



U DISTRICT BUSINESS  
IMPROVEMENT AREA

## UDBIA RATEPAYER ADVISORY BOARD MEETING

### Agenda

Thursday, June 28, 2018  
U Height Center Auditorium  
4:00 – 5:30 pm

4:00-4:05	<b>Welcome/Introductions/Chair Comments</b> - Maureen	
4:05-4:15	<b>Public Comment</b> - Maureen	
4:15-4:20	<b>May 2018 Minutes</b> - Maureen	VOTE
4:20-4:25	<b>Financial Report</b> – Kate/Mark --- May Close	VOTE
4:25-4:30	<b>Officer Elections</b> – Aaron	VOTE
4:30-4:40	<b>Assignment of Terms</b> - Aaron	
4:40-5:20	<b>Recommendations for 2018-19</b> – Mark --- Budget --- Baseline and Renewal --- Expanded Programs --- Work Plan --- Program Manager	VOTE
5:20-5:30	<b>Review Annual Ratepayer Meeting Agenda</b> – Maureen	
5:30 pm	<b>Adjourn</b>	

### **Upcoming Meetings and Events:**

6/28/18	UDBIA Annual Ratepayer Meeting	U Heights	5:30 pm
6/30/18	Monthly Cleanup	U Heights Plaza	9:00 – 11:00 am
7/17/18	UDP Board Meeting	UW Tower	11:30 am – 1:00 pm
7/20/18	BIA Walk	UDP Office	9:00 – 10:00 am
11/1/18	UDBIA Ratepayer Advisory Board	U Heights	4:00 – 5:30 pm



**U District BIA Ratepayers Advisory Board**  
**Minutes**

**Date: May 24, 2018**

**Time: 4:00 p.m. – 5:30 p.m.**

**Location: UW Tower Floor 22**

**IN ATTENDANCE:**

**BIA Board Members**

Kate Barr	David Cohanin	Leah Haberman
Maureen Ewing	Lora Gastineau	Chris Giles
Mary Kay Gugerty	Aaron Hoard	Maria Barrientos
Scott Soules		

**UDP Staff**

Marcus Johnson	Mark Crawford	Chase Landrey
Bridget O'Donnell	Jennifer Astion	

**EXCUSED:**

Mike McCormick	Randy Hodgins	Max Blume
Nikole O'Bryan	Nicki Little	

**Welcome**

Maureen opened the meeting at 4:05 p.m. and welcomed everyone in attendance.

**Public Comment**

Jorgen Bader, a local property owner and ratepayer, asked that this year's Annual Ratepayer Meeting should be a dedicated time for the ratepayers and separate from the UDBIA board meeting. Gregg Petrie recommended that survey work be done before the light rail opens to establish baseline counts of different mobility modes. He also said that the communities around the three north light rail stations that are scheduled to open in 2021 should work together to present a unified voice before city council. Finally, he stated that condominiums should be exempt from being included in any new ordinance related to the BIA.

**Approve March Minutes**

**Motion:** Aaron moved to approve the March minutes.

Kate seconded the motion. Scott and Maria abstained.

*The motion passed.*

**Financial Report**

Mark presented the financial report to the board.

**Motion:** Maria moved to approve the financial report.

Kate seconded the motion.

*The motion passed.*

### **By-law Revisions**

Mark presented an updated version of the bylaws.

**Motion:** Maria moved to approve the updated bylaws as presented.

Aaron seconded the motion.

*The motion passed.*

### **Planning for 2018-19**

Mark brought before the board a draft outline of the 2018-2019 UDBIA baseline budget. Marcus presented about the Ambassador Program and why it is now included in the baseline budget. Mark explained the decreased funding for youth employment. The Board indicated preliminary approval with the direction and scope of the plan and budget.

Mark discussed the 2018-19 work and budget implications of the BIA ordinance renewal process. The Board agreed that costs associated with the renewal should be included as part of the Baseline budget.

Mark presented three optional programs before the board for their consideration: an expanded branding and marketing campaign; a collaboration with REACH to bring mental health services into the U District; and an expanded investment in staffing, research and community engagement on issues that fall under the Urban Vitality scope. He included the financial implications for each one. The board discussed their prioritizations and preferences and they discussed the immediate and long term financial implications of agreeing to any expansion.

The Board asked that further development of the marketing and REACH proposals occur for the Board's final consideration in June.

### **Old Business**

There was no old business.

### **New Business**

Maureen opened discussion the upcoming UDBIA meetings. There will be two meetings on June 28, 2018. The UDBIA Ratepayer Advisory Board meeting will be first and will begin at 4:00pm. The UD BIA Annual Ratepayer Meeting will follow immediately after at 5:30pm. The annual meeting will include a presentation for and advisory vote by the ratepayers on the continuation of UDP as program manager, the work plan, and budget for fiscal year 2018-19.

**Motion:** Aaron moved to adjourn the meeting.

Scott seconded the motion.

*The motion passed and meeting was adjourned at 5:25pm.*

**The U District BIA**  
**Statement of Activities**  
July 2017 through May 2018

	Program Management	Community Engagement	Clean and Safe	Events and Marketing	Economic Development	Urban Design and Planning	One-Time Expenditures	Total
<b>Ordinary Income/Expense</b>								
Income								
44500 · Government Grants and Contracts	140,790.22	37,826.66	308,559.43	28,192.00	56,416.05	41,418.82	188,646.27	801,849.45
47000 · Earned Income	0.00	0.00	0.00	10,550.00	0.00	0.00	0.00	10,550.00
46400 · Interest and Other	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.02
<b>Total Income</b>	<b>140,790.24</b>	<b>37,826.66</b>	<b>308,559.43</b>	<b>38,742.00</b>	<b>56,416.05</b>	<b>41,418.82</b>	<b>188,646.27</b>	<b>812,399.47</b>
Expense								
60000 · Staffing	61,054.72	32,596.68	107,684.89	30,954.55	38,000.17	40,850.49	0.00	311,141.50
61000 · Professional & Contract Expense	27,865.00	0.00	0.00	0.00	0.00	0.00	11,500.00	39,365.00
62000 · Office and Overhead	50,088.47	4,799.71	3,955.05	328.97	775.25	568.33	5,772.54	66,288.32
70000 · Direct Program Expenses								
70100 · Clean and Safe Contracts	950.00	0.00	122,636.24	0.00	0.00	0.00	9,329.35	132,915.59
70200 · Community Beautification	0.00	0.00	23,741.28	0.00	0.00	0.00	98,860.14	122,601.42
70300 · Advertising and Marketing	0.00	58.98	0.00	0.00	280.00	0.00	17,833.00	18,171.98
70400 · Studies, Strategy & Implement.	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00	15,000.00
70500 · Ambassador Program	0.00	0.00	40,000.00	0.00	0.00	0.00	16,751.24	56,751.24
70600 · Youth Employment - Contract	0.00	0.00	9,800.00	0.00	0.00	0.00	0.00	9,800.00
70700 · Other Program Contract Services	0.00	0.00	0.00	0.00	17,360.63	0.00	13,600.00	30,960.63
80000 · Event Expenses	832.05	371.29	741.97	7,458.48	0.00	0.00	0.00	9,403.79
<b>Total 70000 · Direct Program Expenses</b>	<b>1,782.05</b>	<b>430.27</b>	<b>196,919.49</b>	<b>7,458.48</b>	<b>17,640.63</b>	<b>0.00</b>	<b>171,373.73</b>	<b>395,604.65</b>
<b>Total Expense</b>	<b>140,790.24</b>	<b>37,826.66</b>	<b>308,559.43</b>	<b>38,742.00</b>	<b>56,416.05</b>	<b>41,418.82</b>	<b>188,646.27</b>	<b>812,399.47</b>
<b>Net Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

## 2017-18 University District BIA

### Budget Tracker - July 1 Through May 31, 2018

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Personnel	Non-Personnel	Jul	Aug	Sep
Program Management	199,706	140,790.22	58,916	70.5%	61,054.72	79,735.50	\$ 11,225.22	\$ 10,449.28	\$ 10,106.98
Community Engagement	41,343	37,826.66	3,516	91.5%	32,596.68	5,229.98	\$ 6,018.49	\$ 4,814.28	\$ 8,393.41
Cleaning and Public Safety	415,946	308,559.43	107,387	74.2%	107,684.89	200,874.54	\$ 23,415.91	\$ 36,349.53	\$ 33,245.37
Events and Marketing	69,419	28,192.00	41,227	40.6%	30,954.55	(2,762.55)	\$ 7,745.63	\$ 5,825.00	\$ 2,443.13
Economic Development	57,510	56,416.05	1,094	98.1%	38,000.17	18,415.88	\$ 2,150.44	\$ 3,329.18	\$ 1,693.03
Urban Design & Planning	71,748	41,418.82	30,329	57.7%	40,850.49	568.33	\$ 4,784.43	\$ 4,705.80	\$ 4,545.76
One Time Expenditures	310,790	188,646.27	122,144	60.7%	-	188,646.27	\$ -	\$ 2,500.00	\$ 9,000.00
<b>Total Requested</b>	1,166,462	801,849.45	364,613	68.7%	\$ 311,141.50	\$ 490,707.95	\$ 55,340.12	\$ 67,973.07	\$ 69,427.68

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 9,310.33	\$ 17,148.54	\$ 16,364.35	\$ 11,754.11	\$ 12,916.91	\$ 12,762.60	\$ 15,252.82	\$ 13,499.08	
Community Engagement	\$ 4,468.01	\$ 1,563.91	\$ 1,599.57	\$ 1,818.84	\$ 1,639.21	\$ 1,869.22	\$ 2,260.87	\$ 3,380.85	
Cleaning and Public Safety	\$ 30,944.84	\$ 34,617.45	\$ 24,263.73	\$ 37,441.88	\$ 20,753.69	\$ 24,977.45	\$ 23,893.42	\$ 18,656.16	
Events and Marketing	\$ 2,849.92	\$ 2,107.52	\$ 1,512.48	\$ 1,927.21	\$ 1,836.12	\$ 1,753.57	\$ -	\$ 191.42	
Economic Development	\$ 3,982.01	\$ 10,081.51	\$ 1,378.09	\$ 3,497.20	\$ 4,827.20	\$ 8,266.58	\$ 12,465.45	\$ 4,745.36	
Urban Design & Planning	\$ 3,297.21	\$ 325.28	\$ 1,321.06	\$ 3,439.34	\$ 4,770.19	\$ 4,770.19	\$ 4,749.20	\$ 4,710.36	
One Time Expenditures	\$ -	\$ 23,815.05	\$ 2,722.42	\$ 14,307.71	\$ 13,600.00	\$ 32,771.50	\$ 23,908.06	\$ 66,021.53	
	\$ 54,852.32	\$ 89,659.26	\$ 49,161.70	\$ 74,186.29	\$ 60,343.32	\$ 87,171.11	\$ 82,529.82	\$ 111,204.76	\$ -

May Financial Reports

Variance Report

6-15-18

## **Statement of Activities**

### **Income**

**BIA Contract** – Lower expenses led to lower reimbursements.

**Event Income** – Sponsorships – as budgeted \$30,000 in cash and no in-kind sponsorship (Seattle Times) yet posted. (There is a corresponding drop in expenses, so that actual again budgeted \$20,000 nets out at zero.) Final revenue for booths, vendor fees, and electric to come.

### **Expenses**

**Salaries** – Still have not hired Economic Development Manager. Total StreetFair salaries were \$4,145 less than budgeted. Also, the budget for taxes in May was higher than normal and \$3,688 was saved.

**Rent, Parking, Utilities** – May savings include various small amounts that had been carried on our books but are no longer considered valid. Also includes savings on new lease.

**Supplies** – includes purchase of tablet for use by staff when out in the district.

**Clean and Safe Contracts** – includes extra power washing.

**Youth Employment Contract** – expect one more \$5,000 bill in June.

**Event Expenses** – we are still waiting for a number of StreetFair related expenses to come in.

### **Budget Tracker**

This month, we spent \$66,021 on one-time expenses – power washing, Ambassadors, and the balance of the tree pit work.

## Resolutions for Ratepayer Advisory Board Officer Elections

- 1) The Ratepayer Advisory Board, at their June 28, 2018 meeting, where a quorum was present and recognized, hereby elects Maureen Ewing to serve as Board President for a two year term beginning July 1, 2018.
- 2) The Ratepayer Advisory Board, at their June 28, 2018 meeting, where a quorum was present and recognized, hereby elects Aaron Hoard to serve as Board Vice President for a two year term beginning July 1, 2018.
- 3) The Ratepayer Advisory Board, at their June 28, 2018 meeting, where a quorum was present and recognized, hereby elects Kate Barr to serve as Board Treasurer for a two year term beginning July 1, 2018.
- 4) The Ratepayer Advisory Board, at their June 28, 2018 meeting, where a quorum was present and recognized, hereby elects Chris Giles to serve as Board Secretary for a two year term beginning July 1, 2018.

June 25, 2018

To: Ratepayer Advisory Board

From: Mark Crawford

Re: Work Plan and Budget

At the June 28, 2018 Ratepayer Advisory Board, you will be asked to make a recommendation for a fiscal year 2018-19 work plan, budget and the continuation of the UDP as program manager to the UDBIA Ratepayers at their Annual Meeting.

Attached, please find the baseline budget which reflects our continued operations in a mode substantially like our current operations and, separately, a description of potential programmatic expansions and the impact any expansion would have on the bottom line and reserves of the BIA and the UDP.

In order to make the required budget and work plan recommendations to the Ratepayers, you will need to make one of three choices.

- 1) Approve a baseline budget (with ordinance renewal costs) only. Defer all other programmatic expansion until after the ordinance renewal is secured.
- 2) Approve the baseline (with ordinance renewal costs) and some additional programming to begin in fiscal year 2018-19 and continue through 2019-20.
- 3) Approve the baseline (with ordinance renewal costs) and defer additional program decisions until more information about the potential renewal revenues are established – the analysis projected to occur by January 2019.

## **2017-18 Year End Result**

We increased the year end undesignated cash projection to \$178,367. This is \$29,437 better than earlier projections and is due primarily to approximately \$6,500 savings associated to the unfilled Economic Development Manager position, \$10,000 in delayed Music Activation which will occur in 2018-19 and almost \$8,000 of unanticipated payments of aged receivables from delinquent assessment accounts.

## **2018-19 Proposed Baseline Budget**

**The Baseline Budget – Actual (See Attachment A)**

**The Baseline Budget – Summary (See Attachment B) -*The UDP Board has reviewed this budget at its June 19, 2018 meeting and recommends its approval to the RAB.***

It is very similar to the version you saw in May but some changes have occurred.

**Revenue** – We have finalized revenue projections with the City, adjusted for credits owed ratepayers and increased projections for collecting some delinquent accounts. Final 2018-19 revenue projection = \$835,373. This is a \$10,000 improvement from May.



**Expenses** –We have reviewed the entire expense budget and have made about \$44,000 in cuts and have added \$37,000 worth of restored baseline expenses (music activation delayed from 2017-18, power washing and street sweeping). Per your instruction, we have included the projected \$40,000 of costs associate with working on the ordinance renewal into the baseline.

**Net (Loss) of Operating Budget** – (\$87,493) = (\$47,493=Programmatic)+(\$40,000=Ordinance Renewal).

### **First Requested Motion - Budget:**

*The Ratepayer Advisory Board, at its June 28, 2018 meeting where a quorum was present and recognized, recommends that the UDBIA Ratepayers, at the June 28, 2018 Annual Meeting, approve and recommend the proposed 2018-19 fiscal year budget for UDBIA related income and expenses to the City of Seattle Finance Director.*

## **2018-2019 UDP/BIA WORKPLAN**

### **CLEAN AND SAFE**

#### **Clean**

1. Clean and Safe Committee Meetings
2. North and South Cleaning Areas
  - a. South Area (South of 52<sup>nd</sup>)
    - i. 7-days a week, 362-days a year
  - b. North Area (North of 52<sup>nd</sup>)
    - i. 2-days a week, 104-days a year
  - c. Monthly BIA Walks
    - i. 12 BIA Walks a year
3. Beautification Team
  - a. Two part-time team members
4. Volunteer Community Cleanups
  - a. 11 monthly cleanups planned and coordinated
  - b. 1 Annual Cleanup
  - c. UW Facilities Cleanup
5. Seasonal Cleaning
  - a. Fall leaf street sweeping
  - b. Spring sidewalk pressure washing

#### **Safe**

1. Clean and Safe Committee Meetings
2. Crime Prevention Through Environmental Design (CPTED) Reviews
3. Ambassadors
  - a. Two people
    - i. 8-hour shifts, Thurs-Sun

## **Other**

1. Homeless Youth Employment
  - a. Sponsoring youth internships with Sanctuary Art Center
2. Beautification Projects
  - a. 75 Spring/Summer Baskets
  - b. 75 Fall/Winter Baskets
  - c. 68 trees lit for the holidays

## **Economic Development**

1. Rebuild data collection function.
2. Initiate and support U District Business Network.
3. Provide support and resource access to individual businesses.
4. Serve as a resource for potential business interest in the district.

## **Urban Vitality**

1. Staff and support a volunteer populated Urban Vitality Committee. This assumes any work of the committee is actually done by volunteers.

## **Events and Activation**

### **Events**

1. Up Your Ave – Fall student passport event to introduce to U District businesses.
2. Celebrate Roosevelt – Celebration of our Roosevelt businesses and residents.
3. Alley Lights – Winter art installations in the Allegro Alley.
4. Event Support for other Departments – Assistance of other departments' events with time, volunteer management, and equipment.

**Activations** – Popup and onetime events to activate the streetscape and contribute to neighborhood vibrancy. Ex) Night Out Seattle and outdoor musical performers

### **Marketing**

1. Management of Events and Marketing Committee – Hosting and coordination of monthly meetings of an advisory committee on events and marketing for the U District.

## **Community Engagement**

1. Attending Community Meetings – Identification of and attendance at important community meetings as a representative of the UDP and UDBIA.
2. Organizing Community Meetings – Gathering and hosting community discussions around important topics.
3. Social Media Management
  - a. Facebook, Twitter and Instagram Engagement – Increase of regular posts on multiple platforms sharing stories and data about the work of the UDP and UDBIA.

- b. Information Nexus and Sharing – Utilization of social media to provide information about the U District to the community and important updates from local businesses, nonprofits, and community groups.
- 4. Website Management – Maintenance of the UDP and UDBIA websites as landing pages for information about the organizations.
- 5. Communications
  - a. Growing and Organizing Contacts – Gathering of
  - b. Monthly Newsletters – Monthly email newsletter highlighting the stories and data about the work of the UDP and UDBIA and including information about events in and resources for the community.
  - c. Weekly Updates – Weekly email featuring brief updates of recent UDP and UDBIA work and upcoming events in the U District.
  - d. Issue Based Communications – Creation of specific email communications to self-identified groups in the community as the need arises. Ex) Event alerts and business opportunities and resources
- 6. Community Presence
  - a. Visiting with Community Members In the Neighborhood – Regular outreach on the street and availability for one on one meetings with community members.
  - b. Responding to Community Questions and Concerns – Prompt response over all channels questions and requests from community members.

## **Administration**

### **Finance**

- 1. All regular accounting activity
- 2. Manage all payroll and benefit functions.
- 3. Provide monthly reports to boards and management.
- 4. Prepare Taxes - 990
- 5. Support audits.
- 6. Prepare fiscal year 2019-20 operating budget

### **Operations**

- 1. An IT upgrade plan will be completed in 2018-19
- 2. An HR compliance and upgrade plan will be completed in 2018-19

### **Board Support**

- 1. Staff will support monthly and annual meetings of the Board
- 2. Staff will support regular and special meetings of committees.

### **Ordinance Renewal**

- 1. All staff supporting the 2018-19 efforts for the ordinance renewal.
- 2. Retaining a consultant to assist with the process.

## Second Requested Motion – Work Plan:

*The Ratepayer Advisory Board, at its June 28, 2018 meeting where a quorum was present and recognized, recommends that the UDBIA Ratepayers, at the June 28, 2018 Annual Meeting, approve and recommend the proposed 2018-19 fiscal year work plan for UDBIA related activities to the City of Seattle Finance Director.*

## Third Requested Motion – Program Manager:

*The Ratepayer Advisory Board, at its June 28, 2018 meeting where a quorum was present and recognized, recommends that the UDBIA Ratepayers, at the June 28, 2018 Annual Meeting, approve and recommend the continuance of the contract for UDBIA Program Manager to the U District Partnership to the City of Seattle Finance Director.*

## Potential Programmatic Expansion

### Introduction – Recap

The Boards of the BIA and UDP asked for a work plan and budget for 2018-19. The staff conducted a series of input gathering events – including open houses, surveys, and meetings with specific committees. We listened to feedback on what we do now and what others thought we could do in the future.

In May, after drafting a baseline budget for each, there remains unspent undesignated cash balances and Board designated reserve balances for each organization. The staff then provided the Boards with a substantial list of options for programmatic expansion. Altogether, this list was intentionally far more than we could afford or reasonably manage. The BIA Board identified two options which merited further analysis and re-presentation:

- 1) A sustained branding and marketing project with the expectation that this lays the foundation for an ongoing commitment to market the district.
- 2) Partnering with REACH (or similar provider) to bring mental health services and referrals directly to individuals in need of intervention here in the U District.

### A Shared Commitment

Because we are facing a renewal process, staff recommends that all decisions be made with a two year commitment. The UDP Board met in June and recommends further BIA discussion about the marketing and REACH options. Even though these programs fall within the scope of the enabling ordinance for the BIA, the UDP Board recognizes the alignment of these programs with the UDP mission. **Recognizing that additional financial resources are necessary to make any programmatic expansion feasible while also functionally maintaining the BIA reserves and believing there is great merit to beginning now, the UDP Board has agreed that they will use their accumulated undesignated reserves to pay for the first year of any programmatic expansion.**

Therefore, the attached financial model assumes that the UDP will pay the first year costs associated with any program expansion and the BIA will pay the second year costs. The model shows those amounts for each organization in the year the expenses would be applied. The model then shows the effect that each possible action might have on each organization's bottom line and reserves.

## **The UDP Board Recommendation**

The UDP Board discussed both options and endorses both. Assuming that the BIA would not want to fund both, when asked to force rank their preference, the Board indicated a support for engaging first in the marketing endeavor. The rationale was that marketing provided a wider, more immediate visible impact and that REACH was potentially more "fundable" by other parties – both public and private.

## **Expansion Decision Considerations**

**Assuming an approved baseline budget, the Ratepayer Advisory Board needs to make a decision about potential programmatic expansion. At the highest level, the decisions facing the Board center on individual programmatic impact and cost, and general risk, sustainability and immediacy.**

## **Risk/ Sustainability/Immediacy**

### **Risk**

The BIA and by extension the UDP, are at an interesting moment in the current life span of the ordinance and the options and challenges that renewal creates for a redefinition of assessment basis and programmatic intent. The ordinance must be renewed by May 2020, and there is a degree of uncertainty about the timing and specifics of that renewal. This may create a reluctance to commit to program expansion in this time of uncertainty.

There is a degree of uncertainty about the potential for long term increased revenues to sustain additional programs – at current operating levels, we are already spending virtually all of the revenue generated by the BIA at this time (fiscal year 2018-19 was impacted by \$44,000 of credits owed to ratepayers – this is a one-time event). If we begin now, are we prepared to cut back on some programs in 2020-21 if the renewal does not result in greater revenue?

There is a degree of concern that committing to expand programs now will reduce options for amending the BIA during the renewal as we will require an increased revenue stream. For instance, REACH and the marketing program will require about \$80,000-\$85,000 adjusted annually moving forward. There is a degree of risk in beginning programs now that we might not want to continue in the future.

There is a risk associated with the expectation that expanding programs will require the BIA to spend some of the Board designated reserves in 2019-20. The model calls for the UDP to pay costs in the first year and the BIA in the second year. Current projections indicate the potential of using 10% to 13% of established BIA reserves.

The reserve provides a cushion against an extended renewal process should the City Council not act before the expiration of the current ordinance. While we are developing a calendar that anticipates a "real" sense of that timeline, the Council has been known to operate at their own pace. Current BIA reserves can support ongoing operations for three months beyond that sunset – providing options for continued efforts to renew. Any use of reserves decreases that flexibility.

## **Immediacy**

On the other hand, there is the risk that not expanding these programs will represent a lost opportunity to serve our community immediately, that it will represent a lost opportunity to serve as a force for shaping a future benefit, and that it will represent a lost opportunity to perform in highly visible ways. By letting these opportunities pass, we are risking fostering a continued community perception that their assessment dollars are not actually at working creating a benefit.

We are at risk of bolstering the mistaken notion that we have more than enough funding already and that dissatisfied constituencies should be able to walk away, even though they receive tremendous benefit from our work.

Further, there is the argument that these programs that have risen to the top of the consideration list are all programs that should have been in place using BIA assessment funds. Instead of asking “why is it important that we do this now instead of waiting?”, the question can be “how is that we have not done this yet?”

Finally, there is the argument for immediacy that says a programmatic expansion will improve our case for the renewal. If we are able to point to a program and a tangible, visible campaign and resource marketing the whole district and driving visitors into our district to spend their money, will that help convince ratepayers to continue their support? If we are able to show, in both quantifiable and qualitative ways, how a mental health professional in the district has interacted with and helped individuals with mental illness take steps to find services, will that help persuade ratepayers that we are making a difference for everyone in the district and doing something about a situation that frustrates them and they feel the City is not addressing? Finally, if we are able to point to how we helped the community become aware of, prepare for and impact major community wide projects and trends (for example - responding to the incoming transit station, impacting the streetscape, or weighing in on a constructive community based use of surplus public properties) will the fact that SOMEONE is taking the initiative to create that community awareness and involvement leading to positive outcomes going to persuade the ratepayers that the SAME SOMEONE is the BIA and UDP and they should continue to support the renewal of the ordinance?

**Will doing some of this work now be enough to convince some ratepayers to support us who otherwise might not?**

## **Sustainability**

If we start investing now, how do we know we can maintain it going forward? The assumption is that revenues from the renewed assessment will be greater than they are now. Currently, for the most part, we are limited to CPI increases on a 2013 assessed value base and have modeled 2018-19 and 2019-20 based on that. We do not have an accurate forecast for years beyond our current ordinance period because we do not yet know the basic factors that drive that projection – boundaries, base assessment values, rate per \$1,000, etc. As mentioned above in “Risk”, are we prepared to make programmatic cuts in the future if insufficient revenues are raised?

One answer is, that if we do not succeed in the renewal, the question is moot as all programs will go away. So, investing some now with the idea that we provide immediate services and increase support for the BIA will lead to a greater chance of renewal and the funds necessary for sustained operations.

Another answer is that we will accept the need to design a BIA assessment that will meet the increased expense level and anticipate and support the annual growth in those costs created by inflation.

Another answer is that as we become more certain about the renewal and the probable revenue outcome, we will review the entire scope of our programs and either continue or adapt them according to a new vision. Each year, staff does and will look at current programs and ask – “Should this continue, should it be amended, or should we stop?” As we enter a certain future with a renewed ordinance, it is an appropriate time for the BIA and the UDP to do a deeper dive into their mission and how we programmatically achieve it. So starting now gives us a better sense of what we want to do going forward.

### **Specific Programmatic Details – See Attachment C**

Please refer to Attachment C for an expanded description of the programs, the rationale or need for them, the costs and the projected outcomes

### **2 Year Financial Analysis – See Attachment D**

Please refer to Attachment D for a one page consolidated analysis of fiscal impact created by each program.

**U District BIA  
Baseline FY 2018-19 Budget Draft**

	FY 2019 Total	Program Management	Clean and Safe	Urban Vitality	Economic Development	Marketing	Community Engagement	Events and Activation
Ordinary Income/Expense								
Income								
BIA Contract	922,866	207,383	425,966	31,506	112,227	41,376	77,169	27,240
SPU Contract	12,000		12,000					
Event Income	10,000	0	0	0	0	0	0	10,000
Interest and Other	0							
Total Income	944,866	207,383	437,966	31,506	112,227	41,376	77,169	37,240
Expense								
Staffing	457,722	57,796	139,088	31,506	108,727	41,376	67,189	12,040
Professional & Contract Expense	85,400	85,400	0	0	0	0	0	0
Office and Overhead	83,266	64,187	5,400	0	3,500	0	9,980	200
Direct Program Expenses								
Clean and Safe Contracts	162,882	0	162,882	0	0	0	0	0
Community Beautification	34,315	0	34,315	0	0	0	0	0
Ambassador Program	85,281	0	85,281	0	0	0	0	0
Youth Employment Contract	10,000	0	10,000	0	0	0	0	0
Event Expenses	26,000	0	1,000	0	0	0	0	25,000
Total Direct Program Expenses	318,478	0	293,478	0	0	0	0	25,000
Total Expense	944,866	207,383	437,966	31,506	112,227	41,376	77,169	37,240
Beginning BIA Available Cash (After Reserve)	178,367							
Receipts	835,373							
Disbursements	-922,866							
Ending BIA Available Cash (After Reserve)	90,874							



## Attachment B

### BIA Funded Baseline Budget

The BIA related portion of the baseline budget now being presented is mostly the same as the initial draft budget presented in May. At the recommendation of the UDP Board and the subsequent instruction of the BIA Board, we have now included projected costs associated with the ordinance renewal. There were some additional specific changes as outlined below. This budget was reviewed by the UDP Board at the June 19, 2018 meeting and they recommend its approval to the BIA Ratepayers Advisory Board and to the Annual Meeting of the UDBIA Ratepayers.

**In summary, the bottom line effects of all changes are:**

- 1) A \$29,437 increase in 2017-18 year end cash balances for the BIA = **\$388,367** – see below.
- 2) A \$10,000 increase in BIA assessment revenue associated with collecting some aged A/R.
- 3) Other BIA program related revenue maintained at \$22,000.
- 4) New BIA assessment projection = \$835,373.
- 5) Total projected income - \$857,373.
- 6) Approximately \$36,650 in added baseline costs – see below.
- 7) Approximately \$44,600 in cuts – see below.
- 8) New BIA expense projection - \$894,866
- 9) Adding \$40,000 for the ordinance renewal effort in 2018-19.
- 10) Total BIA Expense budget - \$934,866
- 11) Operating result plus ordinance net = **(\$87,493)**.
- 12) Maintaining the BIA Board Designated Reserve at **\$210,000**.
- 13) **An undesignated cash balance end of fiscal year 2018-19 of \$80,874 = (378,367-87,493-210,000)**

### Explanation of Significant Changes from May Draft Budget

- 1) Improved 2017-18 Year End Projection - \$29,437 - - \$7,721 of added revenue from past unpaid assessments, about \$6,500 for Economic Development position not filled, \$10,000 for delayed music activations, and multiple small items.
- 2) Added Costs - (\$36,650)
  - a. Pressure Washing - \$10,000 - since we decided at the May meeting not to purchase a power washer, we have added resources for that back into the baseline budget.
  - b. Fall Leaf Sweeping - \$9,650 – since we decided at the May meeting not to increase our own capacity for cleaning, we are adding an annual fall leaf pickup that was done in 2016-17.
  - c. Ambassador Supplies - \$500 – We discovered the Ambassadors were buying things out of their own pockets.
  - d. \$10,000 Music Activations – delayed from 2017-18 One Time Expenses
  - e. Board Retreat –\$3,000 as discussed in June Executive Committee meeting.
  - f. Miscellaneous minor items
- 3) Ordinance Renewal – (\$40,000)

4) Added Savings - \$44,600

- a. One month delay in Economic Development Manager hire - \$6,400 – we are in initial interview stage right now.
- b. Applied factor for hourly wage employees not working - \$6,500
- c. Double count in Office Equipment - \$5,000
- d. Supplies – Have put Mark on a strict white board supply restriction - \$2,000
- e. Travel – Cut one trip and firmed up pricing on another - \$2,800
- f. Technology and Software – Refined plan - \$2,000
- g. Dues & Memberships – Reduced subscription plans - \$900
- h. Printing and Copying – Reduced one collateral piece - \$1,000
- i. Staff Development – Assumed one less conference/training/travel and refined costs for one trip - \$3,000
- j. Misc. Office – Reduced \$500
- k. Projected adjustment in cleaning contracts – Reduced \$5,000.
- l. Ambassador Program – reduced 5% after reviewing historical “actual hours worked” - \$4,500
- m. Misc. - \$5,000 – an aggregate number of many small adjustments throughout the budget

## **Attachment C**

### **The Specific Proposals**

#### **Adding Mental Health Services to the U District – Partnering With REACH**

##### **The Current Situation**

We have a population of people with pronounced mental illness in the University District. While this has always been true in this district, indeed, in almost any urban neighborhood, there is a growing awareness of the issue and perhaps, a growing population that needs services. Whether the problem is increasing in scope because of the increase in drug use coupled with mental illness, the continued lack of appropriate services, the long term effects of the federal and local closure of institutions that formerly cared for these individuals, current local police enforcement and prosecutorial policies or the increase in homelessness which places more people in need in front of all of the rest of us, we see a growing problem.

The problem affects us all on two levels. First, are we a caring, compassionate community that believes the social contract requires us to provide support for individuals whose challenges exceed their ability to fend for themselves? How does it impact us to watch an individual slowly fall to pieces over time in front of us – day after day – and feel powerless to reach out and to provide that person with relief and care? While this is a valid argument for social intervention, it is also a “slippery slope” argument for our organizations as it is not our stated mission to provide direct services to individuals.

But there is a second level of this issue that does align with our mission- to support and sustain a vibrant neighborhood for all who work, reside and visit here. We provide services that lift up the whole neighborhood. And working to mitigate the collective impact of individuals with mental illness in our community does fall within the scope of our mission. We all know the experience of being confronted or impacted by the sometimes distressing and sometimes threatening behavior of individuals with significant mental illness who may be experiencing a crisis. We know how that behavior impacts our employees and/or retail guests when they are accosted on the street. Someone who has that experience will never forget it and will probably avoid coming back to the area where the experience occurred. Someone who lives in the neighborhood will be reluctant to come to the specific area where they experienced the event and may choose to go elsewhere for their shopping, their entertainment or their dining. Or they may leave the district altogether.

##### **The Case for Acting Now**

First, the simple reality is that we face a growing problem and no other agency or resource is attempting to adequately address it. Yes, this problem is a long standing one but the impacts seem to be growing. Mental health outreach in the U District is now mostly initiated by the Seattle Police Department when they are responding to a mental health crisis or when the Navigation Team is moving an encampment. Caseworkers are stretched way too thinly over a broad area, meaning they will often only have time for a brief encounter with little to no follow up. Outreach workers may make a referral, but people with mental health issues often need more support to make and get to appointments. Typically, unless there is a qualifying event, people will not have any outreach given to them. Some mentally ill people will only

be receptive to help if they have built trust with an outreach professional, something that is not now likely to happen.

Second, we have dedicated our resources and initiatives to improve cleanliness and safety at the more general level, have been and continue to be successful and are now ready to take the next step in addressing these needs. We currently have the Ambassador program. They provide a baseline of stability and presence in the District and are helpful to so many of the residents, guests and employees in the District. But they are NOT qualified to intervene, diagnose and refer appropriately for those individuals with pronounced mental illness issues.

Third, we have the benefit of working with a program that has been tested and developed in another similar urban environment – Ballard. We believe we have a solution that can be effective because it has been proven effective there.

### **The Solution**

The next evolution of the Ambassador program is to have a mental health outreach professional operate in parallel. We propose a partnership with REACH to provide a full time mental health professional here in the U District. Thus follows the Ballard model but also includes our own enhancements. We can employ a model where an Ambassador program is the general baseline of support and a REACH Mental Health Outreach professional is focused on individuals with significant need (what the Metropolitan Improvement District (MID) is currently doing Downtown).

The Ambassador program are our eyes and ears on the street. Our social service providers are our eyes and ears on the street. Our police officers are our eyes and ears on the street. When a mental health outreach professional is available this way, they can refer people to the outreach professional and be able to provide some context on the behavior that person exhibits. Or if the person seems to disappear, they can alert the REACH person. This partnership of community with service has so many positive dimensions to it.

### **External Endorsements of Program**

SPD has encouraged and endorsed the expansion of a REACH professional in the University District.

The directors of REACH have expressed that a mental health outreach professional working parallel to an Ambassador Program, like what they do with the MID, is their ideal model. A model that works better than a standalone Mental Health Outreach Program.

The Executive Director of the Ballard Alliance, Mike Steward, recommends the UDBIA adds a REACH Mental Health Outreach Professional like what they did in the Ballard BIA. It has had an immensely positive impact on their business community. They are currently getting an average of at least two people off the street and into housing every week. (see Appendix A)

### **Added Business Benefit**

In addition to providing services to individuals, helping them move to a better place in their life journeys, and reducing the day to day impact on our guests, resident and employees, this program will provide service to our businesses. People, guests and employees alike, will feel less threatened and

return for repeat business or will come for a first time experience because a reputation of the U District as being dangerous begins to dissipate.

If a crisis with an individual develops or occurs while a REACH professional is on duty, that person may be able to help right away and take the load off of the untrained employees in any given business. BUT WE MUST BE CLEAR – THE REACH PROGRAM DOES NOT REPLACE EMERGENCY SERVICES. IF A CRISIS DEVELOPS, A BUSINESS SHOULD CALL 911 AND KEEP ALL OF THEIR EMPLOYEES AND GUESTS SAFELY OUT OF THE WAY.

But another real benefit is the REACH philosophy of partnering with businesses, to keep them informed, and to provide them with tools about how to handle events. We all become more and more frustrated when we see a problem develop, when the problem seems to have no solution and we feel helpless to mitigate it. This is particularly true when we see it happen in our businesses and establishments. Having a relationship with REACH professionals who keep our community informed (within the HIPAA restrictions) helps everyone understand that steps are being taken and while there are no guarantees, efforts are being made and outcomes have occurred.

### **Specifics of Proposal**

REACH, a subsidiary of Evergreen Treatment Services, would provide the UDP with a full-time mental health outreach professional beginning January 1<sup>st</sup>, 2019. This outreach professional would spend all their time working in the U District with people who have mental health issues.

The outreach professional would be spending most of their time out in the field working with people and businesses, though they would need some space in the UDP office to be able to place their things and on occasion be able to utilize space for some office work. The outreach professionals typically utilize coffee shops, restaurants, libraries, and other spaces out in the field to meet with people.

#### Personnel Costs for 12-months

\$53,000 – One full-time mental health outreach worker.

#### Non-Personnel Costs for 12-months

\$30,000 – Covers administrative costs, transportation for people to and from appointments, outreach supplies, etc.

#### Total Annual Cost

**\$83,000**

#### Startup Costs

\$2,000 – Computer, outreach supplies, etc.

With a prospective start date of January 1<sup>st</sup>, the total costs in the 2018-19 fiscal year are budgeted at \$43,500. The costs for the 2019-20 fiscal year is projected to be \$85,000 accounting for a CPI increase.

(Appendix A)

## REACH Ballard Alliance Outreach Program

Progress Report: Jan-May, 2018

### Data

#### Client Contacts:

Month	Face-To-Face Contacts	Phone Contacts	Total Contacts	Referrals Made	Unduplicated Clients
Feb	79	3	82	--	46
Mar	148	7	155	68	69
April	165	18	183	166	95
May	130	17	147	128	81

\* Referral data not easily available for February

#### Outcomes Achieved:

Shelter	42
Clothing	36
Transportation	35
Food	35
Needle Exchange/Sharps Container	21
Mental Health Care	19
Primary Care	18
Housing Assistance Program (Coordinated Entry)	12
Other Medical	10
Legal Assistance	10
Lifeline Assistance Phone	7
Naloxone Kit	5
Occasional Health Care Provider (not ER)	5
Long Distance Bus Ticket Home	4
Employment	4
Medication Assisted Treatment (Methadone/Buprenorphine)	4
Vision	4
ID Assistance	3
Benefits: Financial	2
Benefits: Medical	2
CD Assessment	2
AA/NA Group	1
Outpatient Treatment	1
REACH Nurse	1
Payee	1
Wellness (Nutrition/Exercise)	1
Other	24
TOTAL	309

## Branding and Marketing the U District

No one is branding the district. No one is marketing the district. It is a strategic imperative that someone do so and we are proposing that we take on the responsibility to build a robust brand and sustained marketing campaign to promote the U District as a great place to live, work, visit, and/or build a business. We have been discussing this in the Marketing Committee for a while now and have focused on the following key ideas:

### The Current Situation

Most other districts have a robust “marketing” initiative going on – a stronger brand, an active website promoting all that goes on in the district, newsletters that are focused on what is happening in the district, and events that draw attention to the district. We do not. And there is so much to share!

The U District has one major shared event – StreetFair – which brings people to the district. There are many, many other events that also draw people in– through the University, through the various cultural and entertainment venues, through the great diversity of dining options, and to the delightful range of unique stores. But there is not a unified, district centric voice promoting all we have to offer. There is no resource to plan a “full trip” or “full event” at the U District. If I am coming for a show, I will probably want dinner beforehand or a drink after. SO, I will get in my car and go somewhere that I know of.

This lack of proactive promotional investment makes us less viable than other districts. It makes us less competitive and this hurts all of our businesses. Being less visible and less competitive is a double disadvantage – **it does not serve our existing businesses and it does not create a climate of opportunity for potential new business or property development investors.**

When people are looking on their own initiative, we are not there. They cannot react to us. There is currently no single place to go for information about the district. If you Google U District, you find a Wikipedia description at the top of the list. If you look at City and State websites that identify neighborhoods, our presence is anemic if it exists at all.

### The Case for Acting Now

No one is doing it and the district is worse off because of it. The current situation as described above is negative. An immediate engagement on this project will start creating returns after six months.

Getting this new branding in place before the transit station comes on line makes sense. Let’s have our marketing up to speed and making a difference before the influx of people starts happening. They will be making new behavior habits based on their transportation choices – let’s build the U District into that planning.

So much work has already been done over the past few years to improve the cleanliness and safety, investing in beautification projects, working with street facades to help improve their individual appearance and lift up the whole area. While we will always have more to do on these kinds of projects, we are ready to introduce the U District to newcomers and re-introduce the U District to folks who may not know about our improvements.

Investing now will help make a more powerful case for renewal. Ratepayers and businesses will know we are investing on their behalf and making a positive difference in their property values and business bottom lines.

If we don't do it – who will and if we don't do it now, when would we and what will we have lost in terms of opportunity in the meantime?

### **The Solution**

Invest in an initial branding and development of marketing collateral. We have been talking to other BIA's and local business districts about how they do their work and how they fund them. We spoke with Pioneer Square, Ballard, SODO, West Seattle and CID. Their feedback is that a total initial investment includes branding and collateral development – including electronic media, print media and district wide materials. And then, we have the on-going annual costs. It makes no sense to invest in the development of a brand and marketing plan if we are not committed to a sustained marketing effort from that point on.

### **The Short Term Marketing Preliminary Effort**

As directed by the One Time Expense requirements, we have been conducting a short term marketing project – aimed at stimulating interest in the U District shopping, dining, cafes, entertainment and overnight accommodations during events. The key element in this relatively low funded and quickly executed endeavor was to “piggyback” on existing large scale events in the district (therefore not use resources to drive people here) and see if we can drive more people into our businesses when they come here. The three tests were StreetFair, graduation and the Special Olympics.

From the start, we knew that we were putting the cart before the horse – that ultimately, for any marketing effort to truly be successful, it needs a strong brand and a long term sustained effort.

Having said that, the effort has been highly educational and we have been testing ideas and competencies around introducing a new brand and building social media tools to advance it. To date, we have been building progressively towards the crux of our initiative – getting the 50,000 people projected to attend the Special Olympics to use our businesses and amenities.

### **Specifics of the Proposal**

We have continued to investigate options for doing this work. Our assumption is that we would kick off the search for a branding and marketing consultant as soon as we have approval. We are giving ourselves about 5-6 months to retain that consultant, to do the branding identification process, and to develop the collateral – including the web site. We are then assuming about six months of costs associated to actually market the district. We have learned a lot from our current short term marketing project and believe that experience will help guide and facilitate this larger scale project.

Year One – We would spend \$15,000 on a consultant to manage the rebranding process and create a marketing plan, \$25,000 on web development and \$50,000 on collateral development, advertising and marketing.

Year Two – We would spend up to \$80,000 on advertising and media



**Outcomes** - A robust, effective branding marketing effort will:

- 1) Drive more people to the district or keep more people already in the district for their shopping, service fulfillment, dining, cultural, residential and general activity needs. Businesses will see improved numbers of consumers giving them a try. This will be the result of both a general response to the marketing (Hey – let’s go to the U District – they have a ton of options.) to a more specific marketing presence (Hey, I just saw Costas pop up on my phone – let’s go for some great Greek food.)
- 2) Create more general awareness about the district even if it does not immediately draw someone in. Target advertising on social media platforms for people who indicate interests and have us pop up as a solution. It’s a brave new world – let’s get with it.
- 3) Expand the awareness of the district to recognize that there is a lot more to it than just what happens on the Ave.
- 4) Creating an entrance marketing resource for new businesses who cannot afford to fully fund their own campaigns and serve as multiplier for any business who are marketing already. Shared branding collateral will be less expensive for participating businesses and our use of professional services will exceed what many businesses can afford on their own.
- 5) Help us redefine the district in a way that is positive and will counter many negative impressions. We have a great story to tell.
- 6) Lift up the overall district appearance and revitalize the current collateral like the kiosks and banners. Shared branding collateral will be less expensive for participating businesses and our use of professional services will exceed what many small businesses can afford on their own.
- 7) Help foster the district image we believe is appropriate and that is more attractive to potential new businesses moving in. It is also an incentive for new business to know that we have a robust marketing effort perpetually happening and that they will benefit. That they will have a place to list themselves and multiply the effect of their marketing dollars.
- 8) Increase the awareness of the current businesses and ratepayers that the assessment dollars are working directly for them – in a highly visible way!
- 9) We are investing in a renewed commitment to Economic Development by hiring a staff person and increasing the expectation of the executive director’s engagement. We are proposing the re-invigoration of a U District business network - a far more robust social network of individuals and businesses who want to know “what’s up” and provide their own information about everything exciting that is going on. We want to be a nexus of information! Branding and marketing the district are necessary resources for that work.
- 10) Giving the UDP and the BIA a stronger brand platform to talk about the work we are doing in the district.

Two Year Financial Impact Analysis  
For Baseline and Added Programs

25-Jun-18

Assumes UDP pays first year and  
BIA pays second year.

	Baseline with renewal SHARED COSTS		Baseline, Renewal & Marketing SHARED COSTS		Baseline, Renewal & REACH SHARED COSTS	
	Baseline with Renewal 2018-19	Baseline with Renewal 2019-20	Marketing & Baseline 2018-19	Marketing & Baseline 2019-20	REACH & Baseline 2018-19	REACH & Baseline 2019-20
<b>BIA</b>						
Cash at year beginning	\$ 388,367	\$ 300,874	\$ 388,367	\$ 300,874	\$ 388,367	\$ 300,874
New Program Expense	\$ -	\$ -	\$ -	\$ (80,000)	\$ -	\$ (85,000)
Operating Net (Loss)	\$ (87,493)	\$ (32,513)	\$ (87,493)	\$ (32,513)	\$ (87,493)	\$ (32,513)
Cash at year end (incl. reserver)	\$ 300,874	\$ 268,361	\$ 300,874	\$ 188,361	\$ 300,874	\$ 183,361
<b>BIA Cash Position</b>						
Reserve	\$ 210,000	\$ 210,000	\$ 210,000	\$ 188,361	\$ 210,000	\$ 183,361
Undesignated Cash at year end	\$ 90,874	\$ 58,361	\$ 90,874	\$ -	\$ 90,874	\$ -
<b>Total Cash End of Each Year</b>	<b>\$ 300,874</b>	<b>\$ 268,361</b>	<b>\$ 300,874</b>	<b>\$ 188,361</b>	<b>\$ 300,874</b>	<b>\$ 183,361</b>
<b>UDP</b>						
Cash at year beginning	\$ 295,232	\$ 345,696	\$ 295,232	\$ 255,696	\$ 295,232	\$ 302,196
New Program Expense			\$ (90,000)	\$ -	\$ (43,500)	
Operating Net (Loss)	\$ 50,464	\$ 50,000	\$ 50,464	\$ 50,000	\$ 50,464	\$ 50,000
Cash at year end (incl. reserver)	\$ 345,696	\$ 395,696	\$ 255,696	\$ 305,696	\$ 302,196	\$ 352,196
<b>UDP Cash Position</b>						
Reserve	\$ 160,000	\$ 160,000	\$ 160,000	\$ 160,000	\$ 160,000	\$ 160,000
Undesignated Cash at year end	\$ 185,696	\$ 235,696	\$ 95,696	\$ 145,696	\$ 142,196	\$ 192,196
<b>Total Cash End of Each year</b>	<b>\$ 345,696</b>	<b>\$ 395,696</b>	<b>\$ 255,696</b>	<b>\$ 305,696</b>	<b>\$ 302,196</b>	<b>\$ 352,196</b>

# **Annual UD BIA Ratepayer Meeting**

**June 28, 2018**

**5:30 p.m.**

**U Heights**

## **1) Welcome – Agenda Review**

**5:30-5:35**

The meeting shall be chaired by the President of the Ratepayers Advisory Board. The President will review:

- a) The purpose for the Annual Meeting -for the ratepayers to make an advisory vote to the City Finance Director on the budget, work plan and program manager and
- b) The plan for the conduct of Annual Meeting.

## **2) Presentation of Budget, Work Plan, Program Manager 5:35-5:50**

UDP staff will present the proposed budget and work plan for the 2018-19 fiscal year as recommended by the Ratepayers Advisory Board. The President will present the Ratepayer Advisory Board recommendation on the Program Manager. The President will then ask a ratepayer to put a motion to approve on the table and seek a second. Motion to be provided.

## **3) Ratepayer Discussion**

**5:50-6:10**

Once a second is secured, the topic is open for discussion. Limit time for question or comment to one minute. The individual time is limited to allow as many ratepayers as possible to ask questions or make statements within the expected meeting time. This is not a debate so once a ratepayer has asked their question or made their statement, that concludes their allotted time. If, after 15 ratepayers have had their opportunity, there is still time within the agenda allotment, the President may continue the discussion.

## **4) Vote & Announce**

**6:10-6:15**

The President shall announce the end of discussion and call the question. The President shall ask ratepayers to cast their vote and place their ballots in containers provided for that purpose. UDP staff members shall count the ballots twice (or more times if necessary to confirm a final tally). The tally will be recorded and given to the President. The President will announce the results.

U District BIA  
Annual Ratepayer Meeting  
Procedure for Voting

The purpose of the Annual Meeting is to allow Ratepayers to vote on whether or not they recommend the budget and work plan proposed by the Ratepayers' Advisory Board to the City of Seattle Finance Director AND whether or not they recommend that the U District Partnership continue as the Program Manager for the U District BIA.

The Annual Meeting of U District Ratepayers will be held at 5:30 on June 28, 2018 at University Heights.

"Ratepayers" are defined as the actual property owners who receive an assessment bill from the City of Seattle Finance Department and are required to pay the annual assessments of the U District BIA. Each Ratepayer is allotted one vote.

A Ratepayer shall identify who represents the ratepayer and holds that right to vote. We recommend that any designee of a Ratepayer to attend and vote on their behalf have proof of that designation in the form of a written and signed statement from the Ratepayer.

For any property governed by a Home Owners Association (HOA), that HOA shall have one vote and the HOA Board shall designate the person who is empowered to vote on that HOA's behalf. That person shall identify themselves as the representative of the HOA when claiming their ballot.

For any property that is owned by a legal entity comprised of multiple individual owners, they shall have one vote and that group of owners shall designate the person who is empowered to vote for that entity.

For any legal entity comprised of multiple individual owners that owns multiple properties, they shall have one vote and that group of owners shall designate the person who is empowered to vote for that entity.

For any legal entity comprised of a single individual owner, that individual owner shall designate the person who is empowered to vote for that entity.

For any individual property owner who is a ratepayer, that person may designate the person who is empowered to vote for them.

**No individual attending the Annual Ratepayers' Meeting may have or exercise more than one vote.**