

UD BIA

U DISTRICT BUSINESS
IMPROVEMENT AREA

BIA Ratepayer Advisory Board Meeting

Thursday, November 1, 2018
U Heights Auditorium 4:00 – 5:30

AGENDA

- 1) **Introductions**
- 2) **Public Comment**
- 3) **Approve June 2018 RAB Meeting Minutes** **VOTE**
- 4) **Approve June 2018 Ratepayer Annual Meeting Minutes** **VOTE**
- 5) **Financial Reports**
 - a. DRAFT Fiscal year 2017-18 Close
 - b. Fiscal Year 2018-19 September Close
- 6) **New Board Member Elections** **VOTE**
 - a. Lincoln Johnson
 - b. Lilly Hansen ASUW Rep
 - c. Andrew McMasters
 - d. Carlos Gonzalez
- 7) **Work Plan Updates**
 - a. Year To Date
 - b. REACH Project
 - c. External Meetings
- 8) **Ordinance Renewal Update**
- 9) **Adjourn**



U District BIA Ratepayers Advisory Board

Minutes

Date: June 28, 2018

Time: 4:00 p.m. – 5:30 p.m.

Location: University Heights Auditorium

IN ATTENDANCE:

BIA Board Members

Kate Barr	David Cohanim	Maureen Ewing
Lora Gastineau	Chris Giles	Randy Hodgins
Aaron Hoard	Maria Barrientos	Scott Soules

UDP Staff

Marcus Johnson	Mark Crawford	Chase Landrey
----------------	---------------	---------------

EXCUSED:

Mike McCormick	Max Blume	Mary Kay Gugerty
Nikole O’Bryan	Leah Haberman	

Welcome

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

Public Comment

Ruedi Rislér, a long term member of the UDP’s Clean and Safe Committee, recommend that the board commit to the funding of a local outreach worker to help our neighbors experiencing mental illness.

Gregg Petrie expressed his frustration in the amount of time that he was given notice about the meeting. He also asked that, when the UDBIA seeks ordinance renewal, their plan should not include the assessment of U District condominiums

Approve May Minutes

Motion: Maria moved to approve the May 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.
Chris seconded the motion.
The motion passed.

Officer Elections

Aaron presented the officers up for election to the board.

Motion: Scott moved to elect Maureen Ewing as President of the board.
Randy seconded the motion.
The motion passed and Maureen was elected President for a two year term.

Motion: Kate moved to elect Aaron Hoard as Vice President of the board.
Maureen seconded the motion. Lora abstained.
The motion passed and Aaron was elected Vice President for a two year term.

Motion: Scott moved to elect Kate Barr as Treasurer of the board.
Randy seconded the motion.
The motion passed and Kate was elected Treasurer for a two year term.

Motion: Randy moved to elect Chris Giles as Secretary of the board.
Kate seconded the motion.
The motion passed and Chris was elected Secretary for a two year term.

Assignment of Terms

Mark led the board in a discussion and voluntary assignment of board terms.

Recommendations for 2018-19

Mark brought before the board a proposal for the 2018-2019 UDBIA baseline budget broken out by program categories and presented upon the implications for the organization's revenue and expenses.

Mark led the board through the proposed work plan associated with the budget and detailed the major projects and ongoing work in each program category.

Mark presented proposals for the funding and execution of a sustained marketing plan and a dedicated outreach worker for the U District. He included the two year implications on the budgets and reserves for doing both, either, or none of these expanded programs.

Maureen led a discussion of the board about proposed budget, work plan, expanded programs, and program manager.

Motion: Maureen moved to recommend the baseline budget as proposed to the Ratepayers.
Kate seconded the motion.
The motion passed.

Motion: Kate moved to recommend the work plan as proposed to the Ratepayers.
Maureen seconded the motion.
The motion passed.

Motion: Kate moved to recommend to the Ratepayers that they fund the proposal for an outreach worker for the U District, while the UDP seeks outside funds to offset the program, and commit the Ratepayers Advisory Board to readdress the potential of a marketing plan at the November board meeting, when more information has become available.
Maria seconded the motion.
The motion passed.

Motion: Randy moved to recommend the U District Partnership as program manager to the Ratepayers.
Maria seconded the motion.
The motion passed.

Review Annual Ratepayer Meeting

Maureen reviewed the rules and procedures for the Annual Ratepayer Meeting immediately following this meeting.

The meeting was adjourned at 5:27 pm



U District BIA Annual Ratepayer Meeting

Thursday, June 28, 2018 at 5:30 p.m.

U Heights Center Auditorium

MINUTES

IN ATTENDANCE:

Ratepayers

Maureen Ewing	Emily Griffin	Molly Hoffman
Mary Davis	Susan Schulze	Maria Barrientos
Don Schulze	Louise Little	Scott Soules
Miles Richardson	Lora Gastineau	Aaron Hoard
Andrew Person	David Cohanim	

Designated Representatives

Eric Poll for Rhoda Altom Barbara Quinn for Andrew McMasters

U District Partnership Staff

Marcus Johnson Mark Crawford Chase Landrey

Welcome and Agenda Review

The meeting was chaired by the President of the Ratepayers Advisory Board, Maureen Ewing, who welcomed everyone to the meeting. Maureen reviewed both 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 the plan for the conduct of Annual Meeting.

Presentation of Budget, Work Plan, and Program Manager

The Interim Executive Director of the U District Partnership, Mark Crawford presented the proposed budget and work plan for the 2018-19 fiscal year as recommended by the Ratepayers Advisory Board.

Maureen then presented the Ratepayer Advisory Board’s recommendation of the U District Partnership for Program Manager.

Ratepayer Discussion

The topic of the recommended budget, work plan and program manager was opened to the ratepayers in attendance for discussion. Every ratepayer who wished to speak had at least a minute to ask their question or make a statement.

Voting & Announcement of Results

Maureen announced the end of discussion and called the question. The ratepayers then cast their votes by placing their ballots in containers provided for that purpose. UDP staff members counted the ballots twice. The tally will be recorded and Maureen announced the results: 14 votes for the proposed budget, work plan and program and 2 votes against.

The meeting was adjourned at 6:22 pm

The U District BIA
Statement of Activities
 July 2017 through June 2018

	Program Management	Cleaning and Public Safety	Urban Vitality	Economic Development	Events and Marketing	Community Engagement	One-Time Activities	Total
Income								
44500 · Government Grants and Contracts	155,597	332,283	46,129	62,826	32,833	39,004	249,916	918,588
47000 · Earned Income	-	-	-	-	10,550	-	-	10,550
Total Income	155,597	332,283	46,129	62,826	43,383	39,004	249,916	929,138
Expense								
60000 · Staffing	67,032	116,310	45,561	42,711	35,537	33,697	-	340,847
61000 · Professional & Contract Expense	31,559	-	-	-	-	-	13,935	45,494
62000 · Office and Overhead	56,387	4,711	263	845	431	4,877	8,250	75,764
70000 · Direct Program Expenses	619	211,262	306	19,270	7,415	430	227,731	467,033
Total Expense	155,597	332,283	46,129	62,826	43,383	39,004	249,916	929,138
Net Income	-	-	-	-	-	-	-	-

2017-18 University District BIA

Budget Tracker - July 1 Through June 30, 2018

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Personnel	Non-Personnel	Jul	Aug	Sep
Program Management	199,706	155,596.81	44,109	77.9%	67,032.00	88,564.81	\$ 11,225.22	\$ 10,449.28	\$ 10,106.98
Community Engagement	41,343	39,003.87	2,339	94.3%	33,697.00	5,306.87	\$ 6,018.49	\$ 4,814.28	\$ 8,393.41
Cleaning and Public Safety	415,946	332,283.22	83,663	79.9%	116,310.00	215,973.22	\$ 23,415.91	\$ 36,349.53	\$ 33,245.37
Events and Marketing	69,419	32,833.17	36,586	47.3%	35,537.00	(2,703.83)	\$ 7,745.63	\$ 5,825.00	\$ 2,443.13
Economic Development	57,510	62,825.78	-5,316	109.2%	42,711.00	20,114.78	\$ 2,150.44	\$ 3,329.18	\$ 1,693.03
Urban Design & Planning	71,748	46,129.18	25,619	64.3%	45,561.00	568.18	\$ 4,784.43	\$ 4,705.80	\$ 4,545.76
One Time Expenditures	310,790	249,916.22	60,874	80.4%	-	249,916.22	\$ -	\$ 2,500.00	\$ 9,000.00
Total Requested	1,166,462	918,588.25	247,874	78.7%	\$ 340,848.00	\$ 577,740.25	\$ 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	\$ 14,806.59
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	\$ 1,177.21
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	\$ 23,723.79
Events and Marketing	\$ 2,849.92	\$ 2,107.52	\$ 1,512.48	\$ 1,927.21	\$ 1,836.12	\$ 1,753.57	\$ -	\$ 191.42	\$ 4,641.17
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	\$ 6,409.73
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	\$ 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	\$ 61,269.95
	\$ 54,852.32	\$ 89,659.26	\$ 49,161.70	\$ 74,186.29	\$ 60,343.32	\$ 87,171.11	\$ 82,529.82	\$ 111,204.76	\$ 116,738.80

The U District BIA
Stmnt. of Activities
 July through September 2018

	Program Management	Cleaning and Public Safety	Urban Vitality	Economic Development	Marketing	Community Engagement	Events and Activation	TOTAL
Income								
44500 · Government Grants and Contracts								
44430 · BIA Contract	41,842.67	92,672.13	5,626.87	25,471.64	13,891.05	19,643.68	7,882.19	207,030.23
44530 · Other Local Government Grants	0.00	3,000.00	0.00	0.00	0.00	0.00	0.00	3,000.00
Total 44500 · Government Grants and Contracts	41,842.67	95,672.13	5,626.87	25,471.64	13,891.05	19,643.68	7,882.19	210,030.23
47000 · Earned Income	0.00	0.00	0.00	0.00	0.00	0.00	13,000.00	13,000.00
Total Income	41,842.67	95,672.13	5,626.87	25,471.64	13,891.05	19,643.68	20,882.19	223,030.23
Expense								
60000 · Staffing	9,536.93	33,882.94	5,626.87	24,647.40	10,291.05	15,951.44	2,832.13	102,768.76
61000 · Professional & Contract Expense	16,882.50	0.00	0.00	0.00	0.00	0.00	0.00	16,882.50
62000 · Office and Overhead	15,423.24	695.32	0.00	719.24	0.00	3,642.38	675.00	21,155.18
70000 · Direct Program Expenses	0.00	61,093.87	0.00	105.00	3,600.00	49.86	17,375.06	82,223.79
Total Expense	41,842.67	95,672.13	5,626.87	25,471.64	13,891.05	19,643.68	20,882.19	223,030.23
Net Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

2017-18 University District BIA

Budget Tracker -September 2018

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	207,383	41,842.67	165,540	20.2%	\$ 9,495.42	\$ 9,953.44	\$ 22,393.81	
Cleaning and Public Safety	425,966	92,672.13	333,294	21.8%	\$ 34,475.31	\$ 31,306.23	\$ 26,890.59	
Urban Vitality	31,506	5,626.87	25,879	17.9%	\$ 1,410.75	\$ 1,343.86	\$ 2,872.26	
Economic Development	112,227	25,471.64	86,755	22.7%	\$ 4,265.63	\$ 10,453.43	\$ 10,752.58	
Marketing	41,376	13,891.05	27,485	33.6%	\$ 3,417.78	\$ 6,200.88	\$ 4,272.39	
Community Engagement	77,169	19,643.68	57,525	25.5%	\$ 8,089.87	\$ 5,231.08	\$ 6,322.73	
Events and Activation	27,240	7,882.19	19,358	28.9%	\$ 4,157.80	\$ 2,332.80	\$ 1,391.59	\$ -
Total Requested	922,867	207,030.23	715,837	22.4%	\$ 65,312.56	\$ 66,821.72	\$ 74,895.95	\$ -

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

UD BIA Board Candidates

Andrew McMasters' Profile

Andrew McMasters is a founder of the 501c3 Non-Profit theater, Jet City Improv, located right here in the University District. He has been involved in the district since 1992, and moved his business to the area in 1997. Additionally, he is a property owner, and serves on multiple non-profit boards for social services, animal shelters and arts agencies. He is dedicated to seeing the University District continue to grow as a thriving community filled with arts, business, culture and nightlife.

L. Lincoln Johnson Profile

Lincoln serves as the Associate Vice President for Student Life at the University of Washington where his portfolio centers primarily on campus and student engagement. His portfolio includes the Husky Union Building/HUB, Commencement, Recreation, Fraternity & Sorority Life, the LGBTQ Center, Student Veteran Life, Student Publications, the Student Fee Committee, and student government (ASUW and GPSS). Prior to his arrival in Seattle, he served at Louisiana College, Baylor University, and Mississippi State University. He received his undergraduate degree (Music Education) and graduate degree (Higher Education) from Baylor University (Waco, Texas).

When he's not on campus, Lincoln hikes the Cascades, enjoys theatre and dance in the community, volunteers with GSBA/Pride Foundation and homeless/street-involved youth service providers in the University District, and serves on the Board of Directors for Whim W'him Contemporary Dance Company and Sanctuary Art Center. For at least 25 years, Lincoln has served in a variety of leadership roles regionally, nationally, and internationally with ACUI: Association of College Unions International and NASPA: Student Affairs Professionals in Higher Education.

Lily Hansen

I serve as the 2018-2019 Local Legislative Liaison with the Office of Government Relations for the Associated Students of the University of Washington (ASUW). In my role, I coordinate student advocacy on the city and county level, as well as advocate for the ASUW Local Legislative Agenda throughout the city of Seattle. I am excited to represent the voice of UW students in the U-District BIA and work with community members to help create a clean and safe U-District for students and business owners alike!

Carlos Gonzalez

See attached letter



Where students love living.

October 18, 2018

Mark W. Crawford
Interim Executive Director
U District Partnership
4507 University Way NE, Suite 209
Seattle, WA 98105

RATEPAYER ADVISORY BOARD

Dear Mr. Crawford:

As an owner of three properties located within or proximate to the U District BIA American Campus is very interested in joining the Ratepayer Advisory Board so we can provide feedback and oversight regarding the work plan and budget of the U District Partnership.

American Campus Communities, Inc. is the largest owner, manager and developer of high-quality student housing communities in the United States. The company is a fully integrated, self-managed and self-administered equity real estate investment trust (REIT) with expertise in the design, finance, development, construction management and operational management of student housing properties. As of June 30, 2018, American Campus Communities owned 168 student housing properties containing approximately 103,500 beds. Including its owned and third-party managed properties, ACC's total managed portfolio consisted of 202 properties with approximately 131,900 beds. Visit www.americancampus.com.

We look forward to providing a meaningful and positive impact on the Board and the U District BIA.

Regards,

Carlos González
Senior Director Asset Management

October 29, 2018

To: BIA Rate Payer Advisory Board

From: Mark Crawford

Re: BIA 2018-19 Work Plan Update

This meeting is the first meeting of the RAB in fiscal year 2018-19. Below, you will find some highlights of the activities since July 1, 2018. There is a great deal to report in terms of detail but rather than provide a lengthy report here, we invite you to visit <https://www.udistrictpartnership.org/documents/> where you can find the monthly board packets, committee reports and postings for upcoming meetings that have been submitted to the UDP Board.

Clean and Safe

REACH - Following approval from the Board, staff has been moving forward with the planning and development of an 18-month mental health outreach program launching in January. We are working with REACH, a division of Evergreen Treatment Services, to plan and carry out this work. Staff is exploring funding opportunities both with private philanthropic dollars as well as public dollars. We have asked the City for financial support and a proposal has been made by Council Member Johnson's office to amend the Mayor's budget to include limited funding for our REACH pilot. (Thank you Rob!). As I am sure you know, there is fierce competition for limited resources, so we are keeping our fingers crossed.

Elm Grove - September 1st we changed cleaning area contractors from Recology CleanScapes to Elm Grove. We were looking to manage three issues: 1) price; 2) performance; and 3) publicity. While we have enjoyed a long standing relationship with Recology, we felt that their work product had become somewhat desultory. Their rates were increasing at a significant pace and they continued to refuse to co-brand with us. The last point is important as there was little awareness by our property owners and the businesses in the cleaning areas that the Recology crews were actually doing the work paid for by the BIA dollars. The common misunderstanding was that Recology was working under a city contract.

Elm Grove has been providing us with quality work at a better rate than Recology CleanScapes and have guaranteed that rate through June 2020. Elm Grove is fully willing to co-brand with us so they are wearing UDP branded uniforms and will add branding to their equipment when we develop it. While there is always a learning curve to a new beginning, Elm Grove began their contract with extra staffing to ensure cross training and we have been hearing great reports about the work they are doing. If you see an issue that we need to address, please contact Marcus and let him know.

Ambassadors – The Ambassador program has been moved from “pilot” status to ongoing program and our budget included funds for that. Between July and September they interacted with businesses 203 times and checked into 720 emphasis locations. One big win this August came when they found and reported a stolen vehicle that led to the arrest of the thief and the recovery of the vehicle. We have noted an increase in business awareness of the Ambassador programs and are seeing more calls coming directly from businesses to Ambassadors requesting their assistance. Also, you can find tracking reports in the UDP Board meeting reports at <https://www.udistrictpartnership.org/documents/>.

New Baskets – The fall baskets are up!

Joint BIA Meeting on Public Safety – On October 15th, we joined several other BIAs to convene a meeting with public officials to discuss issues around the impact that unchecked criminal behavior is having on our businesses, our residents and our guests. I want to thank Lois Ko and Marcus Johnson who presented at the meeting and all of the U District business and property owners who showed up to make their voices heard.

Marketing and Activations

Up Your Ave – This annual event is designed to introduce students to our U District Businesses. This year, we experimented with expanding the boundary a bit – trying to get students to head north on University Way all the way to the park. American Campus Communities joined us as a sponsor – many thanks to them and to Sound Transit for providing funding resources to make this possible.

Trick or Treat Roosevelt – We are trying a new event this year with our business friends on Roosevelt. On Halloween, we will have a special trick or treat event (including a fire truck at UW Audi – thanks for hosting it!) from 3-6 with candy and treats available at businesses on Roosevelt. Our goal is to raise awareness of Roosevelt businesses with families in the neighborhood. People are also encouraged to bring a donation of food for the U District Food Bank.

Website Redesign – We have been quietly and methodically updating our website. The goal is to better align the website structure with our committee work and approach – making it easier to find specific items of interest and to build related resources by category. There are still a lot of clean ups and updates to go. At some point in the future, if we commit to a district wide branding effort, we will ok at a more comprehensive approach to redoing the web site.

Communication Refinement – We have launched a new tagline for the UDP work – “Building Community Through Service, Leadership and Advocacy”. We are also stepping up all of our social media efforts – so please check the Marketing Reports for more details.

Economic Development

New Manager – In August, we hired our new Economic Development Manager – Evan Morse. He comes to use with terrific experience and knowledge in this field and we are delighted to have him on Board. Evan has developed a continuous phase model for his work – each phase lasting about 90 days.

Economic Development Committee – the committee has been relaunched with new members representing a cross section of critical U District economic sectors including businesses on the Ave and off the Ave, financial sector, hospitality, developer, and the University. Our first meeting has been held and we hope to have the second one this week before our RAB meeting. The committee is immediately tackling a refresh of the economic development vision for the district and advising staff on priorities for their work.

Property and Business Owner Data Collection -This is a huge priority and Evan has launched both a contact information update project and a business satisfaction survey. Please help us by using your network to encourage all local businesses and property owners to update their contact info. We truly

believe we have great information and resources to share and they key is an updated and accurate contact list.

Urban Vitality

The BIA budget and work plan provides only modest resources to support initiative in the urban vitality domain. It assumes limited use of staff to support volunteer efforts by Board members and community members.

Urban Vitality Committee – This committee has been formed and includes a broad cross section of Board and community members. The committee has had its first meeting and has narrowed a very large list of potential projects. Our first priorities will be a review of the Mobility Group report, a task force to work on the 43rd Street renovation project and a task force to work on implications of the sale and/or closing of various church properties and the dislocation of community services that will occur.

Development Projects – There are a number of significant development projects underway at this time. We are participating in the early design review process – attending the public meetings – both those being hosted by the developers and the actual Early Design Hearings themselves. Developers have welcomed our participation and we have provided input on design concepts that relate to public safety.

Finance

Committee – We thank Kate Barr for her willingness to join the UDP Finance Committee.

BIA Billings – We completed the update of the assessment rolls and all billings have gone out.

Audit – The UDP audit is almost complete and will be presented to the UDP Board at our November meeting.

BIA Governance

As you will see, we are presenting 4 candidates to join the Board for your approval. The BIA bylaws require a minimum of 15 members and we are currently at 12. Lilly Hansen will be filling the ASUW slot. Lincoln Johnson will be replacing Mike McCormick, Carlos Gonzalez (Senior Director Asset Management) from American Campus Communities as a new member and Andrew McMasters, immediate past co-chair of the UDP Board. Please see attached info on each candidate.