



## BOARD MEETING AGENDA

11:30 a.m. – 1:00 p.m.

May 17, 2022

ZOOM Virtual Meeting

I.	Welcome & Introductions	Rob	11:30 a.m.
II.	Public Comment	Public	11:35 a.m.
III.	Approval of April Meeting Minutes	Rob	11:40 a.m. (Vote)
IV.	Finance Committee Report		11:45 a.m.
	• Acceptance of April Close	Rob	(Vote)
	• FY 2023 Budget Themes	Don	
V.	May Budget Workshop & Annual Meeting	Don	12:05 p.m.
VI.	Boba Fest Wrap-Up	Don	12:15 p.m.
VII.	U District Street Fair	Don	12:25 p.m.
VIII.	Governance Committee Report	Miles	12:45 p.m.
IX.	New Business	Rob	12:55 p.m.
X.	Adjourn	Rob	1:00 p.m.



## Board Meeting Minutes

Time: 11:30 AM – 1:00 PM

Date: April 19, 2022

Location: Zoom Meeting

### IN ATTENDANCE:

#### UDP Board Members

Lois Ko, Sweet Alchemy – Co-Chair  
Rob Lubin, UW Housing & Food Service –  
Co-Chair  
Sally Clark, UW External Affairs – Treasurer  
Stephen Antupit, Resident – Secretary  
Moe Khan, Cedars – Chair, Econ Development

Rick Jones, University Business Center  
Anson Lin, Astora Construction  
Trevor Peterson, UW Bookstore  
Don Schulze, Shultzzy's – Chair, Clean &  
Safe  
Josh Stabenfeldt, University YMCA

#### UDP Staff

Don Blakeney, Executive Director; Marcus Johnson, Clean, Safe & Outreach Manager; Phil Lloyd, Financial Manager; Daniel Lokic, Economic Development Manager; Katy Ricchiuto, Urban Vitality Manager; Polly Yokokawa, Marketing & Communications Manager

#### Guests\*

Matthew Mitnick, UW Evans School

*\*Please note, there may have been other guests but due to the zoom format and people entering and leaving at different times, we were unable to track all guests.*

### Welcome and Introductions

#### Public Comment

There was no public comment.

### Approval of March 2022 Meeting Minutes

**Motion:** Sally moved to approve the March 2022 meeting minutes.

**Second:** Don S. seconded the motion.

*The motion was approved by all, but Miles who abstained.*

### Finance Committee Report

Sally offered the update from the Finance Committee. Cash on hand dipped a little last month due to a turnover in City staff who usually cuts our reimbursement checks from our BIA account. Grant income is driving variances that we have discussed and

continue to track. The Christie Park project has finally come off of UDP's books and Phil will wind down the Well Fargo account. The REACH contract for JJ's work in the district is now with the King County Regional Homelessness Authority. This may result in a surplus of BIA/City dollars that we could redeploy for additional outreach and safety services.

Looking at the 2023 budget, UDP will see a \$75,000 jump in new benefit dollars along with a BIA surplus above our reserves. Don will bring a proposed budget to the Finance Committee and full Board in May.

**Motion:** The Finance Committee moved to accept the March 2022 financial as presented at the April 19<sup>th</sup>, 2022 Board Meeting.

**Second:** No second was required.

*Motion was approved unanimously.*

### **Governance Committee Report**

The Governance Committee has decided to hold off on exploring in-person meetings until after U District Street Fair, with the idea that there may be a hybrid meeting this summer. Sally is looking into spaces that would allow for distance and streaming within the campus network of spaces. This will be on the agenda again in June.

The Governance Committee is working to determine interest in committee leadership and the roles of the Officers and will report back to the Board in May. Anyone interested in a leadership role is encouraged to contact Miles. Advisory committees include Urban Vitality, Economic Development, Clean & Safe and the Marketing Roundtable. Organizational Committees include Finance, Executive, and Governance.

With several new candidates interested in joining the UDP Board this year, membership is strong. Pete Chautavipat of Little Thai is interested in joining the board, but has been saddled with staffing shortages. We are in talks with Kate Bar of Scarecrow Video, who currently serves on the BIA Board, but would potentially make the leap to the UDP Board this summer.

### **Expanded Ambassador Program**

Marcus reported that SPEAR, who took over our ambassador contract in February, has been fully staffed and been deploying an expanded coverage in the district. For the first few years of the ambassador program, UDP had funding for 4 days of coverage per week--which amounted to 64 hours per week total. When SPEAR launched earlier this year, we were seeing an uptick in crime, so we utilized some one-time cost savings as well as a generous investment from the University of Washington to support adding station area ambassador coverage. This increased capacity allowed us to expand our ambassador hours from 4 days of coverage per week to 7 days of coverage per week--which amounted to 152 hours per week total.

This temporary expansion has been well received by the community because it's given SPEAR the ability to have daily on-call coverage in the district until 11pm (7:30am-11pm, Monday – Friday, and 3pm-11pm Saturday and Sunday). This has been particularly appreciated by small businesses who frequently need help deescalating problematic situations that involve shoplifting or people facing behavioral health issues. Additionally, it has increased UDP's capacity to track and better address chronic issues and recurring patterns impacting the community. For example, it has allowed UDP to collect important information on high-impact individuals who are

spending a majority of their time in (and having an outsized impact on) the U District. With this new data collected by the ambassadors, the U District Partnership has been convening a group of social service providers, law enforcement and criminal justice professionals to find solutions, services and interventions that ultimately disrupt the high-impact behavior.

Board members offered positive feedback on this new program and coordinated approach. A question about risk management came up, and Don acknowledged its complex and liability should be something UDP considers as this work continues.

### **Commercial Space Tracking**

Daniel has been working with Amy, our new Economic Development Specialist, to track vacant and available retail/restaurant spaces in the U District. While there are a lot of vacant spaces, it's a small percentage of the entire stock. Many of the spaces vacant today are slated for redevelopment, or have leases under negotiation and will be filled soon. Unlike other areas of Seattle, demand remains high for retail and restaurant space in the U District. Katy and Daniel are also working with developers to help connect interested businesses with new spaces. Some spaces (like the old Chevy dealership) are anticipating redevelopment, so have temporary leases with businesses like the Halloween store.

The Board asked about the incoming Shell Station/Onelin development and Katy offered an update, and Don showed some renderings from their design review packet. The group discussed incoming tower development and the need for affordable housing.

### **UDP Arts & Culture Workgroup**

Katy offered an update on her work to launch the U District Arts & Culture Workgroup. UDP has hired Claudia Bach who is now working with Don and Katy to lay the groundwork for a strategy to engage cultural and arts organizations in the U District over the next six-to-nine months. The goal of this work is to identify and strengthen existing community of arts and cultural stakeholders and assets, as well as to identify a set of strategies and actions to realize the U District as an arts and culture hub in the region.

The Board expressed enthusiasm and underscored how arts and culture should be considered a key stripe of the U District's economic development strategy.

### **Spring Event Updates**

*Cherry Blossom Festival* – The event was a huge success, received great press coverage and drove a lot of business to the U District. Traffic was an issue, but was really an unanticipated outcome of good weather, street closures, the fun run and new admitted student weekend. Next year these activities will be spread out and coordinated to avoid so much congestion on one weekend.

*Boba Fest* – This year's newest event is a promotional event to drive people to bubble tea purveyors, of which the U District has over 20. This event coincides with National Bubble Tea Day and National Independent Book Sellers Day on April 30. There will be no street closures, but UDP will have a welcome booth with photo area at the light rail station, where menus will be handed out.

*U District Street Fair* – UDP is once again working with Bold Hat to host the Street Fair. Vendor recruitment is going well with over 115 artists and craft booths registered and 35 food

booths/trucks. The welcome booth needs volunteers—board members were encouraged to sign up for at least one 3-hour shift.

### **New Business**

Sally spoke about some of her work with the Evans School and city regarding public safety and alternatives to police response. The meeting adjourned at 12:56 p.m..

# UDP FINANCE COMMITTEE NARRATIVE

## *Finance Committee Meeting 5/13/22*

This month we have continued to refine the proposed budget for FY23. Income and spending are on track, along with the known variances we identified earlier in the year.

### **Balance Sheet Report**

This month we are seeing a rise in cash as income trickles in for Street Fair but spending hasn't hit. Notice the zero-balance of the Wells Fargo account. Again, the Christie Park group found a new eligible fiscal sponsor and we have transferred the funds to them and will close the account.

### **Budget Report**

The comments below represent variances and components of the budget and reforecast—the numbers along the left side of the page correspond with the numbers on the budget report:

#### Income:

**44430 – BIA Contract:** *The BIA spending has front-loaded some of our grant spending but will be reimbursed as those grant dollars flow in over the next few months.*

**44530 – Other Local Government Grants:** *This number continues to grow, as we spend-down our grant funding and get reimbursed by the City. The Seattle Office of Economic Development awarded over \$200K to UDP this year, with additional money on the way. Seattle Public Utilities has also invested heavily in the Cleaning Program this year through the Mayor's Clean Cities Initiative. UW has generously invested \$40K in an ambassador position near the light rail station. We had anticipated actively fundraising for public art projects including art on signal boxes and murals on buildings. Instead, the previously mentioned grant dollars have provided this support. We are resetting these expectations to reflect these new realities.*

#### **47215 – Street Fair Sponsorships:**

**47211 – Street Fair Booth Fees:** *This number will come in lower, since we pushed out our commercial vendors and had an overall reduction in booths this year. We can expect a drop that will be picked up by sponsorship and the King County grant.*

**47265 – BIA Events:** *We saw a significant bump in event income from an additional \$40K sponsorship of our light rail station opening, which left us with a \$35,200 surplus.*

#### Expense:

**60000 – Staffing:** *We have some general staff savings from Polly's parental leave and Justin's late start this past summer. We plan to end the year about \$15,000 under budget here.*

**62700 – Technology and Software:** *We subscribe to a new issue/staff tracking app that allows for much greater accountability with our clean and safe programs.*

**63600 – Staff Development:** *We had set aside \$15,000 for a board retreat, but with COVID, it hasn't been possible. Katy will be going to an International Downtown Association leadership retreat this month, and Daniel has an economic development program he is enrolled in for June.*

**70200 – Community Beautification:** *Flower baskets are landing this week and will hit this line in the budget.*

**70300 – Advertising & Marketing:** *Again, this is a timing issue—the projects associated with our marketing and communications come in batches but should even out to roughly a \$25K underspend by June, which we may choose to redeploy.*

**70400 – Studies, Strategy & Implementation:** *Daniel has hired an Economic Development Specialist (Amy, who is great) to carry out the work that was calculated in this category, so the*

*spending will be taking place up on the staffing line. That position was subsequently funded by OED, so we expect a \$22,500 underspend here that can be applied to next year.*

**70500 – Ambassador Program:** *We are more-than fully staffed (thanks to UW and underspending) and plan to spend down the entirety of this year’s budget, in addition to the \$40,000 from UW—which means that this variance will grow to about \$30K by June 30.*

**70600 – Youth Employment Contract:** *This is the funding that was set aside for our partnership with Sanctuary Art Center. This funding will be redeployed for beautification in advance of the summer.*

**70650 – REACH Program:** *The contract for this position moved from the City of Seattle to the King County Regional Homeless Authority (KCRHA). In the move, KCRHA is now fully funding the contract, as of January 1, 2022. We will need to determine how to redeploy this funding, and my first inclination is to apply it to weekend REACH coverage, so our mentally ill patients can receive daily meds, and we can have ambassadors and outreach 7 days a week. This funding would amount to \$35K*

**70700 – Other Program Contract Services:** *This is a combination of things that were initially unbudgeted, but subsequently grant-funded—including the broken windows fund.*

**70999 – Placemaking:** *This reflects the tree lights on the Ave, which were added after receiving new money from the BIA and OED. Also, this includes spending on a consultant to lead an arts conversation with U District stakeholders—funded by City grant dollars. Because of the grant and donation dollars, we decided to curtail the previously projected fundraising/spending on additional murals.*

**80000 – Event Expenses:** *This represents increased event expenses associated with Station Opening Festival sponsorship dollars mentioned above. The Street Fair expenses are still in flux.*

10:22 AM  
05/11/22  
Accrual Basis

## The U District Partnership

### Balance Sheet Prev Year Comparison

As of April 30, 2022

	Apr 30, 22	Apr 30, 21	\$ Change
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Checking/Savings</b>			
<b>10100 · Operating Bank Accounts</b>			
10110 · WSECU Checking	97,975.91	6,669.78	91,306.13
10103 · UDP WF Checking 0122	0.00	33,470.09	-33,470.09
10111 · WSECU Savings	110,187.74	150,041.09	-39,853.35
<b>Total 10100 · Operating Bank Accounts</b>	<b>208,163.65</b>	<b>190,180.96</b>	<b>17,982.69</b>
<b>Total Checking/Savings</b>	<b>208,163.65</b>	<b>190,180.96</b>	<b>17,982.69</b>
<b>Accounts Receivable</b>	222,324.73	115,593.01	106,731.72
<b>Other Current Assets</b>	1,194.92	4,473.43	-3,278.51
<b>Total Current Assets</b>	<b>431,683.30</b>	<b>310,247.40</b>	<b>121,435.90</b>
<b>Fixed Assets</b>	1,620.92	3,566.02	-1,945.10
<b>Other Assets</b>	3,235.87	3,235.87	0.00
<b>TOTAL ASSETS</b>	<b>436,540.09</b>	<b>317,049.29</b>	<b>119,490.80</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
<b>Accounts Payable</b>	26,272.62	40,820.54	-14,547.92
<b>Credit Cards</b>	16,558.22	254.55	16,303.67
<b>Other Current Liabilities</b>			
PPP Forgivable Loan	0.00	86,201.26	-86,201.26
BIA Payable	0.00	6,545.72	-6,545.72
24000 · Payroll Liabilities	9,336.76	18,507.77	-9,171.01
<b>Total Other Current Liabilities</b>	<b>9,336.76</b>	<b>111,254.75</b>	<b>-101,917.99</b>
<b>Total Current Liabilities</b>	<b>52,167.60</b>	<b>152,329.84</b>	<b>-100,162.24</b>
<b>Total Liabilities</b>	<b>52,167.60</b>	<b>152,329.84</b>	<b>-100,162.24</b>
<b>Equity</b>			
<b>32000 · Unrestricted Net Assets</b>	258,477.14	215,769.51	42,707.63
<b>Net Income</b>	125,895.35	-51,050.06	176,945.41
<b>Total Equity</b>	<b>384,372.49</b>	<b>164,719.45</b>	<b>219,653.04</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>436,540.09</b>	<b>317,049.29</b>	<b>119,490.80</b>

## The U District Partnership Budget Report April 2022

	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
43400 · Direct (Grants) Public Support	500.00	0.00	500.00	0.00
44500 · Government Grants and Contracts	1,295,373.18	1,106,572.69	188,800.49	1,471,377.65
47000 · Earned Income	193,259.48	225,000.00	-31,740.52	250,000.00
46400 · Interest and Other	2,165.19			
<b>Total Income</b>	<b>1,491,297.85</b>	<b>1,331,572.69</b>	<b>159,725.16</b>	<b>1,721,377.65</b>
<b>Gross Profit</b>	<b>1,491,297.85</b>	<b>1,331,572.69</b>	<b>159,725.16</b>	<b>1,721,377.65</b>
<b>Expense</b>				
60000 · Staffing	530,683.04	551,602.16	-20,919.12	664,011.40
61000 · Professional & Contract Expense	37,500.00	38,916.66	-1,416.66	43,900.00
62000 · Office and Overhead	79,842.55	78,039.66	1,802.89	106,820.24
70000 · Direct Program Expenses	682,510.21	596,553.34	85,956.87	895,854.00
<b>Total Expense</b>	<b>1,330,535.80</b>	<b>1,265,111.82</b>	<b>65,423.98</b>	<b>1,710,585.64</b>
<b>Net Ordinary Income</b>	<b>160,762.05</b>	<b>66,460.87</b>	<b>94,301.18</b>	<b>10,792.01</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
Fiscal Sponsor Expenses	-34,866.70	0.00	-34,866.70	0.00
<b>Total Other Income</b>	<b>-34,866.70</b>	<b>0.00</b>	<b>-34,866.70</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>-34,866.70</b>	<b>0.00</b>	<b>-34,866.70</b>	<b>0.00</b>
<b>Net Income</b>	<b>125,895.35</b>	<b>66,460.87</b>	<b>59,434.48</b>	<b>10,792.01</b>

**2020-21 University District BIA**

**Budget Tracker -April 2022**

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	170,820	138,411.71	32,408	81.0%	\$ 16,200.50	\$ 10,789.81	\$ 11,613.91	\$ 11,000.75
Cleaning and Public Safety	580,857	456,707.86	124,149	78.6%	\$ 47,284.03	\$ 44,514.16	\$ 48,347.50	\$ 44,137.88
Urban Vitality	164,209	201,907.59	-37,699	123.0%	\$ 14,296.09	\$ 42,882.20	\$ 47,713.15	\$ 18,247.79
Economic Development	190,542	141,769.06	48,773	74.4%	\$ 13,644.81	\$ 13,576.04	\$ 16,581.25	\$ 11,245.25
Marketing	192,510	119,643.87	72,866	62.1%	\$ 3,624.78	\$ 7,287.29	\$ 10,476.11	\$ 30,290.77
ST Opening	16,046	16,879.47	-834	105.2%	\$ -	\$ 1,091.37	\$ 13,028.98	\$ 971.27
Cherry Blossom	15,378	5,855.02	9,523	38.1%	\$ -	\$ 13.76	\$ 13.76	\$ 16.78
Other Events	0	17,261.48	-17,261					
Street Fair	19,018	0.00	19,018	0.0%	\$ -	\$ -		
<b>Total Requested</b>	<b>1,349,378</b>	<b>1,098,436.06</b>	<b>250,942</b>	<b>81.4%</b>	<b>\$ 95,050.21</b>	<b>\$ 120,154.63</b>	<b>\$ 147,774.66</b>	<b>\$ 115,910.49</b>

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 14,607.63	\$ 17,780.37	\$ 18,221.37	\$ 13,269.98	\$ 12,288.06	\$ 12,639.33		
Cleaning and Public Safety	\$ 31,282.56	\$ 46,258.45	\$ 48,129.08	\$ 41,342.10	\$ 49,331.33	\$ 56,080.77		
Urban Vitality	\$ 9,942.61	\$ 8,655.54	\$ 18,495.43	\$ 36,594.97	\$ (7,534.04)	\$ 12,613.85		
Economic Development	\$ 11,957.10	\$ 11,365.20	\$ 12,011.63	\$ 16,030.81	\$ 16,792.95	\$ 18,564.02		
Marketing	\$ 9,651.19	\$ 10,815.31	\$ 10,378.43	\$ 10,397.22	\$ 10,837.00	\$ 15,885.77		
ST Opening	\$ 2,766.31	\$ 218.98	\$ (1,286.69)	\$ 18.15	\$ 52.95	\$ 18.15		
Cherry Blossom	\$ 16.78	\$ 16.78	\$ 16.78	\$ 16.78	\$ 1,732.24	\$ 4,011.36		
Other Events					\$ 2,250.00	\$ 15,011.48		
Street Fair	\$ -				\$ -			
	\$ 80,224.18	\$ 95,110.63	105,966.03	117,670.01	85,750.49	134,824.73	-	-

# PROPOSED UDP BUDGET

## *Fiscal Year 2023*

### Context of the Budget

UDP has had a successful year of fundraising through grants and sponsorship which has allowed the organization to diversify funding streams and lean on other income in addition to BIA dollars. UDP also continues to see increased collections and will see an expanding BIA funding base as more development comes online in the U District. Looking ahead to 2023, there are a couple of big themes worth noting.

- **2023 BIA assessment increase will add roughly \$75,000 to FY23 budget** – With an increase in CPI, and new benefit buildings coming online, the City’s Office of Economic Development expects to see an additional \$75,000 collected this year to support expanded programming and operations. This presents UDP with an opportunity to invest in expanded services.
- **Growing accumulation of BIA dollars in reserve, due to abundance of grant dollars** – Over the past year, the UDP team has continued to successfully pull-in hundreds of thousands of dollars in local and federal grant support for programs and economic development work. Some of this new money shifted priorities, causing some underspending of allocated BIA dollars. Additionally, UDP assessment collections in FY22 have outperformed predictions, bringing-in more funds than originally anticipated. The multi-year surplus (less the mandatory reserve) is over \$250,000.

### Components of the Budget

Below is a breakout of proposed spending for fiscal year 2023. With new revenue streams, and a planned spend-down of surplus BIA dollars, this budget allows for enhanced clean and safe services that will eventually be backfilled by an increased assessment from new development in future years.

**Surplus Spending** – This budget proposal shows a planned surplus spend-down of accumulated BIA dollars at the City (which would not impact the required reserve, which is set aside separately). This planned surplus spending would be \$275,000.

**Sponsorship Dollars** – With the success of this year’s event lineup, UDP anticipates being able to attract sponsorship dollars for next year’s events, which include the Food Walk, and Outdoor Movie Series, Cherry Blossom Fest, Boba Fest and the U District Street Fair.

**BIA Spending** – The BIA assessment collections will grow by \$75,000 next year, which is reflected in the proposed spending in this budget.

**Donations Spending** – This budget also accounts for external support for the ambassador program from community stakeholders. This external funding would allow for expanded ambassador service to continue beyond July 1.

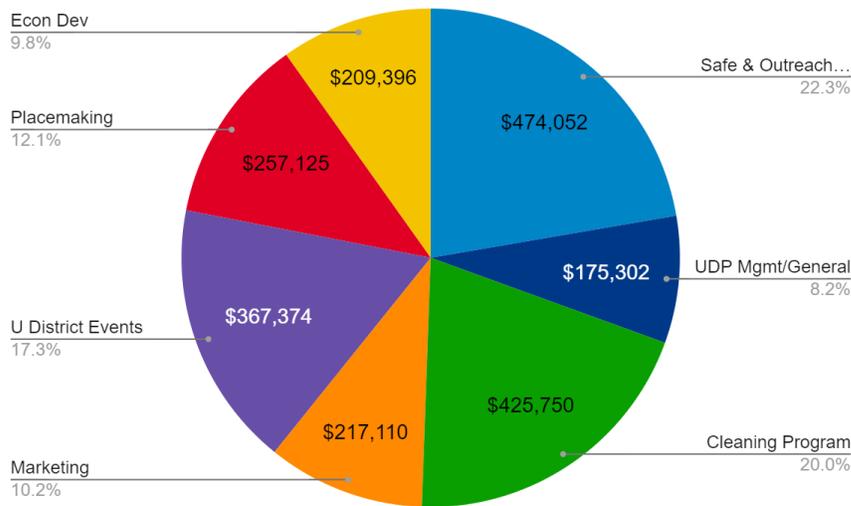
**Expanded Ambassador Program** – Safety continues to be a paramount issue for the district. Earlier this year UDP utilized some one-time cost savings as well as a generous investment from the University of Washington to support adding station area ambassador coverage. This increased capacity allowed us to expand our ambassador hours from 4 days of coverage per week to 7 days of coverage per week. This temporary expansion has been well received by the community because it's given SPEAR the ability to have daily on-call coverage in the district until 11pm (7:30am-11pm, Monday – Friday, and 3pm-11pm Saturday and Sunday). This has been particularly appreciated by

small businesses who frequently need help deescalating problematic situations that involve shoplifting or people facing behavioral health issues. Additionally, it has increased UDP's capacity to track and better address chronic issues and recurring patterns impacting the community. For example, it has allowed UDP to collect important information on high-impact individuals who are spending a majority of their time in (and having an outsized impact on) the U District. This budget proposes keeping the current level of coverage and service going forward into fiscal year 2023.

**Additional Cleaning Service** – In the past year, UDP's cleaning program has leaned in hard, but still struggled to keep up with the level of need in the district and occasionally became overwhelmed when a shift was missed or an unexpected surge in foot traffic resulted in overflowing garbage cans or spikes in graffiti. This budget proposal shows an increase in cleaning hours and enhanced systems to have a deeper impact with greater efficiency.

## PROPOSED 2023 UDP SPENDING

**\$2.126 Million**



## PROPOSED 2023 BIA SPENDING

**\$1.294 Million FY23 Assessment (+ \$275K in BIA surplus)**

