

**2021-22 UDBIA Ratepayer
Advisory Board**

Maureen Ewing
Board Chair
University Heights Center

Aaron Hoard
Board Vice Chair
University of Washington

Chris Giles
Board Secretary
Resident

Kate Barr
Board Treasurer
Scarecrow Video

Maria Barrientos
barrientos RYAN

Max Blume
The Blume Company

David Cohanin
David Cohanin Enterprises

Jeremy Eknoian
University of Washington

Lora Gastineau
Resident

Mary Kay Gugerty
University of Washington

Joe Gruber
University District Food Bank

Lincoln Johnson
University of Washington

Waleed Khan
ASUW

Nikole O'Bryan, DMD
Nikole O'Bryan Dentistry

Chris Petersen
Café Allegro

Michael Polzin
American Campus Communities

Sandy Sun
University Presbyterian

Hui Tian
Studio 19 Architects

Polly Yorioka
University Presbyterian Church

**RATEPAYER ADVISORY BOARD JUNE MEETING
& ANNUAL RATEPAYERS MEETING**

AGENDA

Time: 4:30 p.m. – 6:00 p.m.

Date: June 24, 2021

ZOOM Virtual Meeting

1. Welcome and Introductions
2. Call to Order RAB & Ratepayers Annual Meeting
3. Public Comment
4. Approval of February 2020 Meeting Minutes Vote
5. Review and Acceptance of the May Financials Vote
6. UDP Year In Review
7. 2022 Work Plan/Budget Presentation Vote to Recommend
8. Program Manager Vote to Recommend
9. Confirm 2022 BIA Meeting Dates
10. Adjourn UDBIA Ratepayers Advisory Board Meeting
11. Ratepayers Vote on Work Plan/Budget Vote to Confirm
12. Ratepayers Vote on Program Manager Vote to Confirm
13. Adjourn Annual Ratepayers Meeting



DRAFT RAB Meeting Minutes

February 25, 2021

RAB Members Present

Maria Barrientos, Kate Barr, Max Blume, David Cohan, Jeremy Eknoian, Maureen Ewing, Chris Giles, Joe Gruber, Mary Kay Gugerty, Aaron Hoard, Lincoln Johnson, Waleed Khan, Lora Gastineau, Andrew McMasters, Nikole O'Bryan, Michael Polzin, and Polly Yorioka.

UDP Staff

Don Blakeney, Marcus Johnson, Phil Lloyd, Daniel Lokic, Katy Ricchiuto, and Polly Yokokawa

Guests

Cory Crocker, Brock Howell, John Owen, Phillip Sit

RAB Members Not Present

Hui Tian, Sandy Sun, and Chris Peterson

Welcome/Introduction of New Members

Maureen welcomed everyone and called the meeting to order. She welcomed Don Blakeney, the new Executive Director of the U District Partnership to the meeting. Don offered a few words about his background and excitement for the role with the U District Partnership and for the work in the year ahead. Maureen next facilitated a round of introductions that included the guests and new board members Waleed Khan (University of Washington student) and Joe Gruber (Director of the U District Food Bank).

Public Comment

Maureen called for any public comment, but none of the guests asked for time to speak at this meeting.

Approval of October 2020 Minutes

A motion was made by Lincoln to approve the October 2020 minutes. Motion was seconded by Maria. The motion was approved unanimously.

Acceptance of January Finance Report

Kate and Phil reported on the draft January financial statements, which showed the BIA and UDP are exceeding their targets this quarter—welcome news considering the projected UDP losses due to the cancelation of StreetFair in 2021. A motion to accept the September financial statements was made by Maria and seconded by Mary Kay. The motion was approved unanimously.



Findings from the Outdoor Seating Report

Daniel presented findings from a recent qualitative research report conducted by UDP staff at the request of the RAB in October to explore the potential for outdoor seating for food services businesses in the U District. Daniel talked about the context of the pandemic and the compounding impacts at play in the neighborhood. He also talked about the various programs that the U District Partnership has been leading over the past year to help small business, including technical assistance, promotions, limited events, the sustaining of the BIA and the development of the online neighborhood marketplace, UDistrictSeattle.com.

Daniel then described the research conducted by UDP this winter, in which UDP staff engaged over 70 food service businesses across the district to understand their interest in outdoor seating. UDP also conducted outreach to city and county public agencies to understand the context in which outdoor seating permits can be issued and which geographic areas in the U District would be most suitable from a demand and permitting perspective.

Daniel said that in talking with businesses across the neighborhood, it is clear that there is ample interest in exploring more outdoor dining in the U District. As of early February, 18 businesses had some form of outdoor dining already. Nearly 30 additional businesses expressed interest in having some form of outdoor dining in 2021. There did not appear to be a consensus to support a street closure in any area of the district, although the highest concentration of support for some sort of street closure was on the southern portion of University Way NE (The Ave).

In addition to the other economic development initiatives underway, UDP will work in the weeks and months ahead to assist interested businesses in implementing a variety of outdoor dining solutions throughout the U District that include but are not limited to:

- Providing continued technical assistance to businesses in submitting permits to SDOT for outdoor sidewalk, parklet and streetery dining;
- Working with interested businesses on the Ave and N.E. 43rd to implement a temporary public seating plaza, closed to vehicular traffic from April until August 2021;
- Actively promoting outdoor dining opportunities in the U District and developing an online outdoor seating map to inform consumers where to dine safely outdoors in the district;
- Exploring ways to slow down vehicular traffic, especially on University Way, to provide a safe and welcoming environment for businesses interested in outdoor seating for their customers; and
- Working with businesses and community members to continue to examine opportunities for additional outdoor dining or even traffic reconfiguration and temporary/partial street closures to facilitate outdoor dining in the year ahead. Any major changes to street access would need to be supported by those impacted with appropriate accommodations to ensure access and continued operation for stakeholders.



U District Partnership Program Updates

- **Executive Director Report** – Don briefly discussed his first few weeks on in his new role as executive director. He spoke about a recent walk through the neighborhood with the Mayor of Seattle, Jenny Durkan, and an upcoming walk in the district with District 4 Councilmember Alex Pedersen. Major issues that are front and center, according to Don, are homeless encampments along the freeway, safety issues throughout the district, supporting small businesses during the pandemic and preparing for the opening of the light rail in September.
- **Urban Vitality** – Katy reported on the mural project which has received grant funding and is gaining steam, with a call for artists going out in the near future. Lincoln expressed an interest in trying to connect Katy with local U District artists—they agreed to talk off-line. Katy also offered an update on the Tiny House Village that is being negotiated between the Sound Transit (TOD site owner, LIHI (service provider), and the City (lessor of the site and contract manager for LIHI). UDP will be meeting with LIHI next week and will serve on the Community Advisory Council. Lastly, Katy is convening a group of stakeholders to explore opportunities for advocacy for desired outcomes at the Sound Transit TOD site.
- **Economic Development** – Daniel talked about an economic development specialist who is starting at UDP in March. She will assist the team in building out the small business network and connecting small businesses with UDistrictSeattle.com. He also gave an update on the next steps for the neighborhood website.
- **Clean and Safe** – Marcus reported on last fall's leaf-pickup surge that the UDP leads annually. He also spoke about the snow removal that Black Mountain conducted earlier in the month—a service that most BIA's don't offer. Marcus also touched on the Clean Cities Initiative, and the associated \$22,000 in grant money the City awarded UDP to conduct additional cleaning activities this winter. Lastly, Marcus highlighted the work UDP is doing to reduce the visual impact of homelessness while having a deeper impact on the lives of those in our district who are experiencing homelessness. Several board members highlighted urgency with respect to dealing with the I-5 on and off-ramps. Don noted that Marcus had done some great work to keep a strong connection with SPD after the district lost foot beat patrols last fall. In the last month alone, UDP has had two meetings with North Precinct Commander Brian Stampfl and a walk with Police Chief Adrian Diaz. Marcus announced that the Captain has arranged to have two officers patrol the district in the mornings to help with the work of our safety and outreach ambassadors.
- **Marketing & Communications** – Polly offered an update on the branding project. UDP recently released an RFQ to which firms have now responded and we are in the process of arranging interviews. Polly has taken over UDP's media and social media strategy and talked about some of the recent coverage that the district has garnered. Maureen noted that since Polly's arrival, there is a notable difference in the UDP and district's online presence. Polly also reminded the board that StreetFair and Cherry Blossom related events wouldn't be taking place in 2021. Resources for those activities would be redirected to the light rail opening in September.



Note: Comprehensive program updates are available monthly on UDistrictPartnership.org.

Adjournment

The meeting was adjourned at 5:20pm.

2020-21 University District BIA

Budget Tracker -May 2021

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	200,033	174,203.56	25,829	87.1%	\$ 11,483.15	\$ 23,431.04	\$ 24,803.95	\$ 11,509.29
Cleaning and Public Safety	674,250	533,295.02	140,955	79.1%	\$ 41,246.70	\$ 47,916.38	\$ 42,272.05	\$ 47,456.51
Urban Vitality	96,023	79,505.03	16,518	82.8%	\$ 5,694.51	\$ 6,357.96	\$ 6,357.82	\$ 6,357.78
Economic Development	241,872	142,335.75	99,536	58.8%	\$ 11,783.37	\$ 14,106.01	\$ 22,459.19	\$ 1,857.13
Marketing	197,331	88,623.43	108,708	44.9%	\$ 3,214.61	\$ 3,088.10	\$ 3,087.84	\$ 3,087.75
Total Requested	1,409,509	1,017,962.79	391,546	72.2%	\$ 73,422.34	\$ 94,899.49	\$ 98,980.85	\$ 70,268.46

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 11,539.15	\$ 20,899.46	\$ 18,798.19	\$ 21,410.36	\$ 5,594.45	\$ 13,814.52	\$ 10,920.00	
Cleaning and Public Safety	\$ 51,878.58	\$ 72,290.94	\$ 48,943.20	\$ 33,532.21	\$ 39,654.70	\$ 46,676.07	\$ 61,427.68	
Urban Vitality	\$ 6,322.09	\$ 7,606.04	\$ 13,518.80	\$ 1,405.39	\$ 1,186.29	\$ 10,995.26	\$ 13,703.09	
Economic Development	\$ 15,254.66	\$ 15,220.64	\$ 20,558.09	\$ 4,386.23	\$ 4,912.97	\$ 18,998.93	\$ 12,798.53	
Marketing	\$ 3,351.96	\$ 7,300.22	\$ 11,665.16	\$ 204.88	\$ 1,186.27	\$ 18,493.17	\$ 33,943.47	
	\$ 88,346.44	\$ 123,317.30	113,483.44	60,939.07	52,534.68	108,977.95	132,792.77	-

U District BIA
YTD Statement of Activities
 July 2020 through May 2021

	Program Management	Cleaning & Public Safety	Urban Vitality	Economic Development	Marketing	Total
Ordinary Income/Expense						
Income						
44500 · Government Grants and Contracts						
44430 · BIA Contract	174,203.56	533,295.02	79,505.03	142,335.75	88,623.43	1,017,962.79
44530 · Other Local Government Grants	0.00	9,000.00	0.00	25,000.00	0.00	34,000.00
Total 44500 · Government Grants and Contracts	174,203.56	542,295.02	79,505.03	167,335.75	88,623.43	1,051,962.79
47000 · Earned Income	0.00	0.00	0.00	5,996.00	0.00	5,996.00
Total Income	174,203.56	542,295.02	79,505.03	173,331.75	88,623.43	1,057,958.79
Gross Profit	174,203.56	542,295.02	79,505.03	173,331.75	88,623.43	1,057,958.79
Expense						
60000 · Staffing	45,303.82	140,963.72	75,808.85	100,308.66	57,068.40	419,453.45
61000 · Professional & Contract Expense	69,150.50	0.00	0.00	0.00	0.00	69,150.50
62000 · Office and Overhead	58,649.24	1,749.09	1,339.18	610.51	416.03	62,764.05
70000 · Direct Program Expenses						
70100 · Clean and Safe Contracts	0.00	213,067.97	0.00	0.00	0.00	213,067.97
70200 · Community Beautification	0.00	29,974.07	0.00	0.00	0.00	29,974.07
70300 · Advertising and Marketing	0.00	0.00	0.00	0.00	31,000.00	31,000.00
70400 · Studies, Strategy & Implement.	0.00	0.00	0.00	13,425.54	0.00	13,425.54
70500 · Ambassador Program	0.00	86,316.80	0.00	0.00	0.00	86,316.80
70600 · Youth Employment - Contract	0.00	5,140.00	0.00	0.00	0.00	5,140.00
70650 · Reach Program Contractor	0.00	65,083.37	0.00	0.00	0.00	65,083.37
70700 · Other Program Contract Services	1,100.00	0.00	2,357.00	40,093.93	0.00	43,550.93
80000 · Event Expenses	0.00	0.00	0.00	18,893.11	139.00	19,032.11
Total 70000 · Direct Program Expenses	1,100.00	399,582.21	2,357.00	72,412.58	31,139.00	506,590.79
Total Expense	174,203.56	542,295.02	79,505.03	173,331.75	88,623.43	1,057,958.79
Net Income	0.00	0.00	0.00	0.00	0.00	0.00

U DISTRICT PARTNERSHIP PROPOSED WORK PLAN



2021 – 2022

Context

The context for this proposed work plan is centered on the challenges that the U District and its stakeholders have experienced during the recent year of COVID-19 restrictions, during which an overwhelming majority of the regular population of the district was working remotely and not regularly coming to the district. In March of 2020 we saw a severe drop-off in the average daily population in the district that still remains well below average. Our major events were all cancelled. And these challenges were compounded by chronic public safety issues and increases in vandalism. In addition we saw an increase to our unhoused population and more people suffering from behavioral health issues living on the streets of the U District.

It was against this backdrop that the U District Partnership and UDBIA advanced an important agenda to stabilize the U District and sustain an economic resiliency agenda for the years ahead. June saw the passage of a renewed U District BIA for 12 years, and a strengthened U District Partnership. In December the UDP hired a new marketing manager to lead communications and events for the U District and launched a branding initiative. The UDP hired Don Blakeney as their new Executive Director and secured grants to support key initiatives focused on cleaning, outreach and beautification and recently launched a new outdoor dining plaza to support small businesses in the area.

The proposed work plan below looks to leverage this great work to continue to address the major challenges that face the U District in fiscal year 2022.

Process

Over the past three months the staff and Executive Director of the U District Partnership have met with members of the community, the board of the U District Partnership and the UDBIA Ratepayer Advisory Board to develop and refine a budget and work plan for fiscal year 2022. A budget workshop was held in May 2021 to solicit feedback on an initial draft budget and work plan. Incorporating feedback, the U District Partnership Board of Directors voted on June 15, to propose the following work plan and budget for consideration by the U District BIA Ratepayers Advisory Board at the June 24, 2021 meeting.

Projected Assessment

With new buildings coming online this year, and a slight increase in the Consumer Price Index, the UDBIA assessment is projected to increase by \$50,000.

Assessment in 2020-2021: \$1,215,847

Projected Assessment in 2021-2022: \$1,271,712

Program

Cleaning, Safety & Outreach - \$520,980

With the passage of the UDBIA renewal in 2020, we have been able to increase the impact we have with our cleaning and safety programs. We plan to continue these programs as redesigned in 2020 for fiscal year 2022. These programs will now be supported by software that will better facilitate issue identification and resolution and track program impact. We will continue to partner with the City to manage an outreach contract with Evergreen Treatment Services' REACH program.

- **Clean Team Contract and Equipment**
 - *7 x week cleaning of south Ave area*
 - *2 x week cleaning of north Ave area*
 - *1 x month cleaning of general cleaning area*
- **Safety Ambassador Program**
 - *4 x week ambassador presence in the U District*
 - *Periodic issue and event support from ambassadors*
- **New Issue Tracking Software**
- **Clean & Safe Committee**
- **Public Realm Maintenance**
- **Homelessness Outreach**
- **Youth Employment Program**

Placemaking, Public Realm & Built Environment – \$147,281

Also referred to as Urban Vitality, we will continue to invest in beautification and activation strategies for the U District in fiscal year 2022. This will include new murals and lighting, some of which will require additional outside funding through grants and private donations. We will continue track development and transportation issues in the district providing transparency and advocacy when needed to address any related impacts.

- **Placemaking and Beautification**
 - *Summer and Winter Flower Baskets*
 - *U District Banners with new Neighborhood Branding*
 - *Updated signage for Gothic Ave Kiosk Panels*
 - *U District Holiday Decorations*
- **Public/Private Development Infrastructure Tracking**
- **U District Access and Mobility Tracking and Advocacy**
- **Fundraising and Coordination of Additional Beautification Projects:**
 - *Murals and Building Wraps*
 - *Tree and Catenary Lighting*
 - *Public Art and Placemaking*

Economic Development - \$168,747

To help our business district recover from the pandemic, our economic development work will focus on three areas: business technical assistance, business attraction/retention, and promotional activities.

- **Small Business Technical Assistance, One-on-One Consultation**
- **Concentrated Expansion of Outdoor Eating/Drinking**
- **Business Attraction, Retention and Expansion**
- **Online Marketplace Database for Small Businesses**
- **Business Promotion Campaigns**
- **Economic Development Committee**

Marketing - \$172,665

With our new marketing manager, UDP has engaged a communications firm to assist us in recalibrating our communications channels and strategy with a new brand for the district. This work will continue in fiscal year 2022 with enhancements to our websites social media strategy.

- **Build-Out UDistrictSeattle.com**
- **Launch U District Branding and messaging campaign**
- **Shoot New U District Photography and Videography**
- **Enhanced Social Media Promotion of Neighborhood and Businesses**

U District Events - \$45,243

As we re-emerge from the pandemic, we will be reinvigorating and bringing back cherished and new events to celebrate the U District, beginning with the light rail opening on October 2, 2021. These events will focus on ways to promote the businesses and institutions in the district while leveraging the marketing opportunity to tell the story of the neighborhood to the greater region.

- **U District Station Opening – October 2, 2021**
 - *U District Food Walk*
- **U District Cherry Blossom Festival – Spring 2022**
- **U District StreetFair – May 2022**

Program Management – \$153,211

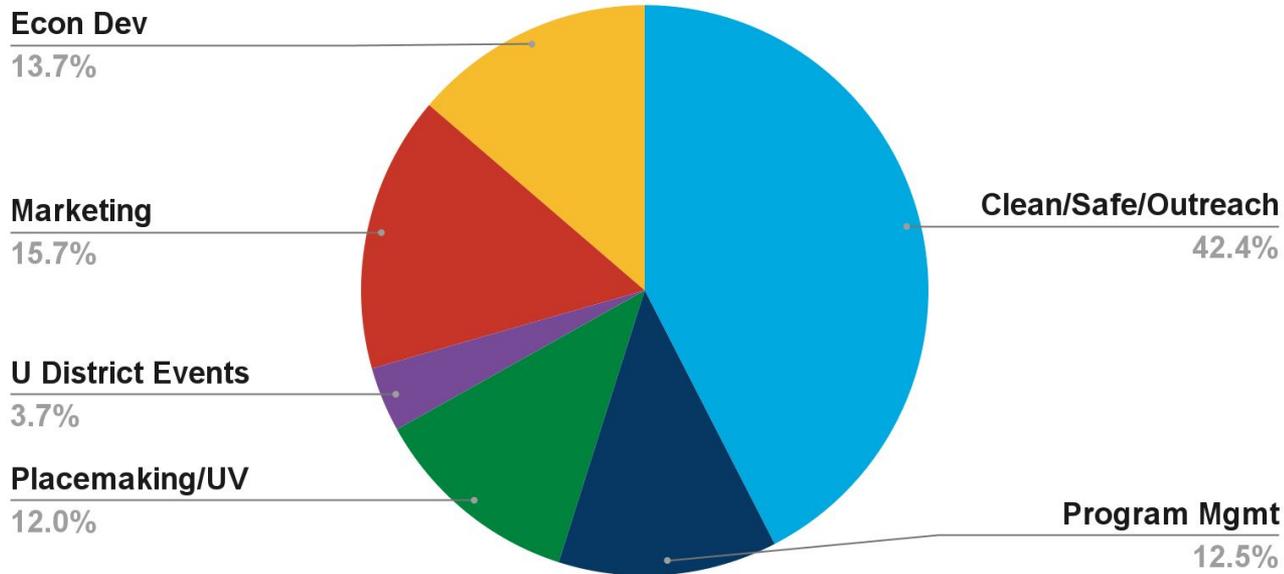
As program manager, the U District Partnership oversees the investment made through the business improvement area dollars on behalf of ratepayers in the district. The UDP holds monthly open meetings to share updates and solicit feedback on the work of the organization. Information about these meetings can be found at UDistrictPartnership.org.

**U District Partnership
FY 2022 Budget Draft**

	Program Management	Clean and Safe	Urban Vitality	Economic Development	Marketing	ST Opening	Cherry Blossom	Street Fair	UDP General	FY 2022 Total	FY 2021 Budget
Ordinary Income/Expense											
Income											
BIA Revenue Collected FY2022	153,211	520,980	147,281	168,747	172,665	14,392	13,793	17,058	0	1,208,126	1,176,204
SPU. Reach and Other Grants		62,000	5,000							67,000	51,500
Fees and Sponsorships	0	0	55,000	0	0	5,000	5,000	240,000	0	305,000	290,800
Interest and Other										0	-
Total Income	153,211	582,980	207,281	168,747	172,665	19,392	18,793	257,058	0	1,580,126	1,518,504
Expense											
Staffing	37,049	190,853	122,209	147,142	120,710	5,246	4,878	19,018	14,508	661,611	637,222
Professional & Contract Expense	43,900	0	0	0	0	0	0	0	0	43,900	82,900
Office and Overhead	89,870	7,700	3,250	3,500	2,500	0	0	0	0	106,820	114,022
Direct Program Expenses											
Clean and Safe Contracts	0	249,382	0	0	0	0	0	0	0	249,382	244,983
Community Beautification	0	0	22,750	0	0	0	0	0	0	22,750	42,750
Advertising and Marketing	0	0	0	0	69,300	0	0	0	0	69,300	88,475
Studies, Strategy & Implement.	0	0	11,000	37,500	0	0	0	0	0	48,500	40,500
Ambassador Program	0	98,422	0	0	0	2,000	2,000	2,000	0	104,422	100,512
Youth Employment Contract	0	10,000	0	0	0	0	0	0	0	10,000	10,000
Reach Contract	0	76,500	0	0	0	0	0	0	0	76,500	75,000
Other Program Contract Services	0	10,000	0	0	0	0	0	0	0	10,000	58,000
Placemaking	0	0	65,000	0	0	0	0	0	0	65,000	-
Event Expenses	0	0	0	0	0	13,800	13,500	212,700	0	240,000	242,836
Total Direct Program Expenses	-	444,304	98,750	37,500	69,300	15,500	20,378	214,700	-	895,854	903,056
Total Expense	170,820	642,857	224,209	188,142	192,510	20,746	25,256	233,718	14,508	1,708,186	1,737,200
Net Income	(17,609)	(59,877)	(16,927)	(19,394)	(19,845)	(1,354)	(6,463)	23,340	(14,508)	(128,059)	(218,696)

Budget Planning

Draft 2022 UDBIA Spending Plan



Total: \$1.2 Million
(includes \$110K of surplus spend-down)