	10,266.73	-1,108.54	106,820.24
70000 · Direct Program Expenses	39,043.02	42,400.37	-3,357.35	895,854.00
<b>Total Expense</b>	<b>96,487.68</b>	<b>108,800.78</b>	<b>-12,313.10</b>	<b>1,710,585.64</b>
<b>Net Income</b>	<b>-1,437.67</b>	<b>-1,209.00</b>	<b>-228.67</b>	<b>10,792.01</b>

**2020-21 University District BIA**

**Budget Tracker -July 2021**

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	170,820	16,200.50	154,619	9.5%	\$ 16,200.50			
Cleaning and Public Safety	580,857	47,284.03	533,573	8.1%	\$ 47,284.03			
Urban Vitality	164,209	14,296.09	149,913	8.7%	\$ 14,296.09			
Economic Development	190,542	13,644.81	176,897	7.2%	\$ 13,644.81			
Marketing	192,510	3,624.78	188,885	1.9%	\$ 3,624.78			
ST Opening	16,046	0.00	16,046	0.0%	\$ -			
Cherry Blossom	15,378	0.00	15,378	0.0%	\$ -			
Street Fair	19,018	0.00	19,018	0.0%	\$ -			
<b>Total Requested</b>	<b>1,349,378</b>	<b>95,050.21</b>	<b>1,254,327</b>	<b>7.0%</b>	<b>\$ 95,050.21</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

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



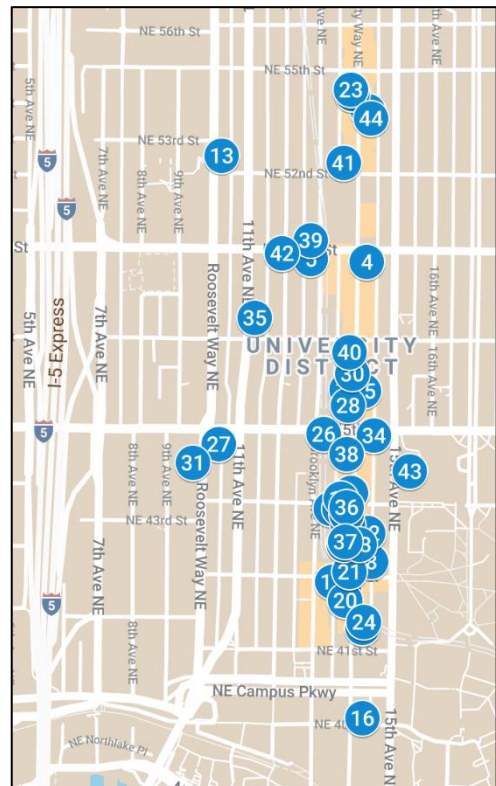
## August Program Updates

### MARKETING, COMMUNICATIONS & EVENTS

#### U District Station Opening Festival

The U District Station Opening Festival & \$3 Food Walk is Saturday, October 2. Katy is leading the planning, which is in full swing, with sponsors and partners coming in. Below are the latest festival updates:

- **\$3 Food Walk** – Daniel has recruited 45 food businesses to participate in the \$3 Food Walk. From Crispy Indian Samosas, Pork Panang Curry, to Garlic Aioli Brisket Sliders, each business is plotting to have two delicious bites for the price of \$3 each to attempt to reintroduce students and visitors to the district’s 150 restaurants. Take a look at the map on the right-hand side to get a sneak peak of \$3 food walk business participants.
- **Sponsorship/Partnership** – UDP has secured nearly \$50,500 in sponsorship, including the Graduate Hotel as presenting sponsor, Xfinity as Main Stage sponsor, and American Campus Communities, the Blume Company, including several partnerships with different components of the University of Washington. We are in discussion with a number of other organizations for additional sponsorships and activation partnerships including the University YMCA.
- **Event Permit** – UDP received general positive feedback in a recent presentation to the City of Seattle Special Events Committees. UDP will have a detailed follow-up subcommittee meeting on August 19.
- **Event Planning** – UDP has engaged Bold Hat in a small contract to manage our Main Stage and rentals.



#### District Brand Development & Marketing Strategy Project

Pyramid presented the brand concept and design at the July UDP Board meeting and since then has worked with Polly and Don to refine the design and develop the launch marketing strategy. Additionally, Pyramid has been entrusted with the promotional

imagery for the U Districted Station Opening Festival & \$3 Food Walk and are in the midst of creating a poster, food walk menu / guide, and street banners.

The brand and its concurrent marketing strategy will be unveiled over the course of the year and will guide UDP and U District businesses alike on how to share the incredible strengths and future of the neighborhood.

## **Website Upgrades**

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The next phase of the branding strategy includes revisiting and reimagining the look and feel of the [udistrictseattle.com](http://udistrictseattle.com) website. More information on this will be shared at the next board meeting.

The UDP Website Remap has been pushed to September.

## **Email Communications**

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**07/16 Mural Volunteer Signup**

Open Rate: 25.7% / Click Rate 1.7%

**08/02 National Night Out**

Open Rate: 36.1% / Click Rate: 2.7%

**08/05 Newsletter: Food Walk Sign Up + Festival Save the Date**

Open Rate: 26% / Click Rate: 4%

**08/06 Reminder to Business List: Food Walk Sign Up**

Open Rate: 27.7% / Click Rate 1.3%

## **URBAN VITALITY**

### **Public Realm**

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#### ***New “Seamless Seattle” Wayfinding Kiosks***

As a part of the Route 44 project, the City of Seattle is installing new wayfinding maps along NE 45<sup>th</sup> St. and 15<sup>th</sup> Ave NE. The project is the second phase of a city-wide pilot called “[Seamless Seattle](#)”, which was launched downtown and is Seattle’s attempt to have a comprehensive wayfinding program like [WalkNYC](#) or [Legible London](#).

UDP has bi-monthly meetings with the Seamless Seattle project manager and consultant to learn more about map location placement in the U District. UDP will have a chance to weigh in on final map placement, as well as assets included in the map, in the coming weeks.

### ***Sidewalk Infrastructure & Clutter Inventory***

With the onslaught of new infrastructure coming into the district, UDP has begun an inventory of damaged, obstructive, or redundant/unnecessary infrastructure in the District to clean up and simplify all of the competing elements in the public right of way.

The first area of focus has been the Ave between NE 41st and 50th St, and NE 43rd St. UDP is in the process of photo documenting the signage/infrastructure/clutter and will have a conversation with SDOT and other agencies about opportunities to collaborate on general decluttering and maintenance.

### ***Lighting Up the District***

UDP has entered into a contract with Fleming's Lighting and submitted permits to implement a first phase of tree lighting along the Ave between NE 41<sup>st</sup> and 45<sup>th</sup> St. Second and third phases will extend along the Ave and go into other areas of the District.

UDP is coordinating with property owners, King County Metro and SDOT to move forward with catenary lighting above the sidewalks on NE 43<sup>rd</sup> Street, west of the Ave. A permit will be submitted shortly for the catenary lighting on NE 43<sup>rd</sup> Street.

## **Private Development**

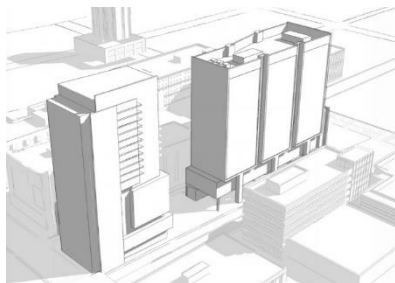
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### ***Demolitions***

- The demolition of the **University Temple United Methodist Church** (43<sup>rd</sup> and 15<sup>th</sup> Ave) is completed.
- The demolition of the **Key Bank building** at NE 45<sup>th</sup> and Brooklyn Ave has started. UDP has put the developer, Barrientos Ryan, in touch with a mural artist to produce art that will go on the construction fencing panels.

### ***Developer Relationships and Design Review***

UDP met with Onelin, the developer of two projects at the current Mazda site and Shell station, to learn more about their proposed U District developments.



#### ***4522 Roosevelt Way NE (Mazda site)***

A 24-story, 336-unit apartment building with retail, and a 22-story office building. Project includes 4 retail buildings. Parking for 222 vehicles proposed.



**1013 NE 45<sup>th</sup> Street (Shell station)**

A 25-story mixed-use highrise containing approximately 370 residential apartments, first and second story commercial, and 1 level below-grade with parking for approximately 35 vehicles.

**1107 NE 45<sup>th</sup> Avenue (University District Building)**

This week saw the announcement of a 28-story multi-family residential building with 350 units including studios, one-, two-, and three-bedroom apartments to be located at the corner of 11<sup>th</sup> Ave NE and NE 45<sup>th</sup> Street. Nicola Wealth Real Estate (NWRE) is the developer, who has been developing in Seattle since 2010.

**Sound Transit Surplus Parcel**

Sound Transit is surplussing a site at NE 45<sup>th</sup> Street and Roosevelt Way NE. For the next one-to-three years, the site will temporarily be used as a tiny house village, run by the City of Seattle and LIHI. During this time, Sound Transit will be considering the ultimate future of this site.

- The UDP Board voted to affirm a framework of priorities for the site, which was sent in the form of a letter to the Sound Transit Board in early August.
- The priorities presented to the Board included: active ground floor, affordability, community space, open space, east/west connections, environmental performance, and community partnership.
- Sound Transit will remain in communication with UDP regarding next steps for the parcel.
- LIHI is hosting a groundbreaking ceremony on the site, Wednesday August 18<sup>th</sup> at 1:00 p.m.

**Montlake Bridge Closure**

The Montlake Bridge closed on August 9<sup>th</sup> for repairs that are slated to take four weeks. UDP has communicated the upcoming closure to our network through the newsletter. One important impact from the closure is that much of the traffic from east of the University has been redirected down NE 45<sup>th</sup> St to the University Bridge and I-5. UDP has been in contact with SDOT to discuss traffic issues in the U District since the closure. More information about the closure can be found [here](#).

## CLEAN & SAFE

### Safety Update

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#### ***Ambassador Program***

Since August 1, UDP has been operating without an ambassador program. At the end of July, Aries notified UDP (and other clients in the U District) that they were closing the company. Aires leadership cited a loss of staffing and challenges with hiring this year because of the economic conditions influenced by COVID-19. When they announced internally that they were going to be closing, several employees quit leaving them with insufficient staffing to continue the U District program — making the termination of their services immediate.

- UDP has developed and released a new RFP for ambassador services and interested firms will be submitting proposals by 8/16. UDP will be reviewing the proposals that are submitted and hope to select a new contractor that will resume these services in September.
- One aim of the services this fall will be to include a new full-time ambassador around the station area, both to welcome people during rush hour, but to also keep an eye on this area that will likely be see the highest foot traffic in the district once the station opens in October. This position may be funded in-part with outside dollars for the first year.

### Cleaning Update

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#### ***Clean Cities Initiative Funding***

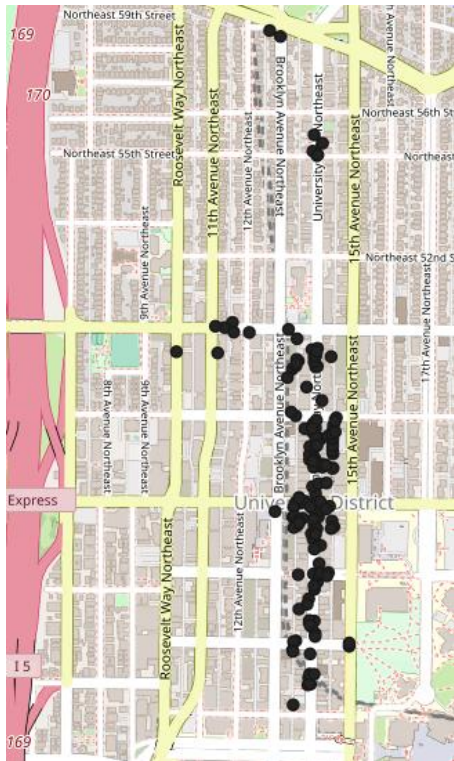
UDP has received a second round of Clean Cities Initiative funding from City of Seattle to augment the BIA-funded cleaning program. This funding will cover July, August and September, allowing UDP to fund cleaning and beautification projects that would otherwise not be possible within the existing budget. This round of funding for \$13,750 comes on top of the \$22,000 that the City allocated to UDP this past spring in the first round.

#### ***Fulcrum Data***

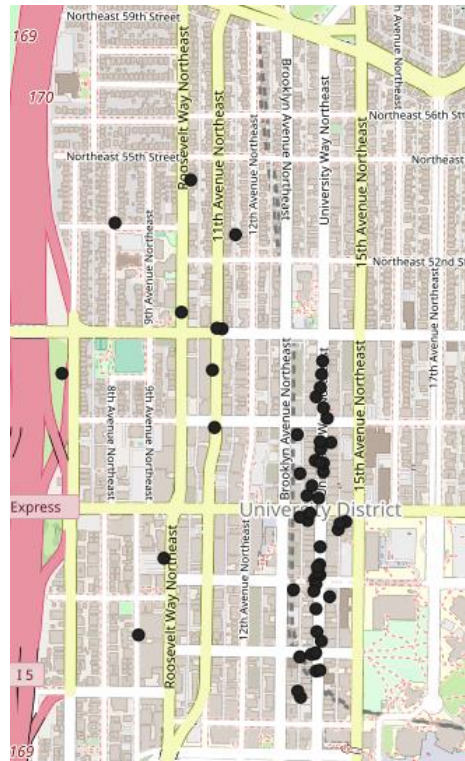
UDP has officially moved over to a digital-reporting system for all Clean Team operations. By using Fulcrum, Marcus is able to see UDP Clean Team work being done at a much finer level of detail.

For example, below is a visual display that shows all of the work that was done in July by our clean team, within certain categories: graffiti removal, biohazard removal, illegal dumping removal, etc. Each activity has been geo-tagged by a clean team member on their telephone, showing where the cleaning happened, and in some cases with a photo of a before and after for tracking.

**318 Graffiti Tags Removed**



**106 Biohazards Cleaned Up**



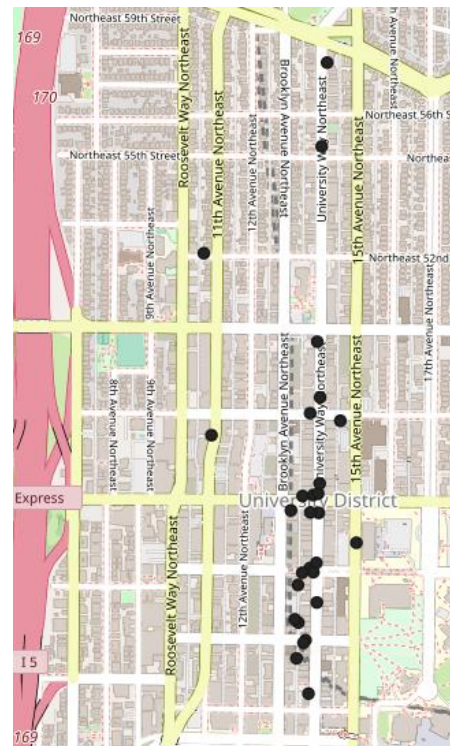
**28 Illegal Dumping/ Bulky Items Removed**

**Outreach Update**

**High-Impact Individual on 43rd and University**

A highly visible and well-known individual who has been experiencing homelessness in the district for years now, was just approved for permanent supportive housing. Earlier this spring, UDP elevated to the City and providers the challenges that this person has been facing and causing in the community. Most recently, this person has been camping University Way near Shiga’s Imports.

While David and our ambassadors have been engaged with this person, this new access to housing with wrap-around services will provide this individual with much more support. It may take a few weeks to fully transition this person into their new situation, but UDP is in close communication with care providers and the City. David and the other service providers who helped to secure this housing are to be commended.



## ***New Outreach Position with REACH***

REACH is going to be hiring a new position that can help bridge the gap between business communities and homeless. This position will be able to accept calls from the public and help develop plans for mitigating unwanted behaviors before they get out of hand.

## **ECONOMIC DEVELOPMENT**

### **Outdoor Dining – Year in Review**

To better understand the needs of restaurants impacted by the pandemic and to better gauge the interest in outdoor dining in the U District, the UDP launched a study that engaged over 75 food service businesses. Through that study, UDP discovered that 29 of those businesses were interested in implementing outdoor seating immediately, with others who would consider it in the future.

- ***Increased Technical Assistance:*** UDP responded to the study's findings by focusing in on technical assistance for restaurants who wanted and needed help with implementing outdoor dining.
- ***Launched 43rd Street Outdoor Dining Plaza:*** In an attempt to capture unused space and support restaurants who have been impacted by the major transportation related construction over the past few years, UDP piloted a new outdoor dining plaza in the heart of the district this spring. Pulling the Bora Bora Shore blue from the light rail station, UDP set out 22 shiny blue picnic tables with bright red umbrellas. This effort has evolved over the past few months but has ultimately supported business revenues and enhanced the public realm at an increasingly prominent intersection in the neighborhood.
- ***Outdoors On The Ave:*** Following the launch of the plaza, the UDP team concurrently collaborated with a group of volunteers associated with U District Advocates to launch the 42nd-43rd University Way outdoor dining area – ensuring implementation was responsive to the needs of community stakeholders while supporting small businesses who wanted to take advantage of additional outdoor space.
- ***U District Outdoor Dining Guide:*** Now UDP is launching a new outdoor dining 'how-to' guide which provides information about various permit types, best practices to prevent graffiti or damage, places to source outdoor seating furniture, and best-practices photos to inspire well designed outdoor seating infrastructure in the neighborhood. The purpose of this guide is to further support businesses that have already implemented outdoor seating and to provide yet another tool for businesses interested in doing so going forward.



### ***Outdoor Dining Outcomes in 2021***

- 16 businesses have implemented new public right-of-way outdoor dining;
- 4 businesses are in the process of launching outdoor dining (My Favorite Deli, Chi Mac, Xi'an Noodles, and Araya's Place);
- 16 businesses have received one-on-one technical permit assistance from UDP staff; and
- 14 businesses have received support with outdoor dining infrastructure (purchase and/or coordination of tables, chairs, umbrellas)

### **Economic Development Committee**

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The Economic Development Committee met on July 26<sup>th</sup> and reviewed upcoming changes in the U District, the 2021-22 work plan, and discussed a variety of questions to support business development in the U District. Notes from the discussion are listed below: