



## BOARD MEETING AGENDA

**Time: 11:30 a.m.–12:30 p.m.**

**Date: February 16, 2021**

**ZOOM Virtual Meeting**

<https://us02web.zoom.us/j/86077846672>

- |   |                |         |
|---|----------------|---------|
| 1. Welcome and Introductions                                | Miles/Rob      |         |
| 2. Public Comment   | Public         |         |
| 3. Approval of January 2021 Meeting Minutes                 | Rob/Miles      | Vote    |
| 4. Operating Committee Reports                              |                |         |
| a. Finance  | Sally/Phil/Don | Vote    |
| i. Acceptance of January Close                              |                |         |
| b. Governance   | Eric           | Discuss |
| i. Board Member Recruitment                                 |                |         |
| ii. Committee/Board Succession Planning                     |                |         |
| iii. RAB/UDP Board & Staff Race, Restorative Econ. Training |                |         |
| iv. Future Board/Staff Retreat in 2021                      |                |         |
| 5. Outdoor Seating Research & Evaluation                    | Daniel/Don     | Update  |
| 6. Light Rail Opening                                       | Katy/Don       | Update  |
| 7. Program Updates  |                |         |
| a. Urban Vitality   |                |         |
| b. Economic Development                                     |                |         |
| c. Clean & Safe   |                |         |
| d. Marketing & Communication                                |                |         |
| i. PR Project/RFQ & Task Force                              | Polly          | Update  |
| 8. New Business   |                |         |
| 9. Adjourn  |                |         |



## Board Meeting Minutes

Time: 11:30 AM – 12:30 PM

Date: January 19, 2021

Location: Zoom Meeting

### IN ATTENDANCE: UDP Board Members

Sally Clark, Treasurer  
Jeanette Henderson  
Stephen Antupit  
Eric Lawson  
Trevor Peterson

Rob Lubin, Co-Chair  
Lois Ko, Secretary  
Miles Richardson, Co-Chair  
Don Schulze  
John Hix

Anson Lin  
Moe Kahn  
Andrew McMasters  
Alfred Shiga

### UDP Staff

Mark Crawford, IED  
Phil Lloyd, Finance

Marcus Johnson, C&S  
Daniel Lokic, Economic Dev.

Kay Ricchiuto, Public Realm  
Polly Yokokawa, Marketing

### Guests

Ray Holmdahl, David Chong, Kate Paul, Cara Vallie, Cory Crocker

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 December 2020 Meeting Minutes

**Motion:** Sally moved to approve the December 2020 meeting minutes.

Eric seconded the motion.

*The motion was approved*

### **Welcome to Don Blakeney**

Sally welcomed Don to the UDP and presented the following resolution:

**Motion:** Whereas the UDP Board authorized the Search Committee to offer the position of Executive Director to Don Blakeney, and,

Whereas Don Blakeney has accepted the offer to become the Executive Director of the U District Partnership

Therefore, I, **Sally Clark, Chair of the Search Committee, do move:**

That the Board of the U District Partnership formally appoint Don Blakeney as the Executive Director of the U District Partnership effective January 19, 2021.

### **Second – Stephen**

The motion was approved unanimously.

Don thanked the Board and extended his appreciation to all staff and Board members who have welcomed him and begun the on-boarding process.

### **Audit Presentation**

Ray Holmdahl, David Chong, and Kate Paul of the audit firm BDO presented the 2019-20 fiscal year audit. (Please see attached presentation deck.) The auditors have expressed a “clean opinion” with no “going concerns”. They thanked the UDP staff for their work in this pandemic “remote” audit year.

**Motion:** The Board accepts the July 1, 2019 through June 30, 2020 audit as presented at the January 19, 2021 Board meeting.

**Motion Made By: Finance Committee**

### **Second: None Needed**

Motion was approved.

### **Operating Committee Reports**

#### **Finance**

Sally and Mark reported on behalf of the Finance Committee. Specific note of the on-going cash flow management challenges was made, and the Finance Committee has asked staff to present a cash flow analysis at the next Finance Committee meeting. Please see UDP Board January packet notes for details.

**Motion:** The committee recommend the acceptance of the December draft close.

No second required. Motion was approved.

Given the transition of Executive Directors and the past transition of Board members who were authorized to execute financial transactions on behalf of the UDP:

**The Finance Committee moves that:**

- 1) Don Blakeney is authorized as a signer on all existing UDP accounts, and
- 2) Mark Crawford is removed as a signer on all existing UDP accounts, and
- 3) Theresa Doherty and Louise Little are removed as authorized signers on all UDP accounts, and
- 4) Miles Richardson and Lois Ko are authorized as signers on all existing UDP accounts.
- 5) Marcus Johnson remains as an authorized signer on all accounts he is presently authorized for.

As the motion is presented by committee, no second is required.

The motion was approved.

Staff reviewed the reforecast (please see attached presentation deck). No action was required.

## **Program Reports**

### **Urban Vitality**

Katy continues to track private developments – she showed several sites in their current state of development and the images depicting final construction.

Katy reported on the mural project. The committee has met twice so far and is working on developing a call for artists. Project remains on schedule. Additional mural projects including a possible collaboration with the Graduate Hotel are also being considered.

Katy has been working with Daniel on the outdoor seating project – please see attached presentation.

### **Economic Development**

Daniel began by sharing an excerpt from a video that he has been developing with VIA Creatives, a video company that was volunteering their time and resources to highlight businesses in Seattle. After pitching the idea to highlight the unique diversity of cuisine in the U District, VIA Creatives agreed to create a video showcasing multiple businesses including our very own Moe, from Cedars, and Lois, from Sweet Alchemy! Thank you both for participating.

We continue to work on promoting U District Seattle.com. We've successfully reached over 90,000 people with our social marketing strategy and continue to collaborate with community stakeholders, including the UW and the Daily, to promote this platform.

Polly and Daniel are also focusing efforts around the 43<sup>rd</sup> St Junction campaign, ensuring the campaign reaches its goal of attracting new customers to the businesses that have been disproportionately impacted on 43<sup>rd</sup>. We're also looking ahead to gauge how we can extend this campaign into the summer months.

Daniel continues to meet with business owners safely, helping businesses apply to PPP, EIDL, outdoor seating permits, and various other resources available in our community. Katy and Daniel have been investing significant effort in exploring outdoor seating options that could benefit businesses throughout the district. Please see attached presentation deck.

### **Clean & Safe**

Graffiti remains a large problem in the district. Portions of the added city grant for extraordinary cleaning will be dedicated to graffiti removal.

David continues to work to identify potential residents for the proposed Tiny House Village. The Board noted that the City does not guarantee local unsheltered populations will be guaranteed priority but David's work to help LIHI know who the local qualified unsheltered individuals are is an appropriate service, Marcus pointed out that informing unsheltered individuals about the possible opportunity and developing their interest is an extended process, so the work is timely.

Marcus reviewed the cleaning data and noted the continued high levels of human and bio waste. The Board asked Marcus to revisit the establishment of added hygiene centers in the district during the pandemic.

### **Marketing**

Polly reviewed her first month's work including announcement of Don as new ED, the yearend newsletter report, and the preparation of an RFP/RFQ for the district wide rebranding and marketing initiative.

She also continues to work to support individual program areas like the 43<sup>rd</sup> Street Junction, the UDistrictSeattle.com launch, and the Mural Project.

### **Extended Seating**

Katy and Daniel updated the Board on the analysis of potential extended seating options throughout the district. Board members asked that the final report/analysis include information about other extended seating efforts in the city and clarify similarities and differences as well as recommend metrics for evaluating any model that is installed. Please see the attached presentation deck.

### **Added Topic**

Miles noted that the impending opening of the light rail station was a significant factor in the creation of the BIA and the current UDP. He asked that planning for the opening and the on-going impacts and opportunities become a more regular part of the UDP Board meeting agendas and considerations.

## Finance Committee Notes

### General Notes

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**StreetFair** – There is a large variance because we cancelled StreetFair for 2021—this nets-out to about \$27k in projected loss, which we can make up with the support from the PPP loan.

**PPP Loan Approved** – Because of the impact we sustained from cancelling the 2021 StreetFair, we were able to qualify for a second round of PPP. The loan is once again 100% forgivable, so there is no future obligation of repayment for the UDP/BIA. The intent is to use it to cover all of the payroll on the UDP side of the house and then the rest will offset BIA costs.

**BIA Collections** – We collected 92% in Q3/4 of 2020, and project collecting the same in Q1/2 of 2021.

**Grants** – We have three grants: one in Economic Development to support UDistrictSeattle.com, one in Urban Vitality for murals, and one in Clean and Safe for added cleaning. All offset by increased required expenditures.

### Notes on the Balance Sheet

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There has been a deliberate spend down on the UDP front plus AR is higher and AP is lower year over year so that magnifies the year over year drop in cash.

**WSECU Checking** – We continue to see the difference in balances from the previous year as discussed in January. Please note, December had higher costs – holiday lighting, cleaning, executive director search costs, etc.. This is reflected in the large receivable for BIA reimbursement now on the books.

**Wells Fargo Checking** – This is mostly the remaining Christie Park project funds. We are trying to get clarification from project managers on remaining steps for completion and then disbursement of remaining funds that will meet our fiduciary requirements as fiscal sponsor. Repeated queries have not yet been answered.

**A/R** – Higher BIA expenses (\$86,523.84) related to increased costs from December and January.

**A/P** – Normal - security, cleaning, and financial management vendors plus payable for Sanctuary Arts youth employment program.

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

**BIA Payable** – Remaining insurance proceeds for BIA. Targeted for marketing position computer/technology purchase, new executive director, equipment, and office refurbishment.

**Accrued Vacation Liability** – includes liability for accrued Crawford vacation – will be reduced after he leaves his position.

## Notes on the Budget Report

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Below you will find a numbered list of variances that correspond to the numbers in the budget report spreadsheet:

- (1) We received \$25k from the County for the [udistrictseattle.com/marketplace](http://udistrictseattle.com/marketplace) project. We have also been spending budgeted program dollars from Economic Development for that project. This money largely stays inside the program column but borrows from different spending rows than was forecasted in the budget. The overall program impact is the same.
- (2) Wages & Salaries – UDP has modest YTD payroll savings from having only one person on the Beautification team this year. Also, UDP saw savings from a delay in hiring Marketing Manager—Polly began December 14<sup>th</sup>. There is additional money in the budget for an Economic Development intern and a Marketing assistant. For January most of this under-spend is offset by the unbudgeted executive director overlap.
- (3) Overhead is running under budget from all the work from home happening and the lack of events and such.
- (4) Clean and safe contract are under YTD because of the delay in starting the new cleaning area.

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

	Jan 31, 21	Jan 31, 20	\$ Change
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Checking/Savings</b>			
<b>10100 · Operating Bank Accounts</b>			
10110 · WSECU Checking	7,093.01	103,519.50	-96,426.49
10103 · UDP WF Checking 0122	33,470.09	49,498.73	-16,028.64
10111 · WSECU Savings	160,681.48	160,474.72	206.76
<b>Total 10100 · Operating Bank Accounts</b>	<b>201,244.58</b>	<b>313,492.95</b>	<b>-112,248.37</b>
<b>Total Checking/Savings</b>	<b>201,244.58</b>	<b>313,492.95</b>	<b>-112,248.37</b>
<b>Accounts Receivable</b>			
11000 · Accounts Receivable	86,523.84	80,722.94	5,800.90
<b>Total Accounts Receivable</b>	<b>86,523.84</b>	<b>80,722.94</b>	<b>5,800.90</b>
<b>Other Current Assets</b>			
<b>12022 · Prepaid Expense</b>			
12027 · Prepaid-Insurance	814.22	1,191.26	-377.04
<b>Total 12022 · Prepaid Expense</b>	<b>814.22</b>	<b>1,191.26</b>	<b>-377.04</b>
12000 · Undeposited Funds	0.00	8,000.00	-8,000.00
<b>Total Other Current Assets</b>	<b>814.22</b>	<b>9,191.26</b>	<b>-8,377.04</b>
<b>Total Current Assets</b>	<b>288,582.64</b>	<b>403,407.15</b>	<b>-114,824.51</b>
<b>Fixed Assets</b>			
<b>15000 · Furniture and Equipment</b>			
15999 · Accumulated Depreciation	-2,269.28	-324.18	-1,945.10
15010 · Kyocera Copier	5,835.30	5,835.30	0.00
<b>Total 15000 · Furniture and Equipment</b>	<b>3,566.02</b>	<b>5,511.12</b>	<b>-1,945.10</b>
<b>Total Fixed Assets</b>	<b>3,566.02</b>	<b>5,511.12</b>	<b>-1,945.10</b>
<b>Other Assets</b>			
17025 · Security Deposits	3,235.87	3,235.87	0.00
<b>Total Other Assets</b>	<b>3,235.87</b>	<b>3,235.87</b>	<b>0.00</b>
<b>TOTAL ASSETS</b>	<b>295,384.53</b>	<b>412,154.14</b>	<b>-116,769.61</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
<b>Accounts Payable</b>			
20000 · Accounts Payable	30,325.90	40,424.96	-10,099.06
<b>Total Accounts Payable</b>	<b>30,325.90</b>	<b>40,424.96</b>	<b>-10,099.06</b>
<b>Credit Cards</b>			
DL Reimb.	1,451.21	0.00	1,451.21
MJ Reimb.	83.49	0.00	83.49
WSECU 7178	300.80	446.06	-145.26
<b>Total Credit Cards</b>	<b>1,835.50</b>	<b>446.06</b>	<b>1,389.44</b>
<b>Other Current Liabilities</b>			
PPP Forgivable Loan	78,157.00	0.00	78,157.00
BIA Payable	10,136.12	10,280.09	-143.97
<b>24000 · Payroll Liabilities</b>			
24200 · Payroll Tax Liabilities	32.75	250.78	-218.03



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

	<u>Jan 31, 21</u>	<u>Jan 31, 20</u>	<u>\$ Change</u>
24102 · Accrued Vacation Liability	18,392.22	13,355.78	5,036.44
24000 · Payroll Liabilities - Other	525.58	155.41	370.17
<b>Total 24000 · Payroll Liabilities</b>	<b>18,950.55</b>	<b>13,761.97</b>	<b>5,188.58</b>
<b>Total Other Current Liabilities</b>	<b>107,243.67</b>	<b>24,042.06</b>	<b>83,201.61</b>
<b>Total Current Liabilities</b>	<b>139,405.07</b>	<b>64,913.08</b>	<b>74,491.99</b>
<b>Total Liabilities</b>	<b>139,405.07</b>	<b>64,913.08</b>	<b>74,491.99</b>
<b>Equity</b>			
32000 · Unrestricted Net Assets	215,769.51	375,281.00	-159,511.49
Net Income	-59,790.05	-28,039.94	-31,750.11
<b>Total Equity</b>	<b>155,979.46</b>	<b>347,241.06</b>	<b>-191,261.60</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>295,384.53</b>	<b>412,154.14</b>	<b>-116,769.61</b>

## The U District Partnership Budget Report January 2021

	Jan 21	Budget	\$ Over Budget	Jul '20 - Jan 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
<b>43400 · Direct (Grants) Public Support</b>							
43410 · Business & Corp. Contributions	0.00			661.38	0.00	661.38	0.00
<b>Total 43400 · Direct (Grants) Public Support</b>	<b>0.00</b>			<b>661.38</b>	<b>0.00</b>	<b>661.38</b>	<b>0.00</b>
<b>44500 · Government Grants and Contracts</b>							
44430 · BIA Contract	107,048.50	106,670.30	378.20	656,283.38	720,259.44	-63,976.06	1,377,508.91
44530 · Other Local Government Grants	0.00	0.00	0.00	31,000.00	6,000.00	25,000.00	12,000.00 (1)
<b>Total 44500 · Government Grants and Contracts</b>	<b>107,048.50</b>	<b>106,670.30</b>	<b>378.20</b>	<b>687,283.38</b>	<b>726,259.44</b>	<b>-38,976.06</b>	<b>1,389,508.91</b>
<b>47000 · Earned Income</b>							
<b>47200 · Event Income</b>							
47210 · StreetFair	0.00	0.00	0.00	0.00	0.00	0.00	204,800.00
47250 · Other UDP Events	0.00	0.00	0.00	0.00	0.00	0.00	66,000.00
47260 · BIA Events	0.00	0.00	0.00	5,996.00	6,000.00	-4.00	20,000.00
<b>Total 47200 · Event Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>5,996.00</b>	<b>6,000.00</b>	<b>-4.00</b>	<b>290,800.00</b>
<b>Total 47000 · Earned Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>5,996.00</b>	<b>6,000.00</b>	<b>-4.00</b>	<b>290,800.00</b>
46400 · Interest and Other	0.00			80.96	0.00	80.96	0.00
<b>Total Income</b>	<b>107,048.50</b>	<b>106,670.30</b>	<b>378.20</b>	<b>694,021.72</b>	<b>732,259.44</b>	<b>-38,237.72</b>	<b>1,680,308.91</b>
<b>Expense</b>							
<b>60000 · Staffing</b>							
60100 · Wages & Salaries Expense	48,316.67	47,082.14	1,234.53	268,513.89	303,060.33	-34,546.44	538,471.07 (2)
60020 · Payroll Taxes	4,138.29	3,903.10	235.19	20,825.01	25,123.65	-4,298.64	44,639.19 (2)
60030 · Benefits to/for Employees	3,057.25	3,501.72	-444.47	21,088.64	22,539.99	-1,451.35	40,048.54 (2)
60040 · Retirement Benefits	1,197.79	1,229.63	-31.84	7,308.49	7,914.91	-606.42	14,063.17
<b>Total 60000 · Staffing</b>	<b>56,710.00</b>	<b>55,716.59</b>	<b>993.41</b>	<b>317,736.03</b>	<b>358,638.88</b>	<b>-40,902.85</b>	<b>637,221.97</b>
<b>61000 · Professional &amp; Contract Expense</b>							
61100 · Accounting Fees	8,000.00	8,000.00	0.00	27,000.00	27,000.00	0.00	37,000.00
61200 · Legal Fees/Other	735.00	735.00	0.00	41,989.00	41,435.00	554.00	45,900.00
<b>Total 61000 · Professional &amp; Contract Expense</b>	<b>8,735.00</b>	<b>8,735.00</b>	<b>0.00</b>	<b>68,989.00</b>	<b>68,435.00</b>	<b>554.00</b>	<b>82,900.00</b>
<b>62000 · Office and Overhead</b>							
62100 · Rent, Parking, Utilities	4,489.38	4,489.38	0.00	31,425.66	31,425.66	0.00	54,402.86
62200 · Insurance Expenses	271.42	276.85	-5.43	2,332.84	1,937.95	394.89	8,977.20

## The U District Partnership Budget Report January 2021

	Jan 21	Budget	\$ Over Budget	Jul '20 - Jan 21	YTD Budget	\$ Over Budget	Annual Budget	
62400 · Supplies Expense	44.07	766.68	-722.61	2,118.07	5,366.64	-3,248.57	9,200.00	
62500 · Travel and Meetings	153.00	291.66	-138.66	1,171.64	2,041.70	-870.06	3,500.00	
62600 · Telephone, Telecommunications	228.08	230.00	-1.92	1,596.56	1,610.00	-13.44	2,760.00	
62700 · Technology and Software	82.54	208.33	-125.79	1,003.47	1,458.35	-454.88	2,500.00	
62800 · Dues and Memberships	0.00	79.17	-79.17	0.00	554.15	-554.15	950.00	
62900 · Postage, Mailing Service	0.00	200.00	-200.00	213.25	1,400.00	-1,186.75	2,400.00	
63000 · Printing and Copying	0.00	41.67	-41.67	0.00	291.65	-291.65	500.00	
63300 · Staff Development	550.00	550.00	0.00	1,789.00	1,550.00	239.00	28,000.00	
63600 · Banking and Service Fees	24.87	27.70	-2.83	258.71	193.87	64.84	332.37	
63700 · Misc. Office Operations	0.00	41.67	-41.67	10.00	291.65	-281.65	500.00	
<b>Total 62000 · Office and Overhead</b>	<b>5,843.36</b>	<b>7,203.11</b>	<b>-1,359.75</b>	<b>41,919.20</b>	<b>48,121.62</b>	<b>-6,202.42</b>	<b>114,022.43</b>	<b>(3)</b>
<b>70000 · Direct Program Expenses</b>								
70100 · Clean and Safe Contracts	19,087.20	19,100.50	-13.30	138,272.97	144,945.50	-6,672.53	244,983.00	(4)
70200 · Community Beautification	0.00	100.00	-100.00	15,936.41	16,850.00	-913.59	42,750.00	
70300 · Advertising and Marketing	0.00	500.00	-500.00	0.00	3,500.00	-3,500.00	88,475.00	-5
70400 · Studies, Strategy & Implement.	0.00	8,000.00	-8,000.00	500.00	17,500.00	-17,000.00	40,500.00	(1)
70500 · Ambassador Program	8,790.00	8,042.67	747.33	57,316.80	56,298.69	1,018.11	100,512.00	
70600 · Youth Employment - Contract	0.00	0.00	0.00	5,140.00	5,000.00	140.00	10,000.00	
70650 · Reach Program Contractor	5,916.67	6,250.00	-333.33	41,416.69	43,750.00	-2,333.31	75,000.00	
70700 · Other Program Contract Services	7,833.22	0.00	7,833.22	37,511.82	0.00	37,511.82	58,000.00	(1)
<b>80000 · Event Expenses</b>								
80010 · BIA Events	567.99	0.00	567.99	18,835.85	19,000.00	-164.15	78,925.00	
81000 · Street Fair	0.00	0.00	0.00	0.00	0.00	0.00	163,910.62	
<b>Total 80000 · Event Expenses</b>	<b>567.99</b>	<b>0.00</b>	<b>567.99</b>	<b>18,835.85</b>	<b>19,000.00</b>	<b>-164.15</b>	<b>242,835.62</b>	
<b>Total 70000 · Direct Program Expenses</b>	<b>42,195.08</b>	<b>41,993.17</b>	<b>201.91</b>	<b>314,930.54</b>	<b>306,844.19</b>	<b>8,086.35</b>	<b>903,055.62</b>	
<b>Total Expense</b>	<b>113,483.44</b>	<b>113,647.87</b>	<b>-164.43</b>	<b>743,574.77</b>	<b>782,039.69</b>	<b>-38,464.92</b>	<b>1,737,200.02</b>	
<b>Net Ordinary Income</b>	<b>-6,434.94</b>	<b>-6,977.57</b>	<b>542.63</b>	<b>-49,553.05</b>	<b>-49,780.25</b>	<b>227.20</b>	<b>-56,891.11</b>	
<b>Other Income/Expense</b>								
<b>Other Income</b>								
Fiscal Sponsor Income	0.00			19,960.00	0.00	19,960.00	0.00	
Fiscal Sponsor Expenses	-8,808.00			-30,197.00				
<b>Total Other Income</b>	<b>-8,808.00</b>			<b>-10,237.00</b>	<b>0.00</b>	<b>-10,237.00</b>	<b>0.00</b>	

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

Net Other Income  
Net Income

Jan 21	Budget	\$ Over Budget	Jul '20 - Jan 21	YTD Budget	\$ Over Budget	Annual Budget
-8,808.00			-10,237.00	0.00	-10,237.00	0.00
<b>-15,242.94</b>	<b>-6,977.57</b>	<b>-8,265.37</b>	<b>-59,790.05</b>	<b>-49,780.25</b>	<b>-10,009.80</b>	<b>-56,891.11</b>

## 2020-21 University District BIA

### Budget Tracker -January 2021

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	200,033	122,464.23	77,569	61.2%	\$ 11,483.15	\$ 23,431.04	\$ 24,803.95	\$ 11,509.29
Cleaning and Public Safety	674,250	352,004.36	322,245	52.2%	\$ 41,246.70	\$ 47,916.38	\$ 42,272.05	\$ 47,456.51
Urban Vitality	96,023	45,780.06	50,243	47.7%	\$ 5,694.51	\$ 6,357.96	\$ 6,357.82	\$ 6,357.78
Economic Development	241,872	101,239.09	140,633	41.9%	\$ 11,783.37	\$ 14,106.01	\$ 22,459.19	\$ 1,857.13
Marketing	197,331	34,795.64	162,536	17.6%	\$ 3,214.61	\$ 3,088.10	\$ 3,087.84	\$ 3,087.75
<b>Total Requested</b>	<b>1,409,509</b>	<b>656,283.38</b>	<b>753,226</b>	<b>46.6%</b>	<b>\$ 73,422.34</b>	<b>\$ 94,899.49</b>	<b>\$ 98,980.85</b>	<b>\$ 70,268.46</b>

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 11,539.15	\$ 20,899.46	\$ 18,798.19					
Cleaning and Public Safety	\$ 51,878.58	\$ 72,290.94	\$ 48,943.20					
Urban Vitality	\$ 6,322.09	\$ 7,606.04	\$ 7,083.86					
Economic Development	\$ 15,254.66	\$ 15,220.64	\$ 20,558.09					
Marketing	\$ 3,351.96	\$ 7,300.22	\$ 11,665.16					
	\$ 88,346.44	\$ 123,317.30	107,048.50	-	-	-	-	-

## Program Updates

### URBAN VITALITY

#### Private Development

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##### *Sound Transit Surplus Parcel at Roosevelt and 45th*

- Sound Transit owns the vacant parcel at NE 45<sup>th</sup> and Roosevelt and will undergo a process to determine how to dispose of the site. Their Board must determine, based on their portfolio of properties and other conditions, if this property will be sold at market rate or for some mixed or full affordable housing use.
- UDP has been communicating with Sound Transit about the parcel for 2 years. We believe there's opportunity to create significant public benefit for the neighborhood by using the site for affordable housing and/or other community assets.
- On February 10, UDP met with Sound Transit for an update on their progress. They are in the beginning stages of designing a community engagement process for the site. This process will start sometime after the LIHI Tiny Home Village has been set up on the site. They are open to working with community partners on outreach for the site. In the month ahead, UDP will consider what type of role the UDP and U District community could or should play in shaping Sound Transit's process and plans for the 45<sup>th</sup> TOD site.

#### Mobility & Transportation

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##### *NE 43<sup>rd</sup> St Improvement Project*

- Construction on NE 43rd Street continues. Work has switched to the South side of NE 43rd St. Crews are currently working between University Way and the new Link Light Rail Station, preparing to pour concrete for the roadway.
- This work may create impacts for the businesses with entrances located on the South side of the street, especially Cedars of Lebanon, Wann Yen, and Ugly Mug. SDOT will need to remove and repave the sidewalk in front of these storefronts. UDP is working with SDOT to ensure that businesses will be appropriately compensated by SDOT for any forced closure.

- This street improvement project is about a month behind – and will not be substantially completed until mid-March. Crews will need to do additional work in March and April to put up Metro bus trolley polls and lines. However, this work will be less impactful than the rest of the construction schedule.
- Here's a recent [SDOT blog](#) on the street improvements, including urban forestry, that are part of the project!
- Information on the NE 43<sup>rd</sup> Street Improvement Project [can be found here](#).

### ***U District Light Rail Station Opening***

- The U District Light Rail station is still scheduled to open in September of 2021.
- On February 10, UDP met with Sound Transit to discuss planning for the station opening. Sound Transit is just beginning their planning efforts. They are open to ideas and partnership with UDP and other local community-based organizations.
- Because of unknowns due to COVID-19, Sound Transit is planning for multiple levels of events. They expect to support more localized events, such as those that UDP and the BIA could create.
- Because of the large amount of federal funding for the project, there could be federal and local delegations at the opening celebration. The U District could be the backdrop for such an opening event, as the neighborhood is poised to tell an important story about how transportation can serve and provide important access to dense urban communities.

## **Public Realm**

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### ***U District Mural Project***

- The U District Mural Project is well under way! Working with Polly and the Marketing department, we designed and created a community outreach plan with a survey to find out what people love about the U District. The survey asks respondents to list three words that describe what they love about our neighborhood, and to identify what type of murals they'd like to see (by selecting images of different types of murals).
- **We'd love UDP Board members to share their love for the U District, too. Take the survey [here](#)!**

- The community survey information will be analyzed, and any useful ideas or themes will be shared with potential artists to take inspiration from when they are creating their design proposals.
- The Leadership Committee is reviewing a draft Call for Artists. That call will be finalized and shared with the public the week of February 22. Our goal is to have the final 3 artists/artist teams selected by the end of March.

### ***Sanctuary Art Center Window Displays***

- In December, UDP worked with Sanctuary Art Center and the Blume Company to install holiday window displays in the old Performance Bicycle Space at Roosevelt and 45th.
- The window displays were a hit! We will continue our partnership with Sanctuary Art Center to create more displays in the month of February.

### ***Low Income Housing Institute (LIHI) Tiny Home Village***

- The Low-Income Housing Institute (LIHI) is in the process of negotiating a year-to-year contract with the City of Seattle to manage a Tiny Home Village on the Sound Transit surplus site at 45th and Roosevelt.
- The Tiny Home Village will be a shorter-term use of the site, up to approximately three years, though we do not know what the exact details of the contract will be.
- UDP is working with the City, Sound Transit and LIHI to ensure open lines of communication and will be a member of the villages Community Advisory Council (CAC). This CAC will also include members of the U District community to provide feedback on the village.
- There may be an opportunity to infuse art and murals into the installation of the Tiny House Village.

### **Urban Vitality Committee**

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- The Urban Vitality Committee met in January. The majority of the meeting was spent as a virtual meet and greet between committee members and Don Blakeney. Committee members shared what they saw as opportunities and challenges for urban vitality work in the U District, including the future of NE 43rd Street and Brooklyn Avenue NE.
- Next committee meeting is Tuesday, Feb. 23.



## ECONOMIC DEVELOPMENT

### Engaging our small businesses

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- Daniel continues to safely engage business owners in-person to continue building trust and relationships. Recently, UDP staff has engaged with businesses who have been victimized by vandalism and theft. Staff have also focused on gathering input regarding outdoor seating from businesses throughout the district including those located in the (1) North Ave; (2) Mid Ave; (3) South Ave; (4) Roosevelt; (5) Brooklyn; (6) 45th; and (7) 50th.

### Temporary Economic Development Support

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- The UDP is currently interviewing candidates for an Economic Development Specialist (EDS) position to further support businesses throughout the community. The EDS position will run from March through June and will engage with business owners, collect critical data, and work collaboratively with Daniel to develop UDP's understanding of the "on-the-ground" reality of the U District economy. Duties of this individual will include:
  - Collecting critical data throughout the U District including but not limited to: (1) business contact information; (2) temporary/permanent closures; (3) new business openings; and (4) commercial leasing opportunities
  - Managing a business landscape database to accurately track businesses throughout the U District
  - Managing a commercial vacancy database to accurately track trends within new commercial leasing opportunities
  - Promoting and helping businesses register for [UDistrictSeattle.com](http://UDistrictSeattle.com)

### Outdoor Seating

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- The UDP is wrapping up its business engagement to evaluate the range of options for the University District with respect to outdoor dining. Although this project is primarily within the realm of economic development, Katy and Polly have collaborated to engage businesses over the past month. The final deliverable of this engagement will include a presentation and report that highlights business

desires in relation to outdoor seating at the U District BIA Ratepayer Advisory Board, and subsequently to the UDP Board in March.

- During this process, the UDP team focused on engaging all food/bev businesses throughout the community. This includes business located on:
  - South Ave - University Way between NE 40th and NE 45th Streets
  - Mid Ave - University Way between NE 45th and NE 50th Streets
  - North Ave - University Way between NE 50th and NE Ravenna Blvd
  - NE 42nd Street between University Way NE and Brooklyn Ave NE
  - NE 43rd Street between University Way NE and the U District Light Rail Station
  - Brooklyn Ave NE between NE 43rd and 45th Streets, adjacent to the Light Rail Station
  - Brooklyn Ave NE between NE 47th and NE 50th Streets, in front of Cedars Restaurant
  - 8th Ave NE north of NE 45th Street, in front of Floating Bridge Brewery
  - 11th Ave NE north of NE 47th Street
  - Roosevelt Ave at the intersection of NE 42nd Street
  - Roosevelt Ave at the intersection of NE 52nd Street
  - Roosevelt Ave at the intersection of NE 53rd Street
  
- Looking ahead, the UDP will evaluate a range of ways that we can support local businesses seeking to provide outdoor dining. This could include promotions, like the development of a District map to highlight outdoor dining in the district. It could also include technical or permitting assistance for small businesses.
  
- UDP is also exploring a larger public outdoor seating concept on 43rd (West of the Ave to the alley in front of the light rail station) with several proximate businesses who have expressed interest. UDP has engaged SDOT and Metro, which are amenable to this idea (while still sorting out agency needs) and is proactively coordinating with businesses on 43rd to facilitate a focus group around this concept. Considerations for this pilot include: (1) cost and management of additional cleaning/security; (2) marketing strategies to drive consumer interest and participation; (3) public realm activation and programming like cooking demonstrations presented by local business owners and live music; and (4) the capitalization of consumer traffic to support businesses in the surrounding blocks outside of the public seating zone.

## Economic Development Committee & Business Network Meetings

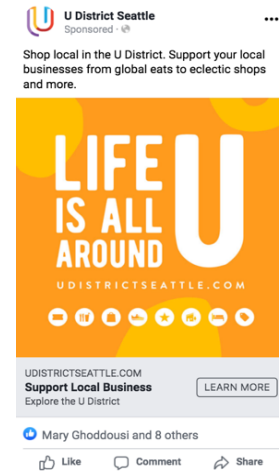
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- The next Business Network Meeting will be on Monday March 1<sup>st</sup>, and the next Economic Development Committee will follow later in the month.

## UDistrictSeattle.com

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- Daniel continues to promote [UDistrictSeattle.com](http://UDistrictSeattle.com) in collaboration with Polly and the Milli Agency marketing firm. Our creative strategy has recently shifted to highlight the diversity of businesses and experiences in the U District, instead of individual businesses.
- The UDP is also implementing google ads to capture consumer traffic for specific keywords including but not limited to “U District Seattle”, and “U District Shops”.



## CLEAN & SAFE

### Clean & Safe Committee

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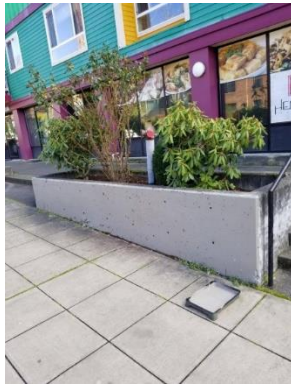
- At the February Clean and Safe Committee meeting on February 11, Jenny Frankl with Seattle Department of Public Utilities (SPU) presented about the City's Clean Cities Initiative, which she oversees. T. As a part of this initiative, UDP was awarded \$22,000 to enhance our efforts. See the update on this below. The City has instituted a cleaning route in the University District that is in the District every Tuesday and Saturday. To date, they have picked up nearly 25,000 pounds of litter and illegal dumping. They also began a Purple Bag Program site at 15<sup>th</sup> and Ravenna. The Purple Bag Program provides purple-colored bags to homeless encampments who place their trash into the bags which is then serviced by the City twice a week. The City is also considering locations for a permanent needle collection box somewhere in the district where organizations and individuals could dump needles they have collected. As a part of this initiative, we were also awarded \$22,000 to increase our efforts. See the update on this below.

### Cleaning Update

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- UDP was awarded a grant for \$22,000 from the City to expand cleaning efforts in the U District to help meet the demands created by COVID-19. This funding was allocated as a component of the Mayor's Clean Cities Initiative and is intended to be spent between now and the end of April. We saw unprecedented levels of graffiti and biohazards in 2020 and have done our best to keep up with addressing them. This money allows us to add 16-hours a week of additional cleaning and 24-hours a week of dedicated graffiti removal within the BIA. This work began in February and we are finally making up some ground in our battle against historic levels of graffiti in our neighborhood.





**North & South Cleaning Areas**

	Feb	Mar	Apr	May	Jun	Jul	Aug*	Sep	Oct	Nov	Dec	Jan
<b>Cleaning Activities</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2021</b>
Hours of Cleaning	232	284	276	280	276	284	390	272	284	276	284	280
Bags of Trash Removed	775	900	725	950	925	800	1,150	750	775	724	750	750
Dumpster Overflow Cleanu	80	135	100	90	76	180	220	150	165	122	141	120
Graffiti Tags Removed	220	300	1025	1096	1040	875	950	840	639	584	620	368
Biohazards Removed	185	250	1104	898	770	735	860	695	605	489	625	365
Pressure Washing Hours	4	4	16	78	55	4	4	4	4	4	4	4

\*Included the General Cleaning Area for the month of August'

**General Cleaning Areas**

	Sep	Oct	Nov	Dec	Jan
<b>Cleaning Activities</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2021</b>
Hours of Cleaning	160	156	156	156	156
Bags of Trash Removed	550	595	567	526	610
Dumpster Overflow Cleanup	125	115	93	84	135
Graffiti Tags Removed	616	375	357	291	310
Biohazards Removed	785	730	672	609	565

## Safety Update

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- Marcus and Don met with the relatively new Commander of the North Precinct, Captain Brian Stampfl on February 3rd and took him on a walking tour of the neighborhood to show him our criminal hotspots and topics of concern in the neighborhood. One of our requests was for help with morning wakeups of individuals in doorways of businesses, which has become more of an issue since the dissolution of the Community Police Team's Foot Beat. UDP is evaluating new structures for our relationship with SPD to get the support we need for wake-ups in the morning and to share information and strategy in the year ahead.

## Ambassador Data

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
<b>Data &amp; Activities</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2021</b>
911 Calls	1	5	4	5	2	9	6	2	5	0	2	1
Homeless Interactions	106	80	70	181	106	100	82	55	89	70	71	111
Wayfinding/ Ped Interactions	32	32	18	79	54	28	32	33	36	56	38	86
Conditions of Entry/ Sit-Lie	7	5	0	0	7	5	7	2	0	0	3	8
Drug and Alcohol Activity	3	3	1	43	3	3	12	11	15	2	4	8
Business Visits	382	233	207	205	176	279	232	196	184	142	185	304
Suspicious Persons	84	70	24	147	45	64	60	41	63	40	50	83
Emphasis Patrols	61	53	21	63	43	52	54	47	37	81	56	35
Shoplift	24	28	42	32	20	37	48	40	42	34	28	62
Calls for Service During Hours	4	58	52	70	55	41	59	52	92	46	70	83

## Outreach Update

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- January's work consisted of focused outreach along Ravenna Boulevard and at two intersections on NE 45th Street—at The Ave, and at I-5. Outreach at these locations consisted of offering shelter to those that wanted it as well as providing basic needs and support.
- When not outreaching these areas, David has been working with two mentally ill people that are sleeping in front of the UW bookstore to help them stay as clean as they can including addressing some problematic behaviors. David connected these people with case management and mental health services, and he is now monitoring them until housing or appropriate shelter options become available.
- He has also spent a fair amount of time working with UW Police to coordinate solutions for unhoused people across the U District. Due to this relationship, he has been connecting the people in the U District that are having the most contact

with the police to service providers which resulted in a hand full of them moving on to better living conditions.

- Two notable successes David had this month include housing a Vet that had been unhoused in the U District for over 15 years and with the help of UW Police, he found a very severely mentally ill person that was in crisis and got him medical help. This person was a client of the Law Enforcement Assisted Diversion (LEAD) program and his case manager had been trying to locate him for time due to concerns about his wellbeing. When David found this person, he discovered the case manager's fears to be founded and with UW Police he is now connected to his service providers, back on his meds and has left the U District in a way that improved his life. The Vet had signed up for housing almost two years ago and it wasn't until just now that his number finally came up. We had to find him fast or his housing opportunity would pass, and he would have been put back at the end of the waiting list. The UW Police acted quickly to ensure this person didn't lose their housing slot and took the time to send their offers looking for him. After locating him, his case manager drove him to his housing.
- David shared with UDP that cohesion between the police and social workers is important for effective outreach and that when police and social workers respect each other's roles and skill sets the community is better served.
- The biggest challenge David faces is a lack of shelter and housing options. Fifty percent of the time there is no shelter access for the day he is in the field. And when there are shelter spaces, they tend to be just a handful with over a dozen outreach workers throughout the city advocating for the same spots.
- LIHI is still planning on building their temporary Tiny House Village in the U District. David thinks this could have a big impact on the population by the highways and Ravenna. David will be having a meeting with UW Police and someone from UW regarding possible new housing opportunities for the unhoused in the U District. There is a church group that is starting a new monthly community meeting to discuss helping the unhoused in the U District and David was invited to attend these meetings.

## MARKETING & COMMUNICATIONS

### District Brand Development & Marketing Strategy Project

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- The UDP released the RFQ in late January to local and recommended creative firms that specialize in marketing, branding, advertising, public relations, etc. So far, 7 firms have expressed significant interest – several of which have reached out to Polly for preliminary meetings to learn more and ask questions. Some firms have decided not to submit with reasons including: already booked/unavailable during project timeline, budget does not match, scope of project is too broad for their services.
- Submissions are due by Friday, February 19.
- The Task Force met on February 10 to discuss adding members, community engagement, and preparing to review submissions.
- The projected timeline is to review submissions and hear presentations from finalists in early March.

### Email Marketing

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- We are looking into doing departmental newsletters as major announcements come up, stay tuned!
- Next Newsletter will go out 02/18
  - 02/04      Urban Vitality News – Community Mural Project engagement  
Open Rate: 25.5% / Click Rate: 3.3%
  - 01/29      43<sup>rd</sup> Street Junction Campaign Instructions  
Open Rate: 29% / Click Rate 2.6%
  - 01/28      Newsletter– Included a welcome message from Don Blakeney  
Open Rate: 26.4%

### Expected Media

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- The Daily UW has reached out for three upcoming articles:
  - Feature on Don Blakeney
  - Focus on the Light Rail Station Opening – interview with Don
  - Focus on new developments – interview with Katy



## 43<sup>rd</sup> Street Junction Campaign

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- Working with Daniel to continue promoting the 43<sup>rd</sup> Street Junction and their punch card campaign. Two new videos (Mark Thai and Sweet Alchemy) from VIA Creatives have been produced and will be shared out as part of the campaign and a general celebration of the resiliency of restaurants in the U District.
- Punch cards are now being accepted, no winner in our first week, but we are pushing ahead to keep getting the word out.

## U District Mural Project – Community Engagement

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- After developing an online community engagement survey, Polly created a flyer for distribution in the U District.
- The design for this flyer was used across social media, email, and on the website to visually connect the campaign across channels.

