



2018 Ratepayer Advisory Board (RAB) Meeting Minutes

Date: September 6th, 2018

Location: The Commons at Ballard – Over the Park Room

Present:

Tom Malone, CKM Associates
Lanne Stauffer, Ballard Square Representative
Michelle Rosenthal, Veris Law Group
Barry Blanton, Greenfire Campus, Commons of Ballard
Jeannie Liu, Miro Tea
Neda Mahdavian, Regency Centers (Ballard Blocks)
Phil Lloyd, Seattle CFO

Absent:

Stephanie Carrillo, Equity Residential
Jim Riggle, Olympic Athletic Club
Mike Anderson, Compass Housing Alliance
Davis Carvey, NOMA HOA
Legh Burns, re-soul
James Lechner, Bastille Café/Stoneburner
Eric Nelson, Nordic Heritage Museum
Mike Kahrs, Central Ballard Residents Association
Scott Koppelman, AMLI Mark24

Via Conference Call:

Christine Ackerman, Hjarta Condominium

Observers/Presenters:

Mike Stewart, Devin Reynolds, and Phillip Sit

1. Welcome and Introductions (Tom Malone & Lanne Stauffer)

The meeting was called to order at 3:00 p.m. and all present (and those who called in) gave brief introductions.

2. Public Comments

Tom Malone stated that the board had not had anyone offer public comments thus far. Devin Reynolds stayed in the lobby until 3:10pm to help anyone coming to the meeting find their way there.

3. Review and Approve June Meeting Minutes (all)

Malone stated that due to a lack of quorum the minutes from the June meeting would not be able to be approved by those in attendance.

4. Finance Report (Phil Lloyd, Mike Stewart)

Lloyd stated that as of July 31st, the Ballard Alliance has expended \$255,331, or 53.8% of its Ballard Improvement Area (BIA) budget and is operating at about 5% under budget for 2018. Lloyd went on to say that \$72,000 remains to be collected and that only \$30,000 is needed to completely fund the 2018 programs. Stewart shared that Nancy McKinney, who had been the Ballard Alliance's book keeper had taken another job and that Lloyd would take on the additional duties moving forward.

5. Sound Transit Update and Discussion (Mike Stewart, Kate Lichtenstein, Leda Chahim)

Mike Stewart reminded the Board of his role with the Sound Transit 3 (ST3) Stakeholder Advisory Group (SAG) and introduced Kate Lichtenstein and Leda Chahim of Sound Transit to talk about the proposed Ballard alignment and station.

Lichtenstein stated that Sound Transit was currently in level 2 of the analysis regarding the proposed Ballard light rail alignment and station options and presented the project timeline. Lichtenstein explained the current alignment options ranging from a 70-foot movable bridge, to a 135-foot fixed bridge, to below ground tunnel options. Lichtenstein also covered the current station options ranging from above ground stations that are approximately 50 feet in the air, to stations below ground to accommodate a tunnel.

Chahim elaborated on the many public outreach efforts undertaken by Sound Transit and further covered the project timeline and estimated costs for the various alignment and station options.

ST3 current project timeline of:

- a. Planning
 - i. 2017-2022
- b. Design
 - i. 2022-2026
- c. Construction
 - ii. 2017-2035

Reynolds asked if Sound Transit had developed models to predict what real estate costs would be at the time of land acquisition for the above ground options for the alignment, given that Sound Transit stated that the tunnel options would be the most expensive and that Sound Transit was using real estate values late updated sometime in 2017.

Lichtenstein said that no such models had been created and that they didn't know how much real estate values would be at the time they plan to purchase properties needed to build any above ground options.

Malone asked Stewart to further discuss the Ballard Alliance's participation in the ST3 planning.

Stewart discussed the frequency of the SAG meetings he attends and that they involved representatives from the entire ST3 line from West Seattle to Ballard and every neighborhood between.

Malone expressed his concerns with potential fixed and movable bridge options with regards to where they would enter Ballard and how the above ground rail line would impact traffic and business. Malone then commended Sound Transit for its transparency throughout the process and that they were approaching it in the right way.

6. Operations (Mike Stewart, Devin Reynolds)

Stewart introduced the Staff Production updates to the Board.

Clean Environment

Stewart then informed the Board regarding the Millionair Club Charity stats for 2018 to date:

- Collected 862 bags of trash and recycling
- Performed 23 public can overflow clean-ups

- Cleaned posters off at least 7.5 telephone poles
- Performed 560 sanitary clean-ups involving bio hazards like human and animal waste
- Picked up 125 sharps
- Logged 1,656 hours of work by the Millionair Club, who employs those experiencing homelessness, unemployment and underemployment

Stewart stated that Reynolds had made 125 reports this year on illegally parked RV's, unsanctioned encampments, illegal dumping, and overflowing trash in the public realm.

Stewart also shared that the Ballard Alliance would be working towards putting a community clean up together to help pick up fallen leaves in the Fall, alongside the Millionair Club workers.

Reynolds mentioned that Seattle Department of Transportation will be pruning dead tree limbs off trees along Ballard Avenue by mid-September and eventually removing up to 9 trees on Ballard Avenue some time in October.

Stewart also mentioned that the Ballard Alliance is working with Seattle Public Utilities and Waste Management to maintain a clean alleyway between Shilshole and Ballard Ave, and Market Street and 22nd Avenue.

Public Safety/Public Health Enhancement

Stewart shared that Paige Killinger had 933 face-to-face contacts with homeless individuals in Ballard, with 552 of those being unduplicated. Stewart stated that Killinger had also helped 76 people find shelter options, including some permanent housing. He also informed the Board that it is more difficult to get mental health treatment in Ballard because those services are in the Downtown area and many Ballard homeless can't easily make that trip and the services don't come out to Ballard.

Stewart went on to say that the City is experiencing a shortage of shelter beds and this results in more people living on the streets due to lack of other options at this time.

Stewart also stated that he would reach out to REACH to get further clarity as to what "shelter options" include and then email the Board with the explanation.

Stewart mentioned that the Ballard Alliance is still advocating for Seattle Police to place an emphasis on Ballard (e.g. bike officers) considering the 74% increase of persons crime from 2013-2017. Stewart went further to mention that many assaults are happening in and around grocery stores due to lost prevent staff getting into altercations with shoplifting homeless.

Stewart briefly covered his involvement with the Multi-Department Rules Committee (MDAR) and how they are working to include planting strips and sidewalks directly adjacent to parks, as part of parks when it comes to enforcing no camping ordinances. Stewart also explained that Seattle Police and the Parks and Recreation staff are told not to enforce these rules and turn everything over to the Navigation Team when it comes to homeless encampments. Stewart expressed his desire to invite the new Seattle Police Chief, Chief Best, out to Ballard for tour and meeting.

Barry Blanton asked if the increase of persons crimes was directly related to the population growth seen in Ballard during the same period.

Stewart added that the number of Seattle Police is significantly less than Boston, which has approximately the same population size and yet a much smaller land mass size. Stewart said that Seattle had around 1,300 police officers to Boston's 2,300 or so.

Business Development

Stewart mentioned that the Ballard Alliance was re-engaging Holiday Spirit Lighting to implement the 2018 Holiday Lighting program and that installation was already underway.

Stewart went further to state that the Ballard Alliance was working with local retailers on the planning and re-branding of the 2018 HolidayFest.

Stewart explained the Ballard Alliance's efforts to create a resident survey geared to identify needs and gaps in the Ballard retail/restaurant mix.

Stewart stated that the Ballard Alliance has increased the Ballard ArtWalk Facebook page likes by 3.5%, achieved an average event page response of 87 per ArtWalk, and increased the number of participating venues by 10% this quarter.

Stewart discussed the development of the Ballard Brewery Passport and the collaborative process undergone with the 11 Ballard breweries and stated the plan to have the passports ready for public access by late Fall.

Marketing and Promotions

Stewart conveyed that the VisitBallard.com website is now the #2 unpaid search result when you Google Ballard. Stewart went further to say that the Visit Ballard Facebook page had 67,500 impressions per week and that Facebook followers were up by 38.3% during the third quarter.

Stewart discussed the digital marketing plan for retail that will begin this Fall, with the aim of driving visitors to Ballard merchants.

Stewart stated that there was a marketing campaign underway via the Alaska Airlines Beyond magazine, featuring Ballard and the Nordic Museum and is supported by Port of Seattle grant dollars.

Stewart mentioned that the Ballard Alliance was working and will continue to work hard at outreaching local Ballard Improvement Area businesses with information on how to add their business to VisitBallard.com. Stewart added that the Ballard Alliance would soon have a new intern on board who will help with this.

Programs and Outreach

Reynolds briefed the Board on the upcoming Get Plugged into Ballard event being held at Lucky Envelope Brewing on September 19th. Reynolds informed the Board that the aim was to help residents find ways to plug into their community and help the homeless by bringing supplies to the event that could be used by Paige Killinger, Ballard's Mental Health and Homeless Outreach Case Manager.

Stewart mentioned a community clean up day in November aimed to help the Millionair Club Charity collect leaves from the sidewalks.

Stewart stated that the Ballard Alliance would begin active outreach regarding the Ballard Alliance Face Sheets provided to the Board. Stewart mentioned that this Fact Sheet may be updated twice yearly. Stewart volunteered to email a digital version of the Fact Sheet to the Board.

Reynolds stated the plan of organizing another Community Manager Meet and Greet for all Ballard Improvement Area apartment and condo buildings, with the target date being in early to mid-October.

Reynolds informed the Board of all the programs the Ballard Alliance held in Ballard Commons Park through the Summer. The events included:

- 12 workouts in the Park lead by three different workout businesses
- 4 outdoor movies with food trucks
- 1 dog show

7. Closing Comments

Blanton stated the Ballard Alliance was going a great job. Blanton went further to say that he serves on other Rate Payer Advisory Boards throughout the city and that Ballard Alliance was off to a great start.

8. Meeting adjourned at 5:06 p.m.