



Board Meeting Agenda

Time: 11:30AM – 1:00PM

Date: October 17, 2017

UW Tower, 22 Floor Boardroom

- | | | |
|-----|---------------------------------------|--|
| 1. | Welcome & Introductions | Sally/Miles |
| 2. | Public Comment | All |
| 3. | Approval of September Meeting Minutes | Sally/Miles Vote |
| 4. | September Financial Report | Alfred Vote |
| 5. | Audit Presentation | Matt Smith, CPA
Peterson & Sullivan |
| 6. | Committee Reports | All |
| 7. | CEO Report | Elizabeth |
| 8. | BIA Report | Elizabeth |
| 9. | Old Business | All |
| 10. | New Business | All |
| 11. | Adjourn | |

Upcoming Meetings and Events:

- 10/20 Monthly BIA Walk - 9 a.m. - Post Alley Café
- 10/28 Monthly UDP Cleanup Day – 9 a.m. to 11 a.m. - U Heights Plaza
- 11/3 Urban Design Committee – 8 a.m. – 10 a.m. - U Heights, Room 108
- 11/11 Monthly UDP Cleanup Day – 9 a.m. to 11 a.m. - U Heights Plaza
- 11/15 Design Guidelines Open House – 5:30 to 7:30 p.m. - U Heights Auditorium
- 11/16 Christine Park Information Meeting- 6 p.m. to 7:30 p.m. – U Heights, Room 109

The U District Partnership (UDP) serves all who work in, live in, and visit the U District by fostering and sustaining a vibrant, diverse, and healthy neighborhood for the common good.



Board Meeting Minutes No. 09

Time: 11:30 AM – 1:00 PM

Date: September 19, 2017

Location: UW Tower Boardroom

IN ATTENDANCE:

UDP Board Members

Sally Clark, Co-Chair
Roger Wagoner
Cory Crocker
Miles Richardson, Co-Chair
Kristine Scott

Louise Little
Barbara Quinn, Secretary
Don Schulze
Lois Ko

Doug Campbell
Pat Simpson
Rob Lubin
Theresa Doherty

Excused

Jeanette Henderson
Rebecca Barnes

Andrew McMasters

Alfred Shiga, Treasurer

UDP Staff

Elizabeth McCoury, CEO

Marcus Johnson, C&S

Chase Landrey, CE

Guests

Gregg Petrie
Patrick Murray

Ruedi Risler
Judy Smith

Phil Lloyd
Carrie Class

Sally called the meeting to order at 11:36 a.m.

Public Comment

Carrie Class from HUB U District announced the opening of their new building. She thanked the UDP, and especially the staff, for their invaluable help. She thinks the Ave is getting better, but that there is still more to be done.

Gregg Petrie briefly discussed a proposed resolution for the UDBIA Ratepayer Advisory Board.

Approval of August 15, 2017 Meeting Minutes

Motion: Rob moved to approve the August 15, 2017 meeting minutes.

Louise seconded the motion. Don and Pat abstained.

The motion was approved.

August Financial Report

Elizabeth presented the August financial report to the board.

Motion: Theresa moved to approve the August financial report.

Don seconded the motion.

The motion was approved unanimously.

Elizabeth introduced Phil Lloyd who will be handling the UDP's financials.

Committee Updates

Clean and Safe

Marcus presented the attached Clean and Safe report.

Don presented Ruedi Risler's draft letter in support of expanding the L.E.A.D. program to the North Precinct and the U District. Sally recommended that it be readdressed to Seattle City Council instead of the Mayor's office due to budget timing.

Motion: Roger moved to have the letter drafted and sent from the UDP with Sally's change.

Kristine seconded the motion.

The motion was approved unanimously

Elizabeth recommended several solutions to improve the north Ave conditions. Doug and Lois spoke about current conditions near their businesses.

Marketing and Events

Chase presented the attached Events and Marketing report.

Urban Design

Roger announced the upcoming Urban Design Committee Meeting. Additionally, he is working with OPCD to plan a large community event around the Design Review Guidelines update.

Economic Development

Elizabeth announced Eliot Muetting's departure from the UDP. She is reworking the description for the job he held to highlight the small business success component before it is posted.

CEO Report

Elizabeth announced that SDOT will be funding a Transportation Choices employee to work out of the UDP's offices. She reminded everyone of the work that has gone into preparing for the upcoming annual UDBIA Ratepayer meeting. She requested that the UDP board members please attend. There were no issues reported in the draft of the audit. The audit will be presented at the next meeting.

Old Business

There was no old business.

New Business

The board discussed possible solutions to bring about a higher level of alley cleaning.

Miles called the meeting adjourned at 12:44 p.m.

NEXT BOARD MEETING: October 17, 11:30am – 1:00pm, UW Tower

The U District Partnership
Stmnt of Activities Budget vs. Actual
July through September 2017

	Jul - Sep 17	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
44500 · Government Grants	33,500.00	3,000.00	30,500.00
44400 · Government Contracts	193,865.87	232,733.31	-38,867.44
47000 · Earned Income	3,197.14	0.00	3,197.14
46400 · Interest and Other	0.06	0.00	0.06
Total Income	230,563.07	235,733.31	-5,170.24
Gross Profit	230,563.07	235,733.31	-5,170.24
Expense			
60000 · Staffing	102,376.58	121,300.93	-18,924.35
61000 · Office and Overhead	20,007.61	21,176.86	-1,169.25
68100 · Professional & Contract Expense	89,275.80	79,095.09	10,180.71
70000 · Event Expenses	15,974.73	10,160.00	5,814.73
Total Expense	227,634.72	231,732.88	-4,098.16
Net Ordinary Income	2,928.35	4,000.43	-1,072.08
Net Income	2,928.35	4,000.43	-1,072.08

The U District Partnership
Balance Sheet Prev Year Comparison
As of September 30, 2017

	Sep 30, 17	Sep 30, 16	\$ Change
ASSETS			
Current Assets			
Checking/Savings	242,654.98	254,793.90	-12,138.92
Accounts Receivable	90,631.82	60,829.56	29,802.26
Other Current Assets	7,801.32	7,332.20	469.12
Total Current Assets	341,088.12	322,955.66	18,132.46
Fixed Assets	0.00	2,812.57	-2,812.57
Other Assets	400.00	0.00	400.00
TOTAL ASSETS	341,488.12	325,768.23	15,719.89
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	36,444.72	11,443.89	25,000.83
Credit Cards	978.24	1,440.83	-462.59
Other Current Liabilities	19,128.19	11,459.97	7,668.22
Total Current Liabilities	56,551.15	24,344.69	32,206.46
Long Term Liabilities	655.44	7,334.60	-6,679.16
Total Liabilities	57,206.59	31,679.29	25,527.30
Equity			
32000 - Unrestricted Net Assets	281,353.18	295,771.19	-14,418.01
Net Income	2,928.35	-1,682.25	4,610.60
Total Equity	284,281.53	294,088.94	-9,807.41
TOTAL LIABILITIES & EQUITY	341,488.12	325,768.23	15,719.89

2017-18 University District BIA

Budget Tracker - July 1 Through September 30, 2017

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct	Nov
Program Management	199,706	43,281	156,425	21.7%	\$ 11,225.22	\$ 12,949.28	\$ 19,106.98		
Community Engagement	41,343	19,226	22,117	46.5%	\$ 6,018.49	\$ 4,814.28	\$ 8,393.41		
Cleaning and Public Safety	415,946	93,011	322,935	22.4%	\$ 23,415.91	\$ 36,349.53	\$ 33,245.37		
Events and Marketing	69,419	16,014	53,405	23.1%	\$ 7,745.63	\$ 5,825.00	\$ 2,443.13		
Economic Development	57,510	7,173	50,337	12.5%	\$ 2,150.44	\$ 3,329.18	\$ 1,693.03		
Urban Design & Planning	71,748	14,036	57,712	19.6%	\$ 4,784.43	\$ 4,705.80	\$ 4,545.76		
Total Requested	855,672	192,741	662,931	22.5%	\$ 55,340.12	\$ 67,973.07	\$ 69,427.68	0	0

Dec	Jan	Feb	Mar	Apr	May	Jun
0	0	0	0	0	0	0

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Summit Reports Cash Report Detail

Accounting Period: 9 - 2017
As of 10/9/2017 11:52:37 AM

This report is extracted from the Summit database

Unit: General

Fund: BIA-U DISTRICT PARKING (19890)

	Beg Balance	Receipts	Disbursements	Transfers In	Transfers Out	
09/01/17	719,512.30	0.00	0.00	1,067.82	0.00	720,580.12
09/07/17	720,580.12	1,316.16	0.00	0.00	0.00	721,896.28
09/08/17	721,896.28	45.87	0.00	0.00	0.00	721,942.15
09/11/17	721,942.15	545.75	0.00	0.00	0.00	722,487.90
09/12/17	722,487.90	146.28	0.00	0.00	0.00	722,634.18
09/13/17	722,634.18	7,028.86	0.00	0.00	-67,973.07	661,689.97
09/21/17	661,689.97	2,619.90	0.00	0.00	0.00	664,309.87
09/22/17	664,309.87	99.07	0.00	0.00	0.00	664,408.94
09/25/17	664,408.94	8,770.60	0.00	0.00	0.00	673,179.54
09/26/17	673,179.54	2,114.67	0.00	0.00	0.00	675,294.21
09/27/17	675,294.21	23.60	0.00	0.00	0.00	675,317.81
09/29/17	675,317.81	41.83	0.00	0.00	0.00	675,359.64
Sub Totals:	719,512.30	22,752.59	0.00	1,067.82	-67,973.07	675,359.64

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UNIVERSITY DISTRICT SERVICE FUND

FINANCIAL REPORT

DECEMBER 31, 2016

C O N T E N T S

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INDEPENDENT AUDITORS' REPORT

The Board of Directors
University District Service Fund
Seattle, Washington

We have audited the accompanying financial statements of University District Service Fund, which comprise the statement of financial position as of December 31, 2016, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of University District Service Fund as of December 31, 2016, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States.

UNIVERSITY DISTRICT SERVICE FUND

STATEMENT OF FINANCIAL POSITION

December 31, 2016

ASSETS

Current Assets

Cash and cash equivalents	\$	258,184
Government contracts receivable		48,599
Prepaid expenses		<u>7,382</u>

Total assets	\$	<u><u>314,165</u></u>
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LIABILITIES AND NET ASSETS

Current Liabilities

Accounts payable	\$	17,109
Accrued payroll and related liabilities		<u>19,992</u>

Total current liabilities		37,101
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Unrestricted Net Assets		<u>277,064</u>
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Total liabilities and net assets	\$	<u><u>314,165</u></u>
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See Notes to Financial Statements

UNIVERSITY DISTRICT SERVICE FUND

STATEMENT OF ACTIVITIES

For the Year Ended December 31, 2016

Support and Revenue	
Government contracts - BIA	\$ 550,169
Government contracts - other	65,784
Contributions	2,025
Event revenue	<u>265,366</u>
Total support and revenue	883,344
Expenses	
Programs	731,148
General and administrative	<u>72,112</u>
Total expenses	<u>803,260</u>
Change in net assets	80,084
Unrestricted Net Assets, beginning of year	<u>196,980</u>
Unrestricted Net Assets, end of year	<u><u>\$ 277,064</u></u>

See Notes to Financial Statements

UNIVERSITY DISTRICT SERVICE FUND

STATEMENT OF FUNCTIONAL EXPENSES

For the Year Ended December 31, 2016

	Program Expenses							Total Programs	General and Administrative	Total
	Community Engagement	Clean and Safe	Events and Marketing	Economic Development	Urban Design	Street Fair	Other Programs			
Personnel expenses	\$ 57,672	\$ 116,949	\$ 42,662	\$ 40,579	\$ 43,800	\$ 16,098	\$ -	\$ 317,760	\$ 42,452	\$ 360,212
Contractors	2,179	115,002	8,697	427	75	148,720	22,414	297,514	3,498	301,012
Rent and parking	1,973	11,966	7,095	7,916	1,610			30,560	9,166	39,726
Professional fees	1,837	9,102	4,473	4,861	1,142			21,415	2,631	24,046
Beautification		2,500					20,152	22,652		22,652
Travel and meetings	128	2,317	265	1,548	1,416		109	5,783	3,724	9,507
Office support	398	4,083	1,539	1,484	328			7,832	778	8,610
Technology and software	479	2,305	1,401	1,693	338		117	6,333	1,939	8,272
Equipment rental	400	1,926	1,171	1,319	234		98	5,148	1,545	6,693
Insurance	230	2,374	1,139	1,484	328			5,555	957	6,512
Supplies	227	2,330	489	415	212		20	3,693	818	4,511
Taxes						3,583		3,583		3,583
Bad debt expense									3,524	3,524
Permits and registration	155	746	454	511	91		38	1,995	599	2,594
Printing and publications	69	333	202	271	40		17	932	363	1,295
Banking fees	31	147	89	101	18		7	393	118	511
Total expenses	\$ 65,778	\$ 272,080	\$ 69,676	\$ 62,609	\$ 49,632	\$ 168,401	\$ 42,972	\$ 731,148	\$ 72,112	\$ 803,260

See Notes to Financial Statements

UNIVERSITY DISTRICT SERVICE FUND

STATEMENT OF CASH FLOWS
For the Year Ended December 31, 2016

Cash Flows from Operating Activities	
Change in net assets	\$ 80,084
Adjustments to reconcile change in net assets to net cash flows from operating activities	
Changes in assets and liabilities	
Government contracts receivable	1,537
Grants receivable	50,000
Prepaid expenses	2,776
Accounts payable	(7,437)
Accrued payroll and related liabilities	<u>11,796</u>
Net cash flows from operating activities and change in cash and cash equivalents	138,756
Cash and Cash Equivalents, beginning of year	<u>119,428</u>
Cash and Cash Equivalents, end of year	<u><u>\$ 258,184</u></u>

See Notes to Financial Statements

NOTES TO FINANCIAL STATEMENTS

Note 1. Organization and Significant Accounting Policies

Organization

The University District Service Fund ("the Organization"), doing business as The U District Partnership, is a nonprofit organization incorporated in the State of Washington in 2002. The Organization assumed the charitable activities of the Greater University Chamber of Commerce on January 1, 2014, at which time they also received its assets and liabilities.

The Organization's purpose is to promote and enhance the business community and to further the growth, development, and health of the greater Seattle University District community. The Organization's activities include organizing community events (namely the University District Streetfair), marketing the district to attract and retain businesses, cultivating a clean and safe environment, and engaging with the community.

Specifically, the Organization's principal services include recruitment of volunteers, developing community leadership, facilitating organizational partnerships, forming and sustaining business district improvement programs, and leading the district's strategic branding and communication efforts.

The Organization's primary source of support and revenue is a contract through 2020 with the University District Business Improvement Area ("the BIA"), an agent of the City of Seattle, to provide services that are funded by a Business Improvement Area assessment. In 2016, the Organization earned \$550,169 under this contract.

BIAs are funding mechanisms for business district revitalization and management. BIAs charge assessments on businesses and/or properties within defined boundaries that are used to provide services for the mutual benefit of the businesses and properties being assessed.

The BIA authorizes a special assessment that is levied and collected by the City of Seattle on all properties within the University District's boundaries, except for single-family houses, duplexes, triplexes, or townhouses. The assessment is based upon benefits received related to these improvements and services. The City of Seattle reimburses the Organization for expenses related to these improvements and services. The BIA is governed by a Ratepayers Advisory Board, which meets monthly and contracts with the Organization to manage its day-to-day operations.

Each year, the Organization also organizes the "University District Streetfair" event, the longest running street fair in the United States, to celebrate neighborhood peace, culture, and community. Event revenue is generated through the rental of vendor booths and through business sponsorships.

Financial Statement Presentation

The Organization reports information regarding its financial position according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. The Organization has no temporarily or permanently restricted net assets, so these classes of net assets are not shown on the financial statements.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Actual results could differ from the estimated amounts.

Cash and Cash Equivalents

Cash and cash equivalents include cash held at a bank. The Organization considers all short-term securities with an original maturity of three months or less to be cash equivalents. At times, cash balances can exceed federally insured limits.

Government Contracts Receivable

Government contracts receivable consist of revenue earned under contracts administered by various state and local government agencies, but not yet received. Management reviews contracts receivable, estimates the amount of uncollectible accounts, and records an allowance for doubtful accounts (if required). Management determined that an allowance for doubtful accounts was not required at December 31, 2016.

At December 31, 2016, 86% of government contracts receivable were due from the City of Seattle under the BIA contract.

Revenue Recognition

Revenue from government contracts is earned when a qualified expense is incurred. Revenue from these contracts is subject to audit, which could result in adjustments to revenue. The adjustments are recorded at the time that such amounts can first be reasonably determined, normally upon notification by the government agency. During the year ended December 31, 2016, no adjustments were made.

Event revenue, including booth fees and sponsorships, is recognized when the event takes place.

Allocation of Functional Expenses

The costs of providing the various programs and other activities have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the programs and supporting services benefited. The Organization incurred an immaterial amount of fundraising expenses in 2016 and, therefore, this classification of expenses is not presented.

Federal Income Taxes

The Organization is exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code.

Subsequent Events

The Organization has evaluated subsequent events through the date these financial statements were available to be issued, which was _____.

Note 2. Lease Obligation

The Organization leases its facilities under a noncancelable operating lease expiring on April 30, 2019. Rent expense under this lease was \$36,990 for the year ended December 31, 2016.

Future minimum payments under this lease as are follows for the years ending December 31:

2017	\$	38,103
2018		39,252
2019		<u>13,116</u>
	\$	<u><u>90,471</u></u>

Events & Marketing Committee Update October 2017



- Up Your Ave – Over 600 students attended this year's signature Dawg Daze event. 49 local business from throughout the U District participated in our passport program. We had roughly 13,000 business visits in a three and a half hour period of time. Several of our return sponsors remarked that student numbers seemed much higher than last year. An event followup survey is still forthcoming to hear from all of the business their feedback. Financially, our income was \$10,800 from sponsorships. We spent \$7400 to put the event on, leaving us with \$3,400 to invest in the community. This is an increase of almost \$3,000 over last year's event.



- Continuing to Grow Outreach – Social media outreach has continued to steadily grow. Facebook is up to 1,184 people liking our page. Twitter now has 585 followers. This platform is where I think we can grow the most. Preliminary results look good for our first Facebook advertising as well. For a small amount, we have increased the reach of our November newsletter to 5 times as many people than previous months and the promotion is only halfway finished. Coffee with Chase has also begun to take off and I have taken in feedback on issues from transparency to StreetFair ideas.
- StreetFair 2018 Planning – The early bird application period begins soon. I have been compiling contact information of potential vendors from other local fairs which would may be a good fit for our event. Proposed changes to this year's StreetFair include having a radio station sponsor a stage and headliner, a games and activities area, and a Friday night opening event.
- Public Space Activation – I have begun to plan out a program of public space activation at multiple locations in the U District. If you have any recommendations for busking spots, or know businesses that are particularly interested in having a curated list of musicians play in front of their store, please contact me. I have been in communication with several different groups that make music in the public realm work. For example, I have been discussing with the farmer's markets about their policies and practices related to busking. Additionally, places like U Heights, Café Allegro, and the UW School of Music have contacts in the local music scene to find quality performers to fill our roster. Finally, there are options to contract out the management to professional live outdoor music vendors which work with other BIA's and companies like Microsoft and Amazon.



- Events in the Pipeline:
 - W Day – October 27th
 - Small Business Saturday – November 25th
 - Pizza with the Police – Last Week November
 - Alley Lights – December 2nd
 - Holiday SWAG – December 2nd

- The Clean and Safe Committee hosted our September Community Cleanup on September 30th. 15 volunteers were able to pick up almost 20 garbage bags full of trash. Our next cleanup will be on October 28th.
- We had our Clean and Safe Committee Meeting last Thursday. We heard from Robert Montague, the Communications Supervisor for Seattle Police Department's 911 Communications Division. Robert talked to us about things such as what to do when calling 911, why response times can be so long, when to call the non-emergency number instead of 911, and had a time for questions and answers.
- Our Ambassadors have been working now for about three months and they have been well received. We have been getting a lot of good data from their work and they are staying busy around the neighborhood. Thank you for all the valuable input and support the board has provided with this pilot.
- We are thankful for the work Elmgrove has done to help keep the illegally dumping in the pilot cleaning area to a minimum during the September move out/move in influx. Taking the data SPU was able to collect from the most recent move out/move spike in illegal dumping, we will be working on a strategy to further improve our response time to illegal dumping during the same time next year. In August and September Elmgrove removed 6,000 pounds of trash in the University District.
- This Friday is our BIA Walk. Anyone who is interested in the cleaning that is being done in the neighborhood is encouraged to join us!
- This last Saturday was the UW Facilities Day of Service. We were happy to help host well over 100 volunteers and use them to spruce up the neighborhood by cleaning up trash, using Find-it, Fix-it, scrapping stickers and illegal postings, cleaning small businesses' windows, and volunteer work at ROOTS, YMCA, and the U District Food Bank. We look forward to working with this group again next year!

Upcoming Clean and Safe Events:

- October 14th – UW Facilities Day of Service (9:00am – 12:00pm @ UW Tower)
- October 20th - BIA Walk (9:00 am @ Post Alley Café)
- November 9th - Clean and Safe Committee Meeting (12-1:30 pm @ U Heights, Rm 108)
- November 11th - Clean and Safe Community Cleanup (9-11:00 am @ U Heights Plaza)