



BOARD MEETING AGENDA

Time: 11:30 a.m.–1:00 p.m.

Date: September 21, 2021

ZOOM Virtual Meeting

I.	Welcome and Introductions	Rob	11:30 a.m.	
II.	Public Comment	Public	11:35 a.m.	
III.	Approval of August 2021 Meeting Minutes	Rob	11:40 a.m.	(Vote)
IV.	Finance Committee Report	Sally	11:45 a.m.	
	• Acceptance of August Close			(Vote)
V.	University of Washington’s Return to Campus	Sally/Rob	11:55 a.m.	
VI.	Station Opening Festival & \$3 Food Walk	Don/Katy/Daniel	11:55 a.m.	
	• Board Volunteers			
VII.	Program Reports		12:20 p.m.	
	• Marketing & Communications	Polly		
	• Urban Vitality	Katy		
	• Clean & Safe	Marcus		
	• Economic Development	Daniel		
VIII.	Governance Committee Report	Miles	12:45 p.m.	
	• Participation Agreements			
	• New Board Member			
	– Nomination/Presentation			
	– <i>Brief Discussion</i>	(Executive Session)		
	– Vote			(Vote)
IX.	New Business	Rob	12:55 p.m.	
X.	Adjourn	Rob	1:00 p.m.	



Board Meeting Minutes

Time: 11:30 AM – 1:00 PM

Date: August 17, 2021

Location: Zoom Meeting

IN ATTENDANCE:

UDP Board Members

Lois Ko, Sweet Alchemy - Co-Chair

Stephen Antupit, Resident - Secretary

John Hix, Seattle Vinyard Church

Kristine Kenney, UW

Moe Khan, Cedars – Chair, Econ Dev

Anson Lin, Astora Construction

Trevor Peterson, UW Bookstore

Miles Richardson, Audi Seattle - Chair, Governance

Don Schulze, Shultzys – Chair, Clean & Safe

UDP Staff

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

Guests*

No guests.

**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

Lois noted that Anna Sorokina will join the next meeting in September.

Public Comment

There was no public comment.

Approval of June 2021 Meeting Minutes

Motion: Stephen moved to approve the July 2021 meeting minutes.

Second: Trevor seconded the motion.

The motion was approved by all.

Finance

Don and Phil reported on behalf of the Finance Committee. We had a small savings on staff, due to Polly being on maternity leave, and a slow ramp-up for our now full-time beautification staff member, Justin. BIA spending doesn't show much of a trend, marketing is a little slow as we

begin to ramp-up planned spending on the branding this fall. Phil noted some incoming grant funding and sponsorship this fall that will factor into a future reforecast.

Motion: July 2021 financials were moved by the Finance Committee.

Second: No second needed, as the July 2021 financials were moved by the Finance Committee.

Motion was approved unanimously.

U District Station Opening Festival & \$3 Food Walk

Staff shared the latest information on the October 2nd event. Daniel presented an update on the \$3 Food Walk, which will incorporate over 40 restaurants all offering two different \$3 bites to festival goers. Board members asked about opportunities to promote in other neighborhoods and in city-wide publications—Polly talked about the plan to distribute posters and menus in September in advance of the event. Katy talked about UDP's work with the City of Seattle Special Events Committee—something that is required for larger, complex events that require street closures. The Special Events Committee had positive feedback for UDP and our planning in advance of the event. Katy also talked about Bold Hat Productions, and their support for our rentals, and stage management during the event. Bold Hat is the production manager for the U District Street Fair. Don spoke about some of the sponsors who have come in, including Graduate Hotels (presenting sponsor), Xfinity (main stage sponsor), and others include UW, American Campus Communities, Bloom Company, among others. Partners will include the YMCA (children's play area) and Big Time Brewing (festival beer garden). UDP will be hosting a ribbon cutting at 11 a.m. with electeds and UW President Ana Mari Cauce. The date is on October 2nd, 2021 from 10 a.m. to 8 p.m. (with set up beginning at 6 a.m. and clean up ending at about 11 p.m.—street closures are on Brooklyn (NE 45th to NE 43rd) and University Way (NE 43rd to NE 41st). Board members are encouraged to staff the welcome tents like they have at previous street fairs. UDP will share volunteer opportunities to Board members. Board members wanted to know if there could be an app to guide people, and staff shared that there wasn't that technology in play this year.

UDP Ambassador Program

Marcus offered an update on our ambassador program. On July 22nd, Aries notified UDP that they were going to close the company in August. They had a 30-day cancellation clause in the contract, but it quickly became clear that they didn't have any staff to honor their contractual obligations. They closed the company that Friday. The following Monday, UDP had an RFP out the door, thanks to the quick work of Marcus and the help of Don S. and Aaron. Marcus shared that he had been in contact with over 12 companies to apply for the RFP, but that it's going to be a challenge to get responses considering the challenges that many companies are having with staffing levels. Aries had a contract with UW Bookstore and U Heights—Trevor underscored the challenges with finding this kind of support in this economic environment this summer. Don B. shared that we had two proposals in hand so far and would update the board on our direction at the next board meeting. The goal is to move as quickly as possible, while ensuring we have a good fit with the contractor.

Governance

Miles offered an update from the Governance Committee including the work to develop a Board Drive. Don showed the board drive to the group, including the updated welcome letter, participation agreement, and Board contact information. Don B. will work with Board members to ensure they have access over the next month.

Program Updates

Katy offered an update on private development in the U District, the initiative to light trees on the Ave, and the incoming Seamless Seattle wayfinding kiosks on 15th Ave NE and NE 45th. Don B. spoke to some of Katy's work to advocate with SDOT and Metro to advance the NE 43rd Street project on a quicker timeline and to reduce congestion caused by conflicting projects and street closures. Don B. also spoke about the need to secure a construction hub coordinator at SDOT to oversee these conflicts in the future.

Marcus spoke about some of the progress UDP has made working with high-barrier individuals experiencing homelessness. This work is coordinated with LEAD, REACH and HOST. A particular individual who has been a fixture on the Ave at NE 43rd is now in temporary housing downtown with a plan for permanent supportive housing this fall. Marcus also spoke about another high-needs/high-impact person who needs more resources. UDP will continue to coordinate with service providers.

Marcus also offered an update on clean-team activities which included a campaign to lock dumpsters in our alleys, funding for enhanced cleaning efforts this fall, an update on our work in the Fulcrum app, and spoke about UDP's National Night Out event that occurred earlier in the month.

Daniel talked about the Economic Development Committee agenda for the year and how we have added five new members for 2021-2022. He also offered an update on outdoor dining, and UDP's support for small businesses. UDP heard from 36 businesses this winter who wanted outdoor seating, with Daniel's help, 16 have now implemented outdoor dining this year. UDP is also launching eight new tables for NE 43rd and Brooklyn Ave NE, as well as a guide to help small businesses source furniture or navigate permitting.

Polly offered an update on the brand implementation, which will roll-out this fall, following the U District Station Opening Festival on October 2. New elements will include a website re-skin, better designed newsletters, and new event collateral. Polly shared some great UDP coverage from the Seattle Times that covers the outdoor dining plaza on NE 43rd. Polly returns to full-time in September.

New Business

Don noted that UDP is applying for a grant from the Seattle Office of Economic Development and will be convening a grant steering committee in the U District to look at future grants for the neighborhood.

Lois reminded people to update their bios for the website and board drive.

Niko (Polly's new baby) made a last-minute appearance to say hi to the Board.

The meeting adjourned at 12:51 p.m.

UDP Finance Narrative

Finance Committee Meeting 9/10/21

We are still in the first quarter, but things are heating up with our event/sponsorships on the horizon in October, two grants coming in and some 2021 underspend dollars going toward beautification in advance of the U District Station opening.

Budget Report Notes

There are some variances in staffing, cleaning and program services we should talk through:

Staff and Program Savings: We are still seeing some budget savings from Polly's maternity leave. She returned to work, full-time on 9/7. Additionally, Justin wasn't working a full 40 hours per week until August. Lastly, the ambassador program was paused in the beginning of August and will resume in late September. (See lines 6000 and 70500)

Clean Cities Initiative: We're incurring some additional cleaning costs that will get picked up by the city later. This includes targeted pressure washing and expanded hours for umbrella management and litter pick-up in high-foot-traffic areas in advance of the light rail opening. (See line 70100)

Murals: We billed mural project to the City in August, though the expenses were spread through July and August. (See line 70700)

Tree Lights: Tree lights are being installed this week—the deposit for which was paid recently. Instead of moving money from the 21-22 budget to cover this deposit, we used the underspend from FY 21 to pay for this as discussed in August This is being tracked in Placemakeing. (See line 70999)

Everything else should be minor and/or timing differences.

Balance Sheet Report

Looking at the balance sheet, you'll notice that cash is down year-over-year. This is due to two factors: one, the planned spenddown, and two, a delayed mid-month billing of the City for payroll. AR and AP are both higher because of the tree lighting bill. As we did in June, we will dip into the reserves to manage the cash-flow, but all of the dollars are accounted for with BIA/incoming funds.

BIA Tracker

The spending of BIA funds seems to be on track. Marketing spending will continue to accelerate in September as we continue to invest in the brand roll-out.

9:58 AM
 09/17/21
 Accrual Basis

The U District Partnership

Balance Sheet Prev Year Comparison

As of August 31, 2021

	Aug 31, 21	Aug 31, 20	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	6,366.77	23,372.58	-17,005.81
10103 · UDP WF Checking 0122	33,470.09	42,758.09	-9,288.00
10111 · WSECU Savings	140,093.40	160,627.82	-20,534.42
Total 10100 · Operating Bank Accounts	179,930.26	226,758.49	-46,828.23
Total Checking/Savings	179,930.26	226,758.49	-46,828.23
Accounts Receivable	152,968.13	100,895.49	52,072.64
Other Current Assets	2,481.26	4,677.46	-2,196.20
Total Current Assets	335,379.65	332,331.44	3,048.21
Fixed Assets	1,620.92	3,566.02	-1,945.10
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	340,236.44	339,133.33	1,103.11
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	67,603.75	28,066.22	39,537.53
Credit Cards	5,317.83	751.42	4,566.41
Other Current Liabilities	99,099.29	107,145.06	-8,045.77
Total Current Liabilities	172,020.87	135,962.70	36,058.17
Total Liabilities	172,020.87	135,962.70	36,058.17
Equity			
32000 · Unrestricted Net Assets	172,275.82	215,769.51	-43,493.69
Net Income	-4,060.25	-12,598.88	8,538.63
Total Equity	168,215.57	203,170.63	-34,955.06
TOTAL LIABILITIES & EQUITY	340,236.44	339,133.33	1,103.11

9:56 AM
 09/17/21
 Accrual Basis

The U District Partnership Budget Report August 2021

	Jul - Aug 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense				
Income				
43400 · Direct (Grants) Public Support	0.00	0.00	0.00	10,000.00
44500 · Government Grants and Contracts	245,248.96	212,225.02	33,023.94	1,471,377.65
47000 · Earned Income	0.00	0.00	0.00	240,000.00
46400 · Interest and Other	26.76			
Total Income	245,275.72	212,225.02	33,050.70	1,721,377.65
Gross Profit	245,275.72	212,225.02	33,050.70	1,721,377.65
Expense				
60000 · Staffing	91,294.20	107,325.28	-16,031.08	664,011.40
61000 · Professional & Contract Expense	4,900.00	4,983.30	-83.30	43,900.00
62000 · Office and Overhead	15,672.50	17,533.74	-1,861.24	106,820.24
70000 · Direct Program Expenses	137,469.27	84,800.70	52,668.57	895,854.00
Total Expense	249,335.97	214,643.02	34,692.95	1,710,585.64
Net Ordinary Income	-4,060.25	-2,418.00	-1,642.25	10,792.01
Net Income	-4,060.25	-2,418.00	-1,642.25	10,792.01

2020-21 University District BIA

Budget Tracker -August 2021

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	170,820	26,990.31	143,829	15.8%	\$ 16,200.50	\$ 10,789.81		
Cleaning and Public Safety	580,857	91,798.19	489,058	15.8%	\$ 47,284.03	\$ 44,514.16		
Urban Vitality	164,209	57,178.29	107,030	34.8%	\$ 14,296.09	\$ 42,882.20		
Economic Development	190,542	27,220.85	163,321	14.3%	\$ 13,644.81	\$ 13,576.04		
Marketing	192,510	10,912.07	181,598	5.7%	\$ 3,624.78	\$ 7,287.29		
ST Opening	16,046	1,091.37	14,954	6.8%	\$ -	\$ 1,091.37		
Cherry Blossom	15,378	13.76	15,364	0.1%	\$ -	\$ 13.76		
Street Fair	19,018	0.00	19,018	0.0%	\$ -	\$ -		
Total Requested	1,349,378	215,204.84	1,134,173	15.9%	\$ 95,050.21	\$ 120,154.63	\$ -	\$ -

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

September Program Updates

U District Station Opening Festival

The U District Station Opening Festival & \$3 Food Walk is set for Saturday, October 2. Planning is in full swing! Below are the latest festival updates:

- **Design and Promotion:**
 - Event poster and food walk menu are finalized and printed.
 - Poster has been distributed throughout the neighborhood to UW, businesses, and hung on light poles. Two outside companies are also distributing hundreds more throughout the city.
 - An official email announcement about the event went out on Friday, September 17.
 - KUOW is an in-kind sponsor and will promote the event on their website and through radio spots during their programming in the next two weeks.
 - Polly is working on securing additional advertising with local media companies and through social media ads.
- **Sponsorship** – We finalized \$52,500 in sponsorship, including the Graduate Hotel as presenting sponsor, Xfinity as Main Stage sponsor, and American Campus Communities, the Blume Company, UW Medicine, and UW Alumni Association as additional sponsors.
- **Partnerships** – We’ve worked with UW Alumni Association, UW Marketing, and Dawg Daze to advertise the event in various back-to-school messaging and to alumni. Fifteen vendors and sponsors will set up booths along Brooklyn, including the YMCA with a Children’s Corner and U Heights with their artists collective.
- **Entertainment** – We are building the lineup of entertainment for the event, including the Roosevelt High School Jazz Band, UW Taiko Kai drumming group, a Lion Dance, the UW Marching Band and spirit team, and artists from the Jack Straw Cultural Center. A ribbon cutting with UW President Ana Mari Cauce, Councilmember Alex Pedersen, and other elected officials will take place at 11 a.m..
- **\$3 Food Walk** – In anticipation of students returning and the light rail opening event, UDP staff have been meeting and communicating with over 40 businesses to ensure they have the resources and support they need for the \$3 food walk and to serve customers safely. These include:



- Broadfork Cafe
- College Inn Pub
- Mr. Lu's Seafood & Burgers
- My Favorite Deli
- Paul's at Earl's
- Shultzzy's Bar & Grill
- The Kraken Bar & Lounge
- Boba Smoothies
- Boba Up
- Oasis Tea Zone
- Wow Bubble Tea
- Yan Tea
- Xi'an Noodles
- Café Allegro
- Café on the Ave
- Café Solstice
- Sip House
- Ugly Mug Cafe
- Bugis
- Cedars of Lebanon
- Cold Plate
- Donut Factory
- Samir's Mediteranean Grill
- Sweet Alchemy
- Poindexter Coffee
- Oh Bear Café & Teahouse
- Cedars Restaurant
- Chili's South Indian Cuisine
- BB's Teryaki Grill

URBAN VITALITY

Private Development

Demolitions

Demolition of the Key Bank building at NE 45th and Brooklyn Ave continues. Barrientos Ryan, the developer, worked with an artist who was an original semifinalist for the U District mural program to design a banner that will be hung on the construction fencing once demolition is finished.



LIHI Tiny Home Village

The Tiny Home Village at NE 45th and Roosevelt on Sound Transit's surplus property broke ground in August. UDP, U Heights, LIHI, Sound Transit, the City of Seattle, and Councilmember Alex Pedersen were at the ground breaking for a small press event. A number of tiny home are now being erected on the site. UDP has been invited to attend a public open house on Tuesday, September 28. The village is scheduled to open in October.

New Buildings Proposed

Two new buildings have been announced in the district recently:

- The U District Parking Association selected developer Touchstone to design a 14-story hotel with one level of underground parking for a development site on Brooklyn between NE 42nd and 43rd streets. The site is currently a paved lot in remediation.
- The University District building on the south side of NE 45th St at 11th Ave NE will be replaced by a 28-story apartment tower. The developer is Nicola Wealth Real Estate and the architect is Hewitt, which is already designing a tower on the gas station lot across 11th.

Public Realm

Tree Lights on the Ave

The contractor has begun hanging tree lights on the Ave between NE 41st and NE 45th St! We hope to have the lights finished before the light rail station opens. The lights will add brightness to the street, especially during the winter months. We hope to expand the tree lighting program to the northern part of the Ave and other parts of the district as we secure more funding.

NE 43rd St Café Lighting

We have secured permission from both property owners on NE 43rd St between the Ave and the light rail station to hang overhead café lights. A permit was submitted to the City last week, and we're working with the contractor to order and install lights. The timeline is still TBD depending on when the lights can be ordered, due to supply-chain issues.

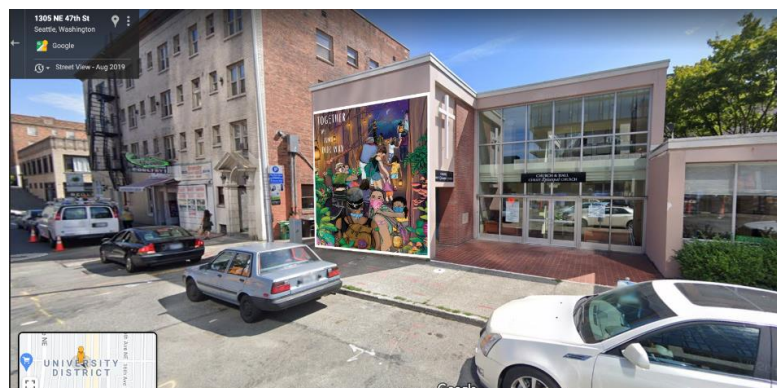
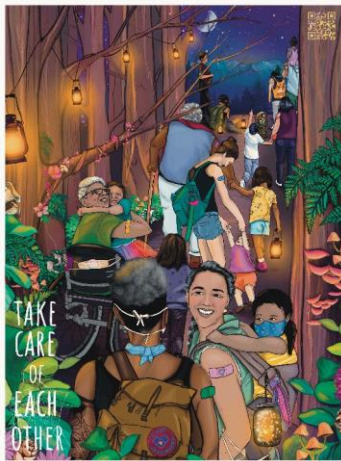
Post Office Study

Katy and Stephen are working with UW Architecture Professor Kathryn Merlino Rogers on a study of the U District Post Office. Professor Rogers is holding a fall seminar and winter studio course in which students will study and design a potential adaptive reuse of the building. Students will look at the building's historical context, location in the neighborhood, the surrounding intersection and buildings, and community needs. The final product will be a report and creative reimagining of the use of the building, which will be submitted to UDP at the end of winter quarter next year.

More District Murals

Mural installation has begun on the Graduate Hotel. Katy helped secure the Graduate as a location for a fully funded mural by New York based artist Amanda Phingbodhipakkiya and her project, [Findings](#). Findings is a public art series celebrating woman and science, and murals have been installed throughout the US. The mural on the Graduate is located on the west facing wall on NE 45th St.

Katy helped secure a location for a temporary mural to be painted on Christ Church on NE 47th St. The mural is a partnership between UW, Facebook (funder) and Amplifier, a local mural organization. The mural will promote wellness and vaccinations and will be installed on September 24 with a corresponding vaccination event hosted by UW.



Safety Program Update

Ambassador Program

UDP has interviewed the two respondents of our RFP for the Ambassador Program. After staff interviewed the two firms, we had C&S board leadership interview the firm we believed would be a good fit and they agreed. Currently, we are moving forward with that company and hope to have the program operational again by the end of September ahead of the U District Light Rail Station opening.

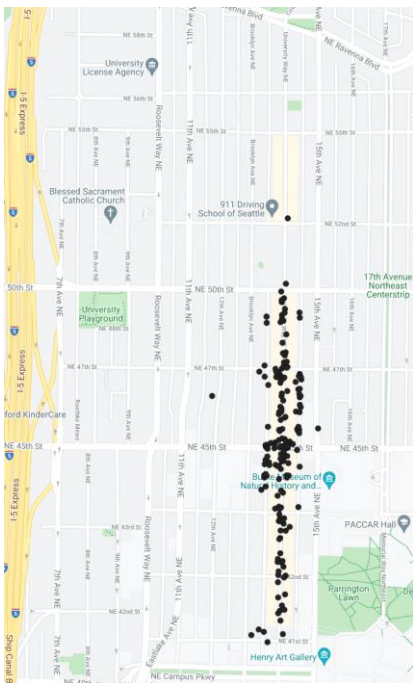
Clean Program Update

Additional Cleaning

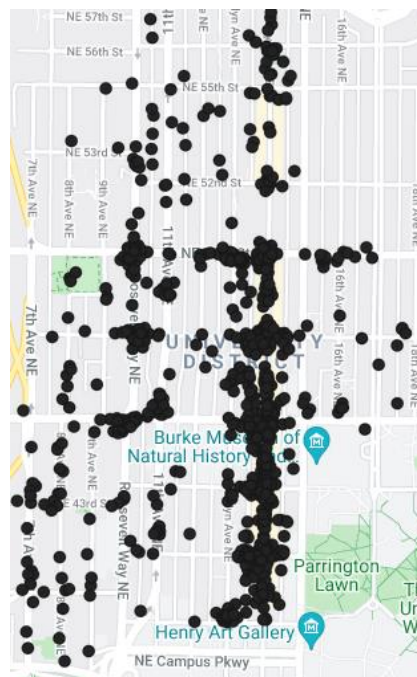
Temporarily, UDP has added an additional cleaning shift in the evening to take care of trash that accumulates around our dinner rush. Normal cleaning operations end by 3pm. With this shift the neighborhood has additional service between 6pm-10pm. This is a pilot also allows UDP to take over the management of the red umbrellas in the 43rd plaza which makes for a more consistent installation and de-installation of the umbrellas every day.

We are doing special cleaning ahead of the light rail opening on October 2nd to welcome people to a clean and vibrant U District. This includes pressure washing, graffiti removal, detailed garbage cleanup, and more.

Graffiti removal: 429

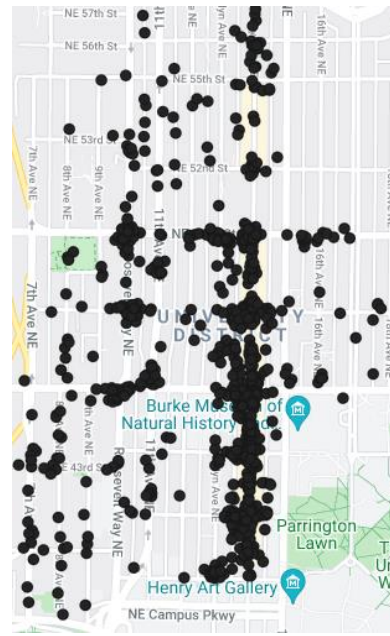
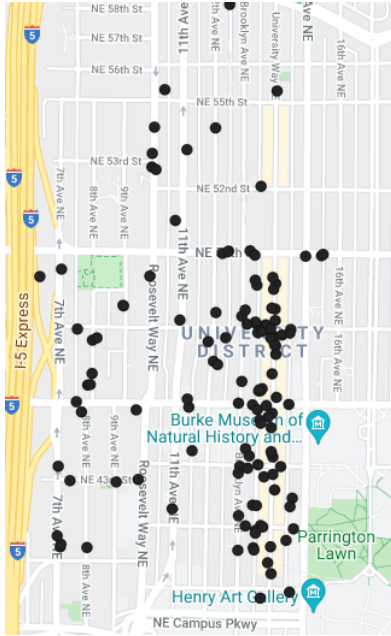


Bags of Garbage: 1574 buckets, 278 bags



Biohazards: 230

Illegal Dumping/ Bulky Items: 43



Outreach Program Update

Homeless Census

We currently have approximately 17 people sleeping in store fronts, 11 of which are on University Way. We have approximately 35 tents in--and directly adjacent to--the U District. There is a population of homeless people that recently moved from the U District to Gas Works Park. However, Gas Works Park is about to be swept by the City. Depending on the effectiveness of the engagement with those individuals, on the part of the City, we may see some return to the U District. With the help of David Delgado, UDP will track if they come back here and will begin figuring out individual solutions to help those people right away.

High-Impact Individual on 43rd and University Way

The high impact individual UDP reported on last month at 43rd and University moved into their housing! This person has been living unhoused in the U District for more than three years. Big thank you to David and other social service workers who made this possible for this person. It has now been several weeks, and that person is still in housing.

University Playground

University Playground was cleared this past month. All but one long term resident of the park was moved into shelter, or they went on their own way. Social service providers are working to move the long-term resident into a tiny home near the park where they could continue to visit there.

ECONOMIC DEVELOPMENT

Business Engagement & Support

Outdoor Seating

The UDP continues to assist businesses in implementing outdoor dining furniture throughout the neighborhood. This month, UDP staff sourced, prepped, and painted 8 picnic tables – delivering them to My Favorite Deli, Brooklyn Ave, and NE 43rd St (near the post office).



UDP Continued Support for Restaurants

17 businesses have implemented new public right-of-way outdoor dining, largely due to the technical assistance provided by UDP staff.

30 picnic tables with umbrellas have been placed throughout the community, providing a cohesive and attractive outdoor dining destination in the U District.

Additional PPE Distribution

With the rise of the delta variant and return of mask mandates, UDP staff are collaborating with Seattle's Office of the Mayor to source and distribute masks to businesses throughout the community. As students return in the coming weeks and businesses prepare to serve customers, the UDP is committed to assisting businesses with the resources they need to operate safely.

Business Retention & Expansion

The UDP is preparing to implement a robust business retention and expansion study to discover businesses at risk of displacement and uncover those primed for expansion. The study will focus on the food/beverage and retail sectors and inform future work plans to develop strategies which support these sectors.

Business Support & Technical Assistance

The UDP will continue to provide resources, support mechanisms, and technical assistance to businesses as students return and the customer base of our community increases. Looking out three months, we anticipate needs will continue to include more PPE equipment, outdoor seating permits, and more assistance with the employee retention tax credit.

Economic Development Committee

The Economic Development Committee welcomed five new members in the last meeting and expects to welcome two more during the upcoming meeting in late October. The goal of this committee is to leverage the knowledge and connections of community stakeholders to advance economic development programming. The October meeting will tentatively focus on the Light Rail Opening Event and Business Retention & Expansion efforts.

MARKETING & COMMUNICATIONS

Event Promotions and Collateral

Printed & Digital Assets

UDP has worked with the team at Pyramid to design the promotional materials for the U District Station Opening Festival and \$3 Food Walk, including the poster, the Food Walk Menu / Event Guide and digital/social media graphics. Polly returned from maternity leave at the beginning of September and set to work distributing the posters around the city, creating a press release, and increasing awareness with digital and print advertising opportunities.

- Advertising will include digital banner ads, inclusion in newsletters, and a full-page print ad in the 9/25 Game Daily. In addition to social media boosts and partner communications.
- As part of their sponsorship, KUOW will run spot-ads in advance of the event and include it on their calendar, newsletter, and website.
- We are calling on our community partners and participating restaurants to include notice of the event in their upcoming communications and social media to further increase awareness.
- The website now has a [dedicated event page](#) with all of the most up-to-date information and sponsor recognition, in addition to an online version of the [\\$3 Food Walk menu](#). Board members and partners can invite guests to the event through the [Facebook event page](#).

Website Upgrades

We are working to turn over the basic 'skin' of the udistrictseattle.com site before the event, some added branding will be added in the months to come.

U District Branding Project

UDP continues to work with Pyramid on messaging strategy for the long term goals of the new brand development. Included in this are recommendations to integrate the UDP brand more seamlessly in both visual identity and messaging. We are continuing to review integration language and some recommended updates to the UDP visual identity.