



UDP BOARD MEETING AGENDA

Time: 11:30 a.m.–1:00 p.m.

Date: September 15, 2020

ZOOM Virtual Meeting

- | | | |
|--|-----------------|---------|
| 1. Welcome and Introductions | Miles/Rob | |
| 2. Public Comment | | |
| 3. Acknowledgement of Past Board Service | Eric/Sally | |
| 4. Approval of August 2020 Meeting Minutes | Rob/Miles | Vote |
| 5. Operating Committee Reports | | |
| a. Finance | | |
| i. Acceptance of August Close | Sally/Phil/Mark | Vote |
| b. Governance | Eric | Vote |
| i. New Member Elections | | |
| c. Executive Director Search | Sally | |
| i. Job Posting | | |
| ii. Timeline/Next Steps | | |
| 6. Program Advisory Committee Reports Q&A | All | Discuss |
| a. Clean and Safe | | |
| b. Urban Vitality | | |
| c. Economic Development | | |
| d. Marketing/Events | | |

Adjourn



Board Meeting Minutes

Time: 11:30 AM – 12:30 PM

Date: August 18, 2020

Location: Zoom Meeting

IN ATTENDANCE:

UDP Board Members

Sally Clark (Treasurer)
Dawn Perry
Stephen Antupit
Eric Lawson

Rob Lubin, Co-Chair
Anson Lin
Miles Richardson, Co-Chair

Andrew McMasters
Lois Ko (Secretary)
Kristine Kenney

UDP Staff

Mark Crawford, IED
Phil Lloyd, Finance

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

Kay Ricchiuto, Public Realm

Guests

John Hix, Moe Kahn, Trevor Petersen, Doug Campbell

Welcome and Introductions

After introductions, Rob acknowledged the work of the staff during the pandemic

Public Comment

There was no public comment.

Approval of June 2020 Meeting Minutes

Motion: Andrew moved to approve the June 2020 meeting minutes.

Stephen seconded the motion.

The motion was approved with one abstention

Operating Committee Reports

Finance

Sally reported that the committee had met and reviewed the draft financial statements for the June 2019-20 fiscal year end and the July monthly close. They also reviewed the final draft of the 2020-21 operating budget given the RAB approval at their June 2020 meeting.

Motion: The committee recommends the acceptance of the June draft close, subject to a final audit by an independent audit firm. .

No second required. Motion passed. With one abstention

Motion: The committee recommends the approval of the 2020-21 operating budget as it was presented at the June 2020 UDP meeting.

No second required. Motion passed. With one abstention

Motion: The committee recommend the acceptance of the July draft close, subject to a final audit by an independent audit firm. .

No second required. Motion passed. With one abstention

Governance

Eric informed the Board that Barbara Quinn has decided to not seek re-election to the Board. The Governance Committee will seek a new Board member who is a resident of the district and would like to recruit a tenant if possible.

Eric announced that Trevor Petersen and Moe Kahn who are guests at this meeting are discussing possible Board membership with the Governance Committee.

The Governance Committee is also considering candidates from the faith community and the social service community.

The Governance Committee will organize an orientation process for new members and invites any Board member with thoughts on that subject to contact Eric.

Eric reminded the Board that all Board members are expected to actively serve on at least one standing committee.

Rob reminded the Board that we ask each member to sign the UDP Board Participation Agreement annually and that Mark would send out fresh copies to all Board members.

Executive Director Search

Sally reported that the committee has been formed and includes: Sally Clark, Dawn Perry, Stephen Antupit, Maureen Ewing, Maria Barrientos, Josh, Stabenfeldt, and Marcus Johnson (non-voting). Campbell and Company has been retained as the search firm and are working on a draft job description. The current schedule for the search envisions an offer before the end of the calendar year. Mark's contract as Interim Executive Director has been extended through December.

Program Reports

Clean & Safe

Expanded cleaning areas began on August 1st. Stakeholders in new areas already noticing and connecting with UDP. Stephen asked if expanded cleaning area would mean UDP assumes more of a role in picking up furniture during move in/move out periods. Marcus

explained that we do not have the capacity to pick up large items like furniture but that the greater presence will allow us to notice dumps more quickly and to notify the City through the Find It Fix It app. Board members suggested a higher profile alert to our newsletter audience about the app.

Anson asked about our ability to clean debris in the alley way. Marcus reiterated that we can clean private property but we do notify SPU about excessive or scattered garbage on private property and ask that they respond. The Board asked for an update on how the city responds to garbage and sanitation issues related to encampments, especially those on 45th and 7th next to the freeway. David does visit those encampments to encourage more sanitary standards and coordinates with the Nav. team for cleaning only services in and around the area.

Marcus announced that Tyler, a long term Beautification staff member, has ended his employment with UDP. He thanked Tyler for his work.

Mark proposed a joint RAB and UDP advisory task force on public safety issues that can guide him as he interacts with other BIAs and City officials during the upcoming city budget process. The Board indicated their support. Mark will contact the RAB Executive Committee as well.

Urban Vitality

Katy reported that the 43rd Street Construction project began this week. This is an extensive project disrupting businesses from 15th to the light rail station. The entrance to the Bookstore parking lot will remain open. SDOT will maintain one-way westbound traffic on 43rd to the alley before Brooklyn. Access to all businesses on 43rd will be maintained, and the alleys will be open except for very brief closures. When the street is finished, traffic will remain one way westbound, and will be bus-only between University Way and the alley before the light rail station. Katy has been working with SDOT to conduct in person canvasses of affected business and property owners and will continue to serve as a liaison between SDOT and U District stakeholders. We are concerned about the loss of parking spaces and delivery spots and loading options for those affected buildings and we are advocating for more loading spaces to be identified on the Ave in the immediate vicinity.

Katy is working on a grant to the Seattle Department of Neighborhoods to support a major mural project (hopefully three separate murals). She is talking to several property owners to get their support. Katy will recruit a volunteer leadership committee as required by the grant. If received, this project needs to be completed within one year.

Katy and Stephen reported that private development projects are beginning to pick up steam again. UDP has been providing written comments on proposed development through the Administrative Design Review process. Design Review Board meetings are beginning again in a virtual format and Katy and Stephen will resume their attendance and participation. Stephen noted that the Review Board may be undergoing staffing changes and that the UDP will play a crucial role in helping new Board members better understand the needs and vision of the community. Ob suggested that Stephen and Katy can reach out to more Board members to testify if needed.

Economic Development

CONTINUED COVID 19 RESPONSE

Daniel reported that as we move into the sixth month of the COVID-19 pandemic, UDP continues to provide business support in the form of loan and grant assistance, PPE equipment, advocacy, materials and communication channels.

To date, we've distributed over 2,500 facemasks, continued our technical support for local, state, and federal resources, and conducted community engagement to accurately represent business needs regarding outdoor seating. Thanks to the input by our economic development committee, we've also created a Facebook and WhatsApp group to expand the business network and allow business owners/operators to share their reopening strategies.

FALL FOR THE U

Moving forward into September, the UDP is continuing to receive input and is evaluating final changes to our fall welcoming event. Tentatively named *Fall for the U*, this strategy will provide a creative, eclectic, and exciting way for consumers to support local businesses throughout the entire BIA. Historically, our efforts have focused specifically on attracting students. This year, we broaden our target audience, focusing on experiences that will entice all who live, work, and play in/around the U District. Doing so in an appropriate and safe manner in accordance to safe distancing protocols outlined by Governor Inslee.

ONLINE MARKETPLACE

Lastly, Daniel continues to plan and develop a virtual marketplace that utilizes captivating stories and imagery to highlight the U District's unique characteristics and diverse business community. Because of our creative approach, the UDP successfully secured \$25,000 of public funds that will directly support businesses throughout the entire BIA. This additional public funding, will ensure our virtual platform is effectively marketed for the remainder of the fiscal year, providing a critical way for businesses to reach more customers. Not only does this platform support our businesses through COVID-19, it effectively creates a neighborhood-wide virtual presence that will continue to support events, marketing, branding, and other economic development strategies for years to come. Our anticipated launch is scheduled for the week of September 21st.

Adjournment

Rob adjourned the meeting at 12:50.

NEXT BOARD MEETING: September 15, 2020 11:30am – 1:00pm. Zoom to be scheduled

September 11, 2020

To: UDP Board

From: Finance Committee

Re: Meeting Materials

Attached, please find the following materials:

- 1) Balance Sheet
- 2) Budget Report
- 3) Tracking Report

Balance Sheet Notes

WSECU Checking - Lower balance compared to last year a function planned UDP spending last year, primarily on Urban Vitality, a higher Account Receivable for BIA reimbursement given the increased budget in the current year, and a lower Account Payable total meaning funds may have been paid more efficiently, thus reducing cash on hand.

A/R – Higher BIA expenses and receivables for three Up Your Ave sponsors.

Employee Advance – double payment of one paycheck at end of month. Will be adjusted in first pay period of September.

A/P – Fairly normal

BIA Payable – Remaining insurance proceeds for BIA.

Budget Report Notes

BIA Events Income – Up Your Ave sponsorships.

Wages & Salaries – modest savings from Tyler working less hours in Beautification.

Legal Fees/Other – Search costs as budgeted.

Programs

Other – final expenses for UW First Responder Food Program

Budget Tracking Sheet

Marketing – please remember that Marketing costs are budgeted for later in the year – the tracker does not compare against budget to date so the % Expended column can be misleading.

The U District Partnership

Balance Sheet Prev Year Comparison

As of August 31, 2020

	Aug 31, 20	Aug 31, 19	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	23,372.58	65,261.10	-41,888.52
10103 · UDP WF Checking 0122	42,758.09	49,709.40	-6,951.31
10111 · WSECU Savings	160,627.82	160,306.64	321.18
Total 10100 · Operating Bank Accounts	226,758.49	275,277.14	-48,518.65
Total Checking/Savings	226,758.49	275,277.14	-48,518.65
Accounts Receivable	100,895.49	89,520.79	11,374.70
Other Current Assets	4,677.46	54,201.02	-49,523.56
Total Current Assets	332,331.44	418,998.95	-86,667.51
Fixed Assets			
15000 · Furniture and Equipment	3,566.02	5,511.12	-1,945.10
Total Fixed Assets	3,566.02	5,511.12	-1,945.10
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	339,133.33	427,745.94	-88,612.61
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	28,066.22	42,062.69	-13,996.47
Credit Cards	751.42	494.36	257.06
Other Current Liabilities	28,988.06	13,914.92	15,073.14
Total Current Liabilities	57,805.70	56,471.97	1,333.73
Total Liabilities	57,805.70	56,471.97	1,333.73
Equity			
32000 · Unrestricted Net Assets	293,926.51	375,281.00	-81,354.49
Net Income	-12,598.88	-4,007.03	-8,591.85
Total Equity	281,327.63	371,273.97	-89,946.34
TOTAL LIABILITIES & EQUITY	339,133.33	427,745.94	-88,612.61

The U District Partnership

Budget Report

August 2020

	Aug 20	Budget	\$ Over Budget	Jul - Aug 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
43400 · Direct (Grants) Public Support	0.00	0.00	0.00	661.38	0.00	661.38	0.00
44500 · Government Grants and Contracts	94,899.49	97,617.47	-2,717.98	168,321.83	180,734.79	-12,412.96	1,389,508.91
47000 · Earned Income	5,996.00	6,000.00	-4.00	5,996.00	6,000.00	-4.00	290,800.00
46400 · Interest and Other	13.65	0.00	13.65	27.30	0.00	27.30	0.00
Total Income	100,909.14	103,617.47	-2,708.33	175,006.51	186,734.79	-11,728.28	1,680,308.91
Gross Profit	100,909.14	103,617.47	-2,708.33	175,006.51	186,734.79	-11,728.28	1,680,308.91
Expense							
60000 · Staffing	43,143.00	45,594.47	-2,451.47	87,096.78	91,188.94	-4,092.16	637,221.97
61000 · Professional & Contract Expense	14,950.00	14,950.00	0.00	17,400.00	17,400.00	0.00	82,900.00
62000 · Office and Overhead	5,817.12	6,653.11	-835.99	11,405.14	13,306.07	-1,900.93	114,022.43
70000 · Direct Program Expenses	43,464.80	42,100.17	1,364.63	70,754.47	76,200.34	-5,445.87	903,055.62
Total Expense	107,374.92	109,297.75	-1,922.83	186,656.39	198,095.35	-11,438.96	1,737,200.02
Net Ordinary Income	-6,465.78	-5,680.28	-785.50	-11,649.88	-11,360.56	-289.32	-56,891.11
Other Income/Expense							
Other Income							
Fiscal Sponsor Expenses	0.00			-949.00			
Total Other Income	0.00	0.00	0.00	-949.00	0.00	-949.00	0.00
Net Other Income	0.00	0.00	0.00	-949.00	0.00	-949.00	0.00
Net Income	-6,465.78	-5,680.28	-785.50	-12,598.88	-11,360.56	-1,238.32	-56,891.11

2020-21 University District BIA

Budget Tracker - August 2020

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	200,033	34,914.19	165,119	17.5%	\$ 11,483.15	\$ 23,431.04		
Cleaning and Public Safety	674,250	89,163.08	585,087	13.2%	\$ 41,246.70	\$ 47,916.38		
Urban Vitality	96,023	12,052.47	83,971	12.6%	\$ 5,694.51	\$ 6,357.96		
Economic Development	241,872	25,889.38	215,983	10.7%	\$ 11,783.37	\$ 14,106.01		
Marketing	197,331	6,329.71	191,002	3.2%	\$ 3,241.61	\$ 3,088.10		
Total Requested	1,409,509	168,348.83	1,241,160	11.9%	\$ 73,449.34	\$ 94,899.49	\$ -	\$ -

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



September 11, 2020

To: UDP Board

From: Mark Crawford

Re: Position Postings

Attached, please find two job postings.

The first is the Executive Director Position description. This has been posted by Campbell & Company as part of their work as search firm. The Search Committee will report on their progress at the Board meeting.

The second is the Marketing and Communication Manager Position description. This will be posted on Monday. This position is in the budget and fills the open slot that was created when Chase left. My thanks to Dawn, Andrew, and the staff team for all of their help in clarifying the key roles this position will be responsible for and for helping me craft the actual description. Any help you can do to further extend the awareness of this great opportunity by posting it to your own networks would be appreciated.



EXECUTIVE DIRECTOR

ABOUT THE U DISTRICT PARTNERSHIP

The U District Partnership (UDP) is an independent nonprofit organization in Seattle that serves as Program Manager for the University District Business Improvement Area and has the capacity to engage in other independent activities. Founded in 2012, the U District Partnership is a community convener, catalyst, thought leader, and program service provider supporting and diversifying the greater neighborhood economy; promoting partnerships; and enhancing the overall U District environment and experience for all. The U District Business Improvement Area (UDBIA) was established in 1996 and reestablished and expanded in 2015 to include a wider region and scope. On June 8, 2020, Seattle City Council unanimously passed a twelve-year renewal of the UDBIA. The UDBIA is currently one of ten Business Improvement Areas within Seattle. The UDBIA is overseen by an Advisory Board comprised of ratepayers who advise the City of Seattle on the UDBIA's management and provide oversight of the UDP's BIA-funded work. The UDP is governed by an independent 13-member Board of Directors chosen for their engagement in the University District. The UDP board meets monthly and oversees an Executive Director who oversees the day-to-day operations of the staff.

Adjacent to the University of Washington (UW), a top-tier public research university, the University District is a growing and diverse neighborhood with iconic businesses, arts venues, effective social service groups, exciting new enterprises, and an ever-evolving mix of

Key Facts

- \$1.3 million current annual budget
- \$371,116 in total assets
- Currently 4 full-time staff and 2 part-time staff, in addition to a contracted Finance Manager, Ambassador Program, REACH Outreach Program, and Cleaning Teams
- 809 Registered Businesses in BIA
- Total Assessed Value over \$2.5 Billion in BIA

Purpose

The U District Partnership's purpose is to promote and enhance economic development, neighborhood revitalization, and livability of the greater University District community in Seattle.

Visit



EXECUTIVE DIRECTOR

17,000 residents, 45,000 students each school year, and 38,000 people who work on campus and in local businesses. A recent study of “The Ave,” a major street and commercial district near the UW campus, found that nearly two-thirds of its small business owners are women and people of color. The UDP proudly serves one of Seattle’s most ethnically diverse urban neighborhoods.

The U District Partnership provides a variety of services to the University District neighborhood. UDP’s Economic Development program creates opportunities for networking and collaboration through its Business Network and provides essential services to local business owners through its Resource Center. UDP’s Urban Vitality program brings together community members around issues of mobility, transportation, parks, open spaces, and private development. UDP’s Events and Marketing program provides communications and produces events such as the U District Night Out, Trick or Treat Roosevelt, Up Your Ave, and the highly successful University District StreetFair held each May. As a result of the recent pandemic, UDP is also launching a strategic initiative to build and support a virtual U District Market that supports retail, community activity, and livability.

UDP’s Clean and Safe program oversees a daily cleaning contract for the U District Business Improvement Area, maintains an active crime prevention effort, and the U District Business Block Watch. This program manages a Beautification Team and sidewalk Ambassadors program, and sub-contracts with REACH, a progressive mental health outreach program. For street cleaning, the BIA contracts with Black Mountain LLC to provide cleaning throughout the BIA. The UDP also coordinates monthly volunteer clean-ups in the BIA.

Seattle’s University District is experiencing a momentous period of transformation. With a new Light Rail Station opening in 2021 connecting to Capitol Hill, Downtown Seattle and Sea-Tac Airport, developers and entrepreneurs are investing in new apartment buildings, office space, and retail businesses. At least 12 new high-rise buildings are planned to begin construction soon, along with a major increase in new retail, commercial, and office space in the district. The recent BIA renewal for the area represents a strong win for all who live, work, and thrive in the University District, and ensures stability for UDP programs and future growth in key areas like marketing. In order to make the most of this unprecedented time of growth and difficult adaptation to COVID impacts, the U District Partnership seeks a strategic and dynamic Executive Director who will work effectively with UDP’s key stakeholders to ensure a clean, safe, viable, and more vibrant neighborhood for all.

We invite you to learn more at www.udistrictpartnership.org.



ABOUT THE POSITION

With the recent 2020 BIA renewal, the Executive Director will join an organization that has strong financial stability, a solid reputation, and is now poised for robust growth and high impact. The Executive Director of the U District Partnership provides overall leadership and strategic direction for the UDP's high impact community-based programs and oversees a team of dedicated community-focused professionals. This position reports directly to UDP's Board of Directors and provides support to the UDBIA Advisory Board.

The Executive Director, a visionary leader, skilled relationship builder, and expert community and nonprofit leader, serves as the primary liaison for community advocates, business owners, and residents, including the City of Seattle staff, council members, state agencies, police, neighborhood associations, social service agencies, and property owners. A collaborative leader and expert in urban best practices, the Executive Director will be experienced in working closely with nonprofit boards and public sector officials and be comfortable with street-level interactions key to credible communications with neighborhood stakeholders.

With the advent of Light Rail and the recent reauthorization of the BIA, the new Executive Director starts in a strong, advantageous position. However, COVID-19 has created a rapidly evolving environment that hinders long-term planning. A confident, energetic, and forward-thinking leader, the new Executive Director must adapt quickly, efficiently, and effectively to ensure the success of the U District's many parts and provide innovative strategies on delivering high quality services to the U District. This leader will cultivate trust and integrity both internally and externally in order to help positively transform the University District's rapidly evolving business and environmental landscape.

MAJOR OBJECTIVES

Within the first 12 to 18 months, the Executive Director will achieve the following major objectives:

- Develop and implement a comprehensive community-centric marketing and support plan that meets UDP's short- and long-term goals for the U District with appropriate benchmarks.
- Lead, build, inspire, and support UDP's high-performing team.
- Adapt to an evolving, post-pandemic reality and shepherd UDP and the community through the process of change.
- Elevate the brand of UDP and promote its success as a strong visible partner for the



district's vitality, growth, and development.

- Work to strengthen current strategic partnerships and identify and cultivate new potential partners.
- Build strong, mutually beneficial relationships with all U District stakeholders.

RESPONSIBILITIES

The Executive Director will have the following primary responsibilities:

- Provide vision, strategic leadership, and momentum in advancing UDP's programs and BIA program efforts, both during and outside of pandemic timeframes.
- Working closely with the board, start a process to develop and implement a new strategic plan to advance the organization.
- Hire, lead, manage, inspire, and grow UDP's dedicated staff while promoting a culture of high performance, innovation, and continuous improvement.
- Support the team's professional development, and maintain a work environment that inspires, attracts, retains, and motivates a diverse team.
- Serve as the key spokesperson for the organization; raise awareness and enhance understanding of the work of UDP.
- Manage the annual budget of the organization.
- Provide strong financial management and oversight of all financial transactions, in close collaboration with UDP's contracted Financial Manager, and provide accurate and timely updates and reports to UDP and BIA boards and committees.
- Identify, cultivate, and solicit new potential sources of revenue, including the potential of increased charitable and grant revenue.
- Convene and work in partnership with government officials, community advocates, service providers, university leaders, business owner, and developers entering the U District.
- Continue to engage and collaborate with other BIAs citywide.
- Serve as the key spokesperson for the organization; raise awareness and enhance understanding of the work of the BIA.
- Maintain and enhance vibrant, productive relationships with the UDP Board of Directors and the UDBIA Advisory Board.
- Maintain regular communication with UDP's Board of Directors, providing complete and accurate activity reports on a regular basis.



QUALIFICATIONS

The ideal candidate will possess most of the following qualifications:

- A deep and passionate commitment to UDP's purpose, core programs, and initiatives.
- A minimum of five to seven years of senior-level leadership experience in managing successful programs and services related to community development, urban planning, public/private partnerships, or non-profit organizations.
- Ability to develop, inspire, mentor, and lead highly committed teams.
- Experience in empowering, building, and maintaining productive relationships with a nonprofit Board of Directors.
- Proven experience in relationship building and engaging directly with stakeholders in the community, including local elected officials, public agencies, social service agencies, law enforcement personnel, and small business leaders.
- Proven success in marketing either organizations or communities, including sensitivity to branding strategy and public relations experience with print and online media.
- Strong financial management skills with experience in budget analysis, forecasting, and planning.
- Ability to maintain momentum and drive success through significant change and crises.
- Demonstrated ability to build successful relationships with constituents from communities of color and all socio-economic backgrounds.
- Flexible, collaborative, and humble; a strong listener and consensus-builder who thrives in a community-focused environment.
- Familiarity with the tenets of a business improvement areas/districts, urban vitality best practices, and economic development.
- Excellent interpersonal communication skills with a persuasive ability, including strong written, verbal, and presentation skills.
- Ability to work with a flexible schedule and travel as needed, including evenings and weekends.
- A bachelor's degree from an accredited college or university.



APPLICATION

The U District Partnership has retained Campbell & Company to conduct this search. The team for this project includes Dan Nevez, Senior Consultant; Daniel Fissinger, Consultant; and Emily Thompson, Associate Consultant.

UDP offers a highly competitive salary and a generous benefits package, including: health, dental, vision insurance; 10 paid holidays; three weeks of vacation; sick, personal, military, bereavement, and domestic violence leave; Simple IRA employer match up to 3%; life insurance; long and short-term disability; cell phone allowance; commuter or parking benefit; and a healthy, inclusive work environment.

To be considered for this opportunity, please send a letter of interest and resume to:

UDPSearch@campbellcompany.com

The U District Partnership is an Equal Opportunity Employer. It is the policy of UDP to make hiring decisions without regard to race, color, creed, religion, national origin, sex, sexual orientation, age, marital status, disability, or status as a disabled veteran or Vietnam era veteran in accordance with applicable state statutes and regulations.





Position Announcement

Marketing and Communications Manager

U District Partnership

About the U District Partnership

The U District Partnership's (UDP) purpose is to promote and enhance economic development, neighborhood revitalization, and livability of the greater University District community in Seattle. We fulfill our mission through direct service, informing and convening our community, and serving as advocate and champion for our community's needs. We provide services in Clean and Safe programs; Economic Development; Urban Vitality; Marketing; and Event Management.

Position Summary

The U District Partnership (UDP) has an immediate opening for a newly expanded senior position, the Marketing and Communications Manager. As the primary staff member focused on marketing, this person must be a self-starter with strong attention to detail. We are looking for someone who can elevate the U District through all aspect of marketing, including communications, events, public relations, and social media. The Marketing and Communications Manager will also be responsible for enhancing the brand of the UDP and the U District Business Improvement Area.

The Marketing and Communications Manager will work closely with the Executive Director, fellow staff members, the Board and Board Committees, vendors, consultants, and stakeholders to craft and execute short- and long-term strategies supporting the UDP goals, as well as the overall district economic development plan.

The position is a full time, exempt position reporting to the Executive Director and is part of a small, dedicated team of program managers. The culture of the UDP is highly collaborative. The salary range is \$75,000 to \$80,000 per year. The position receives benefits according to the policies of UDP, which currently includes health, vision, and dental benefits, participation in a retirement plan, transportation benefits, and paid time off.

Primary Duties and Responsibilities

Communications

- Develop and manage UDP and BIA communications and services including several websites, social media, SEO, analytics, and newsletters to increase reach and engagement
- Build and maintain a growing network/audience list for digital communications and outreach

- Assist other departments in marketing their initiatives by creating and disseminating program area specific materials
- Support media relations by serving as a spokesperson, preparing the Executive Director when they are serving as spokesperson, developing compelling media strategies and messages, and securing positive media coverage for the UDP, the BIA and the district

Branding/Marketing

- Manage current UDP and BIA brands
- Create and support a district wide general branding and marketing effort that will be sustained for years to come
- Manage and grow the U District Virtual Marketplace by building audience, engaging vendors, and utilizing the virtual marketplace as a strategic tool to enhance the economic vitality of the district
- Lead market research initiatives that guide the branding of the U District and the direction of the UDP

Event Management

- Manage annual StreetFair, the University District's signature summer kickoff event drawing tens of thousands of visitors to our neighborhood, end to end, including working with contractors
- Provide marketing and event management support for all other UDP signature event
- Increase awareness and audience for all events
- Create tools and procedures for use by other program leads staging events and serve as part of each event team as needed
- Provide marketing and event management for community meetings conducted by other program areas

Committee Support

- This position will be the primary staff person working with the Program Advisory Marketing Committee, comprised of Board and non-Board community members.
- Work with the committee chair and the Executive Director to set annual committee goals and to set meeting agendas
- Lead and/or support discussions
- Prepare materials, reports, minutes and follow up as needed

Supervisory Responsibilities

- The position shall supervise a Communications Assistant or manage a contractor.
- The position will be the primary vendor/consultant manager for additional projects.

Experience and Competencies

General Attributes and Competencies

- A commitment to the mission, objectives, and programs of the UDP
- An understanding of the business district model

- Understanding or experience in local community development, organizing, neighborhood or city policy, and/or a neighborhood-based organization
- Ability to manage multiple projects and effectively prioritize competing demands
- Excellent written and verbal skills
- Collaborative work approach and desire to help peers achieve their goals
- Ability to work with a highly diverse group of stakeholders, including: residents, business owner/operators, employees, property owners, nonprofit organizations, board members and University of Washington leaders
- Creative thinker balanced with strong attention to executional detail

Experience

- A minimum of 4 years of professional experience in communications, public relations, marketing, or related fields
- Experience and proficiency in web site and social media management. Website development experience is preferred.
- Vendor/consultant/staff management experience
- Event planning and management experience including: logistics, communications and marketing, vendor management, customer service, volunteer management
- Ability to evaluate graphic elements support for marketing strategy and/or experience with graphic design

Technical Skills

- Proficient with virtual platforms and applications (Instagram, Facebook, YouTube, etc.)
- Experience and proficiency in WordPress and experience in basic website coding and maintenance
- Proficient in Adobe Suite, Microsoft Office, Google Suite
- Knowledge of and experience with virtual analytics like Google Analytics and SEO strategies
- Experience with setting up and managing Google AdWords and other social media advertising campaigns including Facebook, Instagram, and Twitter

Application Submission

Please submit a letter of interest and resume to Mark Crawford, Interim Executive Director, at mark@udistrictpartnership.org. Applications received by October 2nd will receive priority consideration. The position will remain open until it is filled.

The U District Partnership is an equal opportunity employer. It is the policy of the UDP to make hiring decisions without regard to race, color, creed, religion, national origin, sex, sexual orientation, age, marital status, disability, or status as a veteran or disabled veteran in accordance with applicable state statutes and regulations.

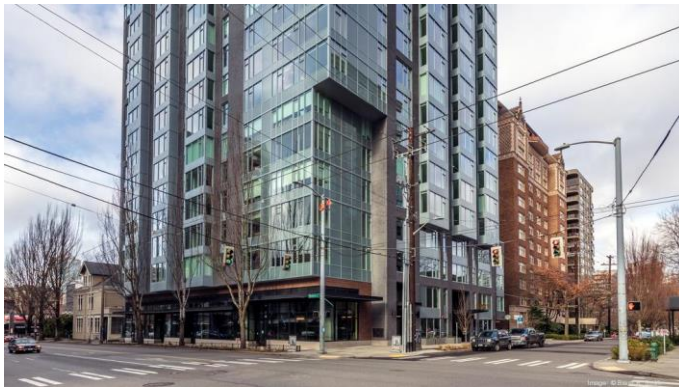
September Urban Vitality Updates

Urban Vitality Committee

- The Urban Vitality Committee met on August 25 via Zoom. The committee heard a presentation from SDOT on the Route 44 Corridor project (more below). Katy and Stephen will continue the recruitment process for the committee. No final candidates have been selected at this time.
- Next Committee meeting: Tuesday, September 22, 4:00-5:30pm via Zoom.

Private Development

Here's some top updates on the private development projects happening around the U District:



4700 Brooklyn Ave NE – The M Seattle

The M has been completed! It's a 24 story tower with mostly fully furnished luxury apartments geared toward students. The building is approximately 80% pre-leased. The building has a nice open space on the north side of the lot, which will connect with a planned open space development for the Safeway building once that is redeveloped.



328 Brooklyn Ave NE – U District Station Building

The new U District light rail station is nearing completion...Brooklyn Ave is set to reopen in 4-6 weeks! UW owns the air rights above the station and is working with developer Lincoln Property Group and architect Perkins and Will to plan a 13-story office tower. The building will have 2,700 square feet of ground-floor retail space, and the rest of the building will be 259,000 square feet of UW office space and private green spaces/terraces at different floors. The site will also include an 8,800-square-foot pocket park west across Brooklyn (aka the old IHOP corner). The project will begin Administrative Design Review this fall and may start construction by the summer.



***4536 Brooklyn Ave NE –
Touchstone Office Buildings +
Open Space***

Touchstone is developing two office buildings on what is currently UDPA lots spanning 12th and Brooklyn north of 45th. They are currently the only planned building dedicated specifically to commercial office space in the district. The west building will be 12 stories with

240,000 square feet of offices and 8,000 square feet of retail space. The east building will be 10 stories with 149,000 square feet of offices and 4,000 square feet of retail space. The buildings will be linked across the alley by a cross-block connector with stairs, ramps and gathering areas. The complex also includes a 9,000-square-foot pocket park at Brooklyn that is being designed to incorporate another pocket park that's part of the HUB II student housing building on Brooklyn. The next Design Review meeting is 9/18, and UPD will provide written comment in support of the project.



700 NE 45th St – Victory at the U

Victory at the U is a new 200+ foot student apartment building planned for the corner of NE 45th St and 7th Ave, what is right now the Seattle Go Center and a veterinary clinic. It's in a prime "gateway" location for the U District, so the design of the building and ground floor will be very important. Currently, the building is designed to have a large covered open space at the corner of the lot, as well as an open space along the west side of the building on 7th. UDP weighed in at a recent Design Review Board meeting expressing strong desire to have the open spaces designed to activate the area in a safe way at all times of the day. We

have some concern that if there isn't a significant lobby entrance or retail at the ground floor, then the space will be dark and desolate rather than welcoming and safe. We will continue to monitor the progress of the building as it goes through design review.

Mobility and Transportation

NE 43rd Street Improvement Project



- The street is all torn up, to say the least! SDOT began construction on NE 43rd Street on Monday, August 17. Construction will be done from east to west, starting on the north side of the street at NE 43rd St and 15th Ave NE. Construction is slated to last through Spring 2021.
- Katy Ricchiuto has been attending weekly meetings with SDOT's construction team to understand project impacts and relay any community/business concerns. SDOT is the primary contact for businesses, but Katy is available to connect business and property owners and others with SDOT. Some issues that Katy has made sure SDOT addresses include:
 - Noise complaints from building residents and a property owner in the area
 - Coordinating the opening of 43rd and Brooklyn to traffic by Sound Transit and SDOT
 - Unrelated construction work by Seattle Public Utilities that was to remove parking and loading in the 43rd construction area. Thanks to Lois Ko (Sweet Alchemy) for bringing this to Katy's attention, the work was halted and loading was preserved.
- Information on the NE 43rd Street Improvement Project [can be found here.](#)

SDOT Route 44 Multimodal Corridor Improvements

- SDOT is in the planning process of making improvements to the Route 44 Multimodal Corridor, which runs through the U District along NE Pacific Street, 15th Ave NE, and NE 45th St.
- The UDP Urban Vitality Committee heard a presentation from SDOT project managers at the August meeting. The committee learned about the proposed traffic and lane changes along the U District corridor, and provided valuable input, including:
 - Concern around the impact of a bus-only lane eastbound on 45th on vehicular traffic in the area.

- The use or removal of left turn lanes on 45th to reduce congestion from a bus-only lane.
- The inclusion of a crosswalk at 45th and 8th, which community members including Dawn Perry have been advocating for for years. After the meeting, SDOT notified us that they were able to allocating funding for a crosswalk at this intersection. A major win!
- Information on the Route 44 project [can be found here](#).
- A public survey on the proposed design is [available here until September 18](#). You're encouraged to provide your input!

Metro Northlink Connections Review Board

- This month, UDP participated in the fourth Partner Review Board meeting for Metro's Northlink bus route restructure. The plan includes changes to many bus routes throughout Northern Seattle, including the U District, in alignment with the opening of the new Sound Transit light rail stations in 2021. Metro has been engaging key community partners, including the UDP, on a Partner Review Board to give feedback on proposed route changes. This month, we saw the most up to date changes of Phase Three of the route planning. Some notable changes that have come from UDP's feedback include:
 - A smaller number of bus routes running down 43rd to connect with the U District light rail station. While the station will remain a key connection for many routes in the district, Metro has slightly decreased the number of routes running specifically down 43rd, which will reduce some congestion and impacts to surrounding small businesses.
 - Only one non-trolley bus route running down 43rd. We expressed concern over the number of diesel buses planned to run down 43rd, given several small businesses plan to have outdoor seating along the street. Diesel buses are very loud and emit exhaust.
 - Continuation of the Route 48 bus up and down 15th Ave NE. Metro had originally planned to run this route down 43rd through the light rail station. We had advocated for the bus to remain on 15th, given the stops are still very close to the station. This will again decrease the number of buses on 43rd and laying over nearby on 12th Ave NE.
- A survey of public input for the final phase of the restructure project [is available here](#).

Public Realm

U District Mural Program

- UDP applied for a Department of Neighborhood Matching Fund grant to fund a mural program in the district for 2020-2021. Our hope with the grant is to fund 3 murals on buildings in different areas of the district.
- Katy has been working to put together a Leadership Committee for the program as required by the grant. The committee is made up of 7-10 people and includes Dawn Perry, two U Heights staff members, Jack Straw Cultural Center, Sanctuary Arts Center, and several local artists. The committee will guide the process of determining the direction of the murals, giving input on a

call for artists, and selecting artists. The process will include community participation to select designs and implement the murals.

- We will receive notification about the grant award by the beginning of November.



Clean and Safe Committee September 2020 Update

INTRODUCTION:

We did not have a Clean and Safe Committee meeting in August as we typically take August off. We resumed our regular meeting schedule on September 10th where we updated our committee on what staff has been working on, the expansion of the cleaning area, and the current status of work being done around public safety in the City.

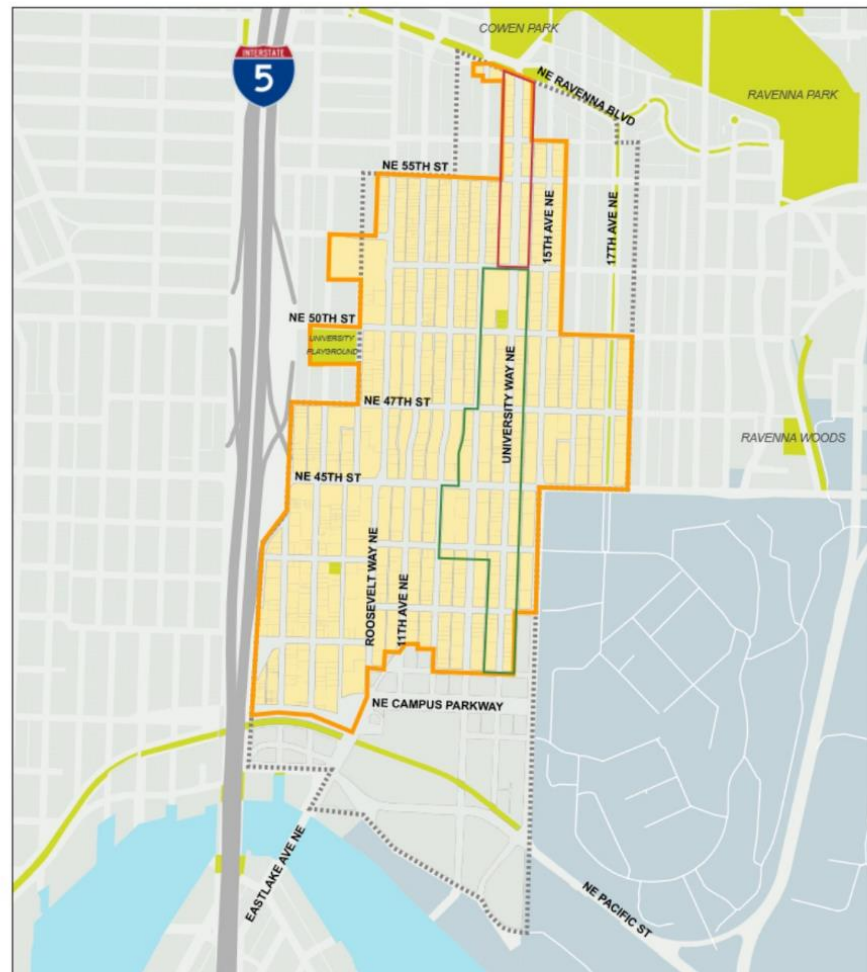
Our flower distributor was not able to fulfil our order for flower baskets this year for our fall/winter baskets. We checked into other distributors but was told it was too late to put in an order for flowers this fall. We will therefore be trying out hanging baskets from a big box retailer which, while they may not be as robust as from our typical distributor, will result in a significant cost savings. We will be using these cost savings to do some repairs on our aging infrastructure we use to hang the planter baskets and invest in securing the baskets to reduce theft.

We will be holding a community cleanup on Saturday, September 26th from 10am-11:30am. We will begin and end at the park outside of the University Heights Center. This event is happening in conjunction with Up Your Ave as a Dawg Daze event to try and attract students. If you would like to participate or volunteer in the event, please let Marcus know. Volunteer opportunities include helping distribute the cleanup material and helping to guide people around zones.

CLEANING UPDATE:

We launched the expanded cleaning area on August 4th and now have over a month of that work in action. Black Mountain did a great job doing a deep clean to get it to an attainable level. Black Mountain is cleaning in that area five-days a week and is tackling litter, biohazards, and graffiti. Due to COVID, no one knew exactly what was going to happen during the move-in, move-out time. The City did not initially have their typical

robust cleaning plan and the UW did not hold their Huskey Neighborhood Cleanup on 17th. We did see a large swell of illegally dumped bulky items, particularly on the last weekend of August when a lot of leases were coming to an end. There was a lot of catching up to do but the City really did do a good job of cleaning the area up. It was great having Black Mountain out there in the new cleaning area reporting bulky items through the Find-it, Fix-it app so that the City could come and pick it up.



NEW U DISTRICT BUSINESS IMPROVEMENT AREA BOUNDARY



Cleaning Numbers from Black Mountain:

REPORT TYPE	January	February	March	April	May	June	July	August
Hours of Cleaning	284	232	284	276	280	276	284	390
Bags of Trash Removed	800	775	900	725	950	925	800	1,150
Dumpster Overflow Cleanup	120	80	135	100	90	76	180	220
Graffiti Tags Removed	175	220	300	1025	1096	1040	875	950
Biohazards Removed	200	185	250	1104	898	770	735	860
Pressure Washing Hours	4	4	4	16	78	55	4	4



SAFETY UPDATE:

We are currently maintaining our normal Ambassador hours to help keep our neighborhood safe. Their hours are Thursday, Friday, and Sunday from 11am-7pm and 9am-5pm on Saturdays. If anyone is in need their services, they can call their direct line at 206-422-2918.

We did see a summer influx of our homeless population on the streets. We theorize that it is both people who come from out of state during the summer, mostly from California, who will head back when our weather worsens and also people who utilize shelters during our bad weather but opt for sleeping outside when it is warm.

Ambassador Data:

REPORT TYPE	January	February	March	April	May	June	July	August
911 Calls	6	1	5	4	5	2	9	6
Homeless Interactions	100	106	80	70	181	106	100	82
Wayfinding/ Pedestrian Interactions	25	32	32	18	79	54	28	32
Conditions of Entry/ Sit-Lie	10	7	5	0	0	7	5	7
Drug and Alcohol Activity	9	3	3	1	43	3	3	12
Business Visits	319	382	233	207	205	176	279	232
Suspicious Persons	55	84	70	24	147	45	64	60
Emphasis Patrols	45	61	53	21	63	43	52	54
Shoplift	21	24	28	42	32	20	37	48
Calls and Text for Service During Hours	31	4	58	52	70	55	41	59

OUTREACH UPDATE:

David's Narrative

This month I continued normal outreach to people in storefronts on our commercial streets as well as the local encampments. Due to some campers near the highway, trash has accumulated causing tensions between the campers and neighboring apartment buildings. I worked with the city to have the area cleaned and I addressed some of the behavioral complaints such as people starting fires to cook and using private property to access their encampment. Since there has been an explosion of unhoused people in that area, I took some time this month to go around to all the

new encampments to do a tent and body count. After meeting with the city to talk about the new unhoused dynamics in the U-District, the city committed to bringing a hygiene station to 45th and the highway until a better plan is reached.

The results from my count is:

- The Wall of Death (WOD) has 16 tents and four more tents hiding in the bushes. About 45 or so people are living in this area. WOD has been very consistent since COVID started but has shown some growth this month.
- Between 43rd and 50th along the freeway I counted over 60 tents and I approximate over 100 people in that area.
- Between the Ave and 15th on Ravenna, I counted 7 tents. This group seems to be keeping their area clean except for one tent which I have not yet met the occupant. I plan on meeting this person and working with them on keeping the area cleaner.
- The center between the two lanes of Ravenna Blvd has about ten scattered tents and more outreach is needed to these tents.
- University Playground had 6 tents when I counted but I think there are a few more now.

To better outreach these areas, REACH has a large canopy and we plan on bringing this to the encampments to provide services. We will be bringing case managers to the encampments instead of outreach trying to bring the person to the case managers. We will have power for our computers and supplies to give out. Bringing services directly to the encampments is the best way to outreach the homeless folks living there. The canopy will offer a consistent service provider presence every week and we will move around the U-District to follow the need. This will be starting on 9/16/20.

Economic Development

Committee Meeting

The Economic Development Committee did not meet between August 18 and September 15.

Welcoming back students, faculty, and more

After consistent feedback from community stakeholders, board members, and economic development committee members, the UDP pivoted its plans surrounding “Fall for the U”. With COVID-19 cases holding steady, the UDP is focusing on the implementation of its annual “Up Your Ave” event in a new and exciting way. This year, not only do we invite incoming students, but all who live, work, and play in the U District.

Here’s how it works: Consumers will pick up an Up Your Ave passport at the U Book Store which will highlight businesses, their unique offering, and a unique question. To complete the passport, consumers will need to answer the questions listed under each business. They’ll do this by walking around the Ave and scanning QR codes at each individual business to uncover their answer. This provides a safer, socially distanced way to engage in the event. It also creates the opportunity for businesses to teach consumers something unique or exciting about their business.

To promote this event, the UDP is collaborating with UW Dawg Daze and distributing posters and postcards throughout the community. This includes 4,500+ postcards to be placed in every single dorm at Residence Hall, 1,500+ to be given out to University Book Store customers, and 1,500+ to be distributed throughout residential and lodging facilities throughout the district.



UDistrictSeattle.com

It’s almost here! Within weeks our U District “marketplace” website will be live, supporting every-single business in the U District, providing a powerful online tool during Covid-19, and creating a virtual foundation to attract customers for years to come.

Thanks to the business database completed earlier this year, the website will launch with a default listing for every single business in the district. It’ll feature business names, their address, and contact information (right-side)

Businesses will then have the option to create an account and edit their own listing/personal page, adding photos, enticing language to attract customers, and additional contact information (left-side).



Business Name

Business Tagline Here
4550 University Way NE
Seattle, WA 98105
206.123.4567

LEARN MORE


Business Name


4550 University Way NE
Seattle, WA 98105
206.123.4567


Business Name

4550 University Way NE
Seattle, WA 98105
206.123.4567

When businesses create an account, the UDP will obtain valuable personal contact information to ensure our team can effectively engage all of our business owners/operators. In addition, the business login homepage will cross promote our business network, directing users to our facebook and whatsapp business network groups. Since businesses have full control of their photos and information, it will allow businesses to continually update their photos/information and limits UDP's management of individual business pages. The UDP will however, monitor the quality of each page to ensure the integrity of the site as a whole

 JOIN THE BUSINESS NETWORK (WECHAT)

 JOIN THE BUSINESS NETWORK (FACEBOOK)

 EDIT PROFILE / BUSINESS PAGE

Business Welcome Headline

Optional Secondary Headline





Ellit non mi porta gravida at eget metus. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Vestibulum id ligula porta felis euismod semper eu leo quam. lacinia quam venenatis vestibulum. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.

Business Information

Business Name


Business Tagline (short 1-2 sentence description to entice customers to click on your business page)

Business Description (longer 2-3 paragraph description on your business page)

On the business login homepage, businesses also have the ability to create a “deal”, a simple way to highlight a unique product or offering. Deals will rotate on the homepage (shown below) and individual category pages, providing valuable real estate for businesses to showcase an enticing product, service, or offering.

Featured Deals




Deal Title Here! 50% off

Business Name

Offer Ends: November 1, 2020

VIEW DEAL




Deal Title Here! 50% off

Business Name

Offer Ends: November 1, 2020

VIEW DEAL




Deal Title Here! 50% off




Business Name

Offer Ends: November 1, 2020

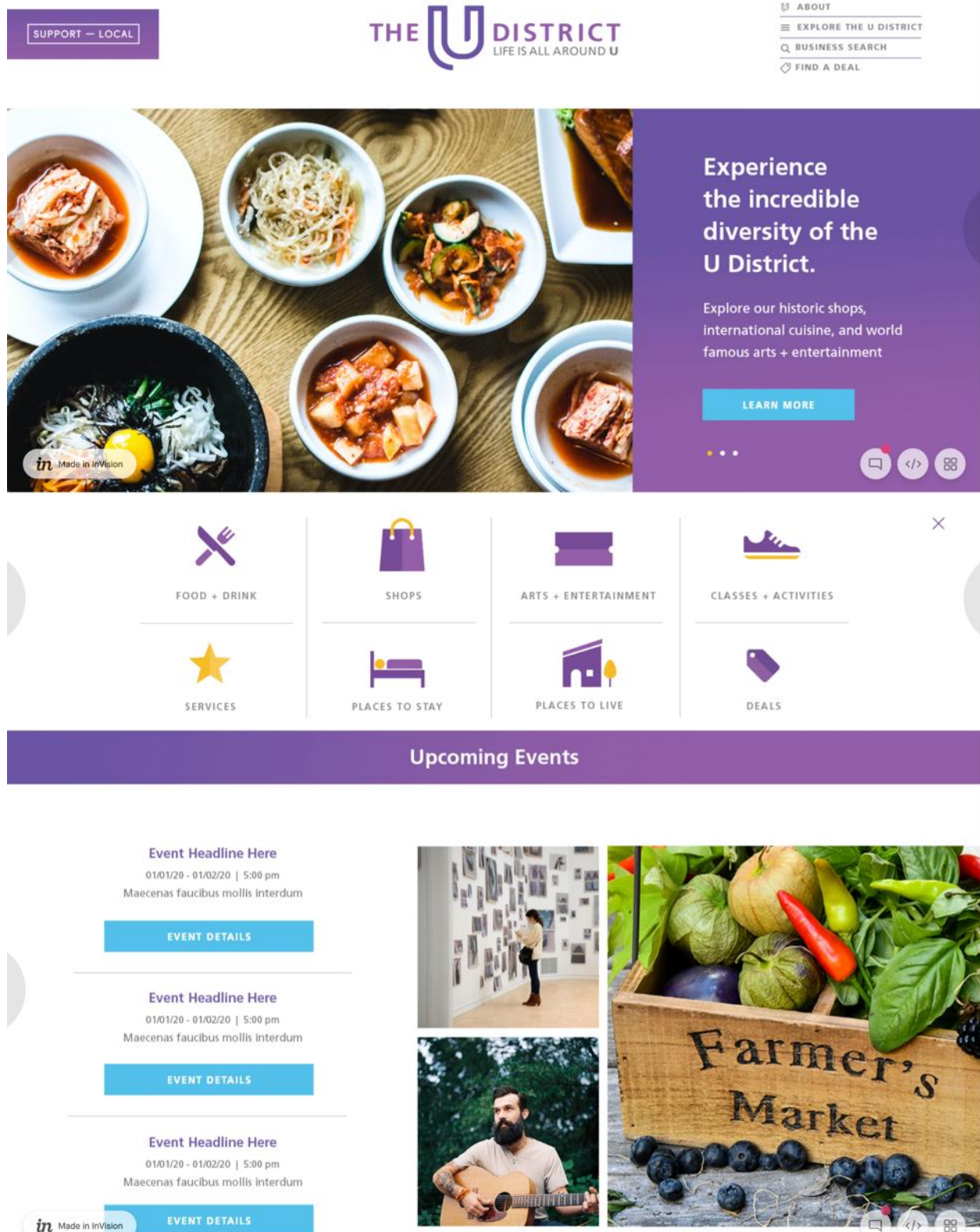
VIEW DEAL



VIEW ALL DEALS

On top of highlighting specific categories (icons below) for consumers to explore, the homepage will also feature upcoming events, allowing the UDP to cross promote its own events on a virtual platform that will receive regular engagement from residents and tourists.



Thanks to valuable input from the economic development committee, the website domain is finalized (UDistrictSeattle.com), the copy for the entire website is near completion, and the first round of photography is complete. With businesses beginning to test the platform to provide feedback this week, we continue to expect a soft launch for the week of September 21 (just in time for the return of students).

Speaker Series: PPP Forgiveness w/ David Ollee (Key Bank)

This week, we leverage the value and expertise in our community with our first Speaker Series of the fiscal year. Business owners throughout the U District and city have been invited to join us on September 17 to listen and learn from David Ollee, Assistant Vice President of Key Bank. David will share the rules and regulations as they pertain to applying for and receiving PPP forgiveness. This Speaker Series launches the first of four virtual events which promote the experience and expertise our business owners possess throughout the district.

Expanded Outdoor Seating

UDP staff continued to ascertain business support for the “Summer on the Ave” group’s evolving proposal on a partial close down of the Ave between 43rd and 41st. Mark decided to withdraw UDP support for the proposal based on four significant issues: 1) a lack of significant support by the businesses in and directly around the two block area (we were uncomfortable with the representations by the group about the degree of support they claimed – it did not match our understanding); 2) the “Summer on the Ave” committee did not include significant representation from the businesses themselves – out of the 10 individuals on record as the “Summer on the Ave Committee”, only one owns/operates a retail establishment in the affected area and that individual is not a restaurant operator; 3) a lack of an operating plan that identified necessary resources, space management, security, and marketing; and 4) SDOT’s decision to reroute busses from 50th to below 41st in order to meet the proposals concept of a bus free zone from 41st to 43rd (to the best of our knowledge, little or no outreach by SDOT or the “Summer on the Ave” group had actually been made to the businesses and riders affected by this much larger reroute).

After meeting with SDOT and conveying our concerns, SDOT denied the permit application until UDP could affirm that our concerns had been met.

We continue to support any business that wants to apply for increased seating as an individual entity at this time.