



BOARD MEETING AGENDA

11:30 a.m. – 1:00 p.m.

April 18, 2023

[Remote Meeting Via Zoom](#)

I.	Welcome & Introductions	Lois	11:30 a.m.
II.	Guest Speaker: King County Councilmember Girmay Zahilay		11:35 a.m.
III.	Public Comment	Public	12:00 p.m.
IV.	Approval of Previous Meeting Minutes	Stephen	12:05 p.m. (Vote)
V.	Finance Committee Report / Financials	Trevor	12:10 p.m. (Vote)
VI.	Executive Director Report on Programs <ul style="list-style-type: none">• <i>Events, Grants, Cleaning, Safety</i>	Don	12:20 p.m.
VII.	2024 Budget Look Ahead & Discussion	All	12:25 p.m.
VIII.	Governance Committee Report <ul style="list-style-type: none">• <i>Board Expansion (from 20 to 25 seat max)</i>• <i>Maya Lu Board Nomination</i>• <i>Executive Session</i>	Miles	12:50 p.m. (Vote) (Vote)
IX.	New Business	Lois	12:55 p.m.
X.	Adjourn	Lois	1:00 p.m.

THE U DISTRICT

PARTNERSHIP

BOARD MEETING MINUTES

11:30 AM – 1:00 PM

March 21, 2023

In-Person Meeting, Audi Seattle Boardroom

UDP Board Members in Attendance

Rob Lubin, UW Housing – Co-Chair
Lois Ko, Sweet Alchemy – Co-Chair
Trevor Peterson, UW Bookstore – Treasurer
John Hix, Seattle Vineyard Church
Rick Jones, University Business Center
Kristine Kenney, UW Planning

Anson Lin, Astora Construction
Miles Richardson, Audi Seattle/University VW
Don Schulze, Shultzys/UDPA
Alfred Shiga, Shiga's Imports
Anna Sorokina, WSECU
Josh Stabenfeldt, University YMCA

UDP Board Members Not in Attendance

Stephen Antupit, Resident – Secretary
Kate Barr, Scarecrow Video/Grand Illusion
Sally Clark, UW External Affairs/Campus Safety

Jeremy Eknoian, UW Real Estate
Moe Kahn, Cedars Restaurant
Santhi Perumal, UW School of Education

UDP Staff

Don Blakeney, Executive Director
Marcus Johnson, Clean & Safe Manager
Phil Lloyd, Financial Manager

Daniel Lopic, Economic Development Manager
Katy Ricchiuto, Urban Vitality Manager
Polly Yokokawa, Marketing Manager

Guests

Maya Lu, owner of Boba Up observed the March UDP Board meeting in anticipation of joining the Board in April.

Welcome and Introductions

Rob started the meeting and led the introductions for the Board and staff.

Public Comment

There was no public comment.

Approval of Board Meeting Minutes

Motion: Josh moved to approve the February 2023 UDP Board meeting minutes.

Second: Rick seconded the motion.

The motion passed with three abstentions from Alfred, Kristine, and John.

Public Safety Update

Marcus updated the Board on a shooting that took place over the previous weekend on the 4100 block of University Way NE as a result of a fight that broke out between four people after midnight on St. Patrick's Day night. UDP emphasis patrols were on the scene within minutes and applied a tourniquet on the victim's leg to stop the bleeding until the EMT's arrived. UDP is working with SPD to provide photos and additional information.

A group of teenagers have been harassing and vandalizing small businesses along University Way NE. They have caused tens of thousands of dollars of damage across more than fifteen businesses. UDP is encouraging these businesses to report this information to SPD.

Miles shared a story about a car thief who jumped in a car that was in the Audi Seattle maintenance garage and drove it through the building's window, onto the sidewalk on 11th Avenue, where it high-centered and nosed into the sidewalk. The guy ran away down the street but Audi worked with SPD to collect video and finger prints to help with the investigation.

Marcus shared an update on the King County Regional Homeless Authority (KCRHA) and Washington State Department of Transportation (WSDOT)'s work to clear the encampment under the Ship Canal Bridge. UDP outreach workers have been helping facilitate navigation services to avoid displacement to nearby locations. The encampment should be cleared by the end of the month with little-to-no displacement—most people receiving temporary or permanent housing options. UDP is working with City Councilmember Pedersen and these two agencies to continue to address the accumulation of belongings along the freeway, north of NE 42nd Street.

Department of Commerce Grant Update

Daniel gave the Board an update on the Department of Commerce grant. The grant application closed in late February. UDP awarded nearly \$5 million to over 120 tenant improvement project applicants and 75 storefront cleaning applications. 87% of the awards were awarded to women and/or BIPOC-owned businesses. City agencies are working to help UDP and applicants process their permit applications. UDP has contracted with a local architect to consult with small businesses and to navigate permitting issues.

Katy updated the Board about the arts and culture grant that came through UDP from the City of Seattle's Office of Arts and Culture to U District arts and organizations to support programming in 2023. The total amount available to the community was over \$70,000 and awards will be announced in the weeks ahead.

Pacifica Law Group is supporting UDP with the contracting with both the government agencies and grant beneficiaries.

Finance Committee Update and Approval of the January Financials

Trevor shared an overview of the February financials with the Board. The Committee didn't meet in March, but the materials were circulated to the Committee members. The organization is largely on track with income and spending, with some distortions that are related to timing and grants. *These updates can be found in the finance committee narrative included in the March Board packet.*

Motion: Anson moved to accept the February 2023 financials as presented at the March 21, 2023 Board Meeting.

Second: Rick seconded the motion.

The Motion was approved unanimously.

Governance Committee Update

Miles gave an update on the work of the Governance Committee. The team is working to convene a Roosevelt Roundtable this spring. The Committee is also actively recruiting new Board members for the UDP Board's two vacant seats, with the hope of bringing two new people onto

the Board by June 2023. Maya Lu, owner of Boba Up participated in the meeting as an observer this month.

New Branding for UDP Website

Polly offered an update to the Board about the UDP website refresh that will happen later this spring. This refresh has been months in the making and is an exciting next step for UDP as the organization continues to better tell the story of the U District and the work of UDP. Once this website is updated, UDP will focus on redesigning the organization's newsletter.

Miles asked about the difference between the U District Seattle site and the U District Partnership site. U District Seattle is the go-to place for consumers looking to explore the U District or to consume the U District events. Because UDP hosts all event information on the U District Seattle site, the search engine optimization (SEO) rating is abnormally high for a neighborhood site. The U District Partnership site tells the story of what UDP does in the neighborhood and is more about the work of the organization and less about the cool new restaurant. DEI/People-People designed the site from a Word Press base. Polly tracks all website traffic to see how people use the pages and how media coverage drives people to the site.

Rob asked if the team could post the slide decks to the site along with the Board packets, which the team thought would be possible.

U District Spring Events

Polly presented an update on the spring event lineup: U District Cherry Blossom Fest; Seattle Boba Fest; U District Street Fair. It continues to be challenging to predict "peak bloom" in order to coincide the blossoms with the festival promotion. The Cherry Blossom Run will happen again this year, but the new student preview on UW campus will not be until April 15. This year UDP has over 70 participating businesses in the festival. UDP secured a new cherry blossom mural at NE 43rd, on the back-side of the Flowers building. UDP also rolled out a new business sponsorship opportunity where small business sponsors would get logo recognition and prime menu placement. This raised over \$15,000 in sponsorship to support the event.

Seattle Boba Fest returns to the U District on Saturday, April 29 with 25 participating businesses. Street Fair has many more arts and crafts booths than last year, and there are lots of participating local businesses. The new poster and brand is being developed by Don Clark at Invisible Creature. The team flagged that UDP is still seeking sponsorship—special thanks to WSECU for supporting the Street Fair.

New Business

Rob called for new business—Miles mentioned the homeless challenges that Olympia and how they are comparatively more severe and visually present than what he sees in Seattle and the U District.

Adjournment

The meeting was adjourned at 12:59 p.m..



UDP FINANCE COMMITTEE NARRATIVE

Prepared for the April 2023 UDP Board Meeting

At this point in the year, spending is largely on track, but the income has shifted around significantly. UDP continues to successfully secure grants that are shifting how the organization draws down BIA funding. Events are also performing differently than anticipated—more vendor-related fees, less sponsorship. Lastly, there are timing issues that will persist until the end of the fiscal year—some of which are related to the grants.

Balance Sheet Report

The balance sheet isn't very comparable, year over year for two reasons: one, because there were two months of BIA expenses outstanding last year at this time, and two, the Street Fair booth income is a bit higher than it was last year at this time.

Budget Report

The comments below add context and details to variances seen in the budget report. The numbers along the left side of the page correspond with the numbers on the budget report:

Income:

44300 – BIA Income: *BIA spending is up because UDP floated a few projects that landed in February that will get reimbursed, specifically the final tree lighting expansion from NE 47th to NE 50th on the Ave. UDP is also covering some of the Department of Commerce grant administrative costs up-front.*

44530 – Grant Income: *Katy secured unanticipated placemaking grants, which have bumped up income reported in this category.*

4700 – Program Fees Income: *Street Fair has sold out, booking nearly double the arts and crafts vendors this year, which has accelerated the income on this line.*

47215 – Sponsorships: *Spring event sponsorships are continuing to come in, so this big number is mostly a timing issue. Targets were met for the Cherry Blossom Festival. Boba Fest under performed on sponsorship, putting the event into the red by a couple thousand dollars. Street Fair is over-performing on booth income, which is making up for the lagging sponsorship and will ultimately be in the black.*

43400 – Donations/Partnerships: *UW has generously offered to support late night security patrols on the weekends, which can be seen here on this line.*

Expense:

60000 – Staffing: *A slow start to hiring up last summer has been exacerbated by the Department of Commerce grant paying for Daniel's salary, insofar that it has been associated with grant administration. This will continue to distort the budget by growing this variance. UDP will bundle the underspend of BIA dollars on staffing and other areas to bring on additional organizational administration capacity.*

62000 – Office & Overhead: *This underspend is mostly a timing issue and largely related to supplies for the cleaning program.*

70000—Direct Program Services: *The underspend here is related to a combination of things: the upcoming relocation costs for the Clean Team, the upcoming event spending and the launch and refresh of the U District Partnership website, and the expenses for which the organization will incur before the end of the fiscal year.*

BIA Budget Tracker

Looking at BIA spending alone, spending is largely on track, if not a little behind because of the grant funds offsetting UDP's need to draw down BIA dollars this spring.

The U District Partnership
Balance Sheet Prev Year Comparison
As of March 31, 2023

	Mar 31, 23	Mar 31, 22	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	90,714.58	12,652.59	78,061.99
10111 · WSECU Savings	160,039.00	110,187.74	49,851.26
Total 10100 · Operating Bank Accounts	<u>250,753.58</u>	<u>122,840.33</u>	<u>127,913.25</u>
Total Checking/Savings	250,753.58	122,840.33	127,913.25
Accounts Receivable	168,455.46	210,170.50	-41,715.04
Other Current Assets	4,047.17	2,371.62	1,675.55
Total Current Assets	<u>423,256.21</u>	<u>335,382.45</u>	<u>87,873.76</u>
Fixed Assets	6,008.61	1,620.92	4,387.69
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	<u>432,500.69</u>	<u>340,239.24</u>	<u>92,261.45</u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	37,005.83	38,786.42	-1,780.59
Credit Cards	24,884.67	3,899.56	20,985.11
Other Current Liabilities	32,860.10	10,562.46	22,297.64
Total Current Liabilities	<u>94,750.60</u>	<u>53,248.44</u>	<u>41,502.16</u>
Total Liabilities	94,750.60	53,248.44	41,502.16
Equity			
32000 · Unrestricted Net Assets	248,880.08	258,477.14	-9,597.06
Net Income	88,870.01	28,513.66	60,356.35
Total Equity	<u>337,750.09</u>	<u>286,990.80</u>	<u>50,759.29</u>
TOTAL LIABILITIES & EQUITY	<u>432,500.69</u>	<u>340,239.24</u>	<u>92,261.45</u>

The U District Partnership

Budget Report

March 2023

	Jul '22 - Mar 23	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense				
Income				
44430 · BIA Contract	1,066,330.64	1,037,074.17	29,256.47	1,562,325.85
44530 · Grants Income	131,177.32	103,999.98	27,177.34	132,000.00
47000 · Program Fees Income	170,124.97	135,000.00	35,124.97	170,000.00
47213 · Retail Income	0.00	1,875.01	-1,875.01	2,500.00
47215 · Sponsorships	41,500.00	125,000.00	-83,500.00	135,000.00
43400 · Donations/Partnerships	140,305.72	134,281.81	6,023.91	153,700.00
46400 · Interest and Other	86.60	0.00	86.60	0.00
Total Income	1,549,525.25	1,537,230.97	12,294.28	2,155,525.85
Gross Profit	1,549,525.25	1,537,230.97	12,294.28	2,155,525.85
Expense				
60000 · Staffing	613,143.69	677,534.94	-64,391.25	903,379.92
61000 · Professional & Contract Expense	34,000.00	36,374.98	-2,374.98	44,500.00
62000 · Office and Overhead	108,442.08	120,096.05	-11,653.97	165,428.00
70000 · Direct Program Expenses	705,069.47	716,225.00	-11,155.53	1,031,300.00
Total Expense	1,460,655.24	1,550,230.97	-89,575.73	2,144,607.92
Net Ordinary Income	88,870.01	-13,000.00	101,870.01	10,917.93
Net Income	88,870.01	-13,000.00	101,870.01	10,917.93

2022-23 University District BIA

Budget Tracker - March 2023

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	173,802	143,160.45	30,641	82.4%	\$ 12,278.51	\$ 14,399.04	\$ 28,272.17	\$ 11,975.95
Clean Environment	398,750	278,828.21	119,922	69.9%	\$ 33,998.55	\$ 33,879.61	\$ 25,148.19	\$ 33,368.49
Public Safety	298,852	194,099.40	104,753	64.9%	\$ 31,290.24	\$ (52,950.91)	\$ 31,569.27	\$ 35,997.57
Urban Vitality	207,896	129,361.29	78,535	62.2%	\$ 13,559.54	\$ 13,578.95	\$ 17,899.04	\$ 16,541.67
Economic Development	190,625	134,331.17	56,294	70.5%	\$ 23,901.28	\$ 14,092.16	\$ 19,908.17	\$ 17,758.30
Marketing	213,110	141,696.06	71,414	66.5%	\$ 9,392.49	\$ 9,676.80	\$ 22,951.77	\$ 19,485.20
Food Walkk	18,464	28,996.16	-10,532	157.0%	\$ (9,789.97)	\$ 4.82	\$ 8,937.63	\$ 27,939.29
Cherry Blossom	12,164	7,445.39	4,718	61.2%	\$ 436.84	\$ 436.84	\$ 436.63	\$ 435.45
Other Events	23,664	8,603.97	15,060	36.4%	\$ 602.16	\$ 956.15	\$ 4,136.93	\$ 1,036.82
Street Fair	25,000	6,783.54	18,216	27.1%	\$ 1,667.48	\$ 1,706.12	\$ 1,722.05	\$ 1,687.89
Total Requested	1,562,326	1,073,305.64	489,020	68.7%	\$ 117,337.12	\$ 35,779.58	\$ 160,981.85	\$ 166,226.63

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 14,830.86	\$ 19,855.01	\$ 14,507.10	\$ 12,309.80	\$ 14,732.01			
Clean Environment	\$ 28,542.25	\$ 25,340.94	\$ 37,305.52	\$ 35,038.07	\$ 26,206.59			
Public Safety	\$ 27,667.68	\$ 33,174.22	\$ 18,970.81	\$ 30,005.92	\$ 38,374.60			
Urban Vitality	\$ (2,805.75)	\$ -	\$ 14,439.16	\$ 42,807.78	\$ 13,340.90			
Economic Development	\$ 19,591.00	\$ -	\$ 15,454.29	\$ 17,684.14	\$ 5,941.83			
Marketing	\$ 12,363.45	\$ 13,443.47	\$ 18,310.69	\$ 17,423.45	\$ 18,648.74			
Food Walkk	\$ 1,250.00	\$ 648.57	\$ 5.82	\$ -	\$ -			
Cherry Blossom	\$ 425.96	\$ 231.01	\$ 26.42	\$ 96.71	\$ 4,919.53			
Other Events	\$ 427.33	\$ 232.38	\$ 27.79	\$ 18.15	\$ 1,166.26			
Street Fair	\$ -	\$ -		\$ -	\$ -			
	\$ 102,292.78	\$ 92,925.60	119,047.60	155,384.02	123,330.46	-	-	-