



Approved December 4, 2019 Ratepayer Advisory Board (RAB) Meeting Minutes

Date: December 4, 2019

Location: The Commons at Ballard – Over the Park Room

Present:

Tom Malone, CKM Associates
Lanne Stauffer, Ballard Square Representative
Legh Burns, re-soul
Mike Anderson, Compass Housing Alliance
Mike Kahrs, Central Ballard Residents
Jim Riggle, Olympic Athletic Club
Barry Blanton, Greenfire Campus,
Commons at Ballard
Stephanie Carrillo, Equity Residential
Michelle Rosenthal, Veris Law Group
Kasia Konieczny, Swedish Medical Center

Absent:

Scott Koppelman, AMLI Mark24
Eric Nelson, National Nordic Museum
Christine Ackerman, Hjarta Condominium
Davis Carvey, NOMA HOA

Via Conference Call:

Observers/Presenters:

Phil Lloyd, Seattle CFO
Mike Stewart, Devin Reynolds, and Kiana Ballo

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

The meeting was called to order at 3:00 p.m. and all present gave brief introductions.

2. **Public Comments**

None.

3. **Review and Approve March Meeting Minutes (All)**

Tom Malone requested that the September minutes be adopted. Barry Blanton moved to adopt the minutes "as is." Legh Burns seconded this motion and a vote was held. The minutes were approved unanimously.

4. **Review and Approve New Board Member (All)**

Tom Malone requested that Kasia Konieczny be approved as a board member. Barry Blanton moved to adopt Konieczny into the board. Stephany Carrillo seconded this motion and a vote was held. Adopting Konieczny as a board member was approved unanimously.

5. **Finance Report (Phil Lloyd, Mike Stewart)**

Phil Lloyd presented the financial report. We are currently 83.3% through the year and spending is at 85.2% for the year. The city just deposited funds for the REACH program in the BIA funds. We are on track for this year's budget with the holiday costs coming in.



Mike Stewart added that there is a surplus in funds from 2017 and 2018 that will be rolling over into the 2020 budget and will be used to fund programs next year.

Lloyd stated that there will be about \$100,000 in surplus from previous years.

6. Year in Review

Mike Stewart presented the 2019 Year in Review. Beginning with marketing, the Visit Ballard brand has been built up to highlight our businesses and events. Visit Ballard has grown in readership and viewership. This year we launched the Ballard Shop and Dine Guide which has been distributed to about 20 locations including 16 Ballard businesses, the Seattle Convention Center, and the Ballard Locks. We also partnered with the breweries to create the Ballard Brewery Passport which has seen great success. We have Visit Ballard merch for sale in two Ballard businesses, including hats, beanies, and campfire mugs. We have also completed marketing campaigns with the Port of Seattle grants for the Nordic Museum in the Alaska Airlines magazine, as well as an ad for Ballard in the Seatac Airport terminal.

Stewart moved on to 2019 programs for the year. This year we expanded the holiday lights. Devin Reynolds added that this year, 203 trees and 13 store fronts were lit. The storefronts that were lit as part of holiday lights were included because the trees in front of their businesses have been removed.

Kiana Ballo reported that the ArtWalk has seen steady growth and participation, with about 15 new businesses participating in the ArtWalk this year. Also the inaugural Ballard Wine Walk was a great success and tickets sold out three days prior to the event with over 425 participants. Planning for the next Wine Walk is underway and will take place on March 28th.

Ballo stated that the first two utility boxes have been wrapped as part of the Ballard Utility Box Beautification Project, the next two boxes will be completed by the end of the month. Reynolds added that the Western Tow Boat mural on the AMLI 24 building was completed in September. This mural was funded by Western Tow Boat a long time, local Ballard business with paint donated by Miller Paint.

Reynolds noted that the Tomte Trail had 24 businesses participate and that the annual HolidayFest will be held this Saturday in Bergen Place. The annual Ballard Gives program had 33 businesses participate with the proceeds benefitting 27 different charities.

Reynolds mentioned the 2019 programs in Ballard Commons Park, including 12 free workouts, 5 planned movies (only 4 of the movies ended up happening, the 5th was cancelled due to a rainstorm), and the dog show.

Reynolds reported on Clean & Safe programs for 2019. The numbers for all Millionair Club Charities collections this year are up. This year we hired a street sweeper to help with the leave collection, while the Millionair Club team blew leaves into the street, the street sweeper picked them up.



In total, 4 tons of leaves were picked up in one day. Additionally, Reynolds reported on average one rogue shopping cart per day to grocery stores. Sharps pick up increased about 18%. Paige Killinger, the REACH representative for Ballard, reported that she helped find shelter for 81 individuals this year, helped 24 people find housing assistance, and got 8 people into education/training.

Stewart presented advocacy efforts in 2019. This year we released a report in tandem with the SODO BIA on RV encampments and the effects of their run-off waste on water pollution. The two BIAs met with the City of Seattle and Department of Ecology to discuss the report but did not find any concrete results. The City suggested a mobile pump system but most of the RV's under concern do not have functioning systems so their waste goes directly into the street. The report tested a water sample from SODO and showed the level of fecal chloroform in the water was 300 times state standard levels.

Stewart added that this year advocacy efforts mainly focused on public safety and sound transit. We advocated for a tunnel option for light rail to Ballard, which will be studied in the EIS. We also supported the 20th option that was drawn up by a community member but unfortunately that option did not move forward to the EIS stage due to complicated politics.

Malone mentioned that the timeline to get the alternative tunnel option funded is short and it will be necessary to identify funding sources for the extra costs of the tunnel.

Stewart responded since I-976 passed it will be sort of a wildcard with this project funding.

Stewart stated that the paving project on Market Street between 24th and 28th has significantly impacted the businesses on that section of the street. It is estimated that collectively the businesses have lost \$500,000-750,000 in revenue due to this project since May. A small fund for the businesses has been created to help. Additionally, we sent a letter to the mayor asking to get the road opened for the holiday season, and when construction begins again for the road to be cleared every night, as well as asking to post pone or cancel the rest of the Market Street paving project scheduled for next year. There is a conference call tomorrow regarding our letter so hopefully we will have good news.

Stewart reported on the Fire Relief Fund that was created in response to the businesses that burnt down on Market Street this October. Overall, nearly \$100,000 was raised to benefit both the businesses and employees that were affected.

7. What Our Future Can Bring

Stewart presented a brief vision for the future work of the Ballard Alliance. We will continue planning community events like luncheons, after hours, and ArtWalks. We are going to spend more time working to bring public art to Ballard like murals, utility box wraps, and potentially a sculpture that could be an iconic, interactive feature to our streets. We are going to work on getting light pole banners and garbage can branding to ad identifiable elements to strengthen the identity of our neighborhood.



Stewart stated that this year our work advocating for an increased police presence paid off by getting emphasis patrols in Ballard. In 2020, the Alliance will use the surplus funds from previous years to fund more emphasis patrols. Our work advocating to the city also resulted in the creating of the high barrier individuals task force at the City. Next year, we will be shifting our focus from advocacy for public safety to more Ballard specific programming including Safe Streets, focusing on prolific offenders in Ballard (honing in on the top 20 or so people in Ballard that cause the most chaos), increasing communication and engagement with business owners, and connecting important players that are involved in public safety issues in an interagency communication stream through a private and secure channel.

Kasia Konieczny added that Swedish Hospital is looking forward to being included in these communication channels and working to resolve the public safety issues the neighborhood faces. The hospital has seen an increase in violence especially with assaults to nurses.

Stewart mentioned that he spoke with the Executive Director of the San Francisco BIA in the Tenderloin neighborhood, which is an area known for being problematic with crime and drug abuse. The Tenderloin BIA created a program to help business owners take ownership of the sidewalks and public spaces outside of their businesses. Our pilot program, inspired by the Tenderloin's program, will provide business owners with flower planters to roll out every morning and take back in every evening, and to organize a time for every business to come outside to sweep the sidewalks every day to show responsibility and ownership of the spaces directly outside of their business.

Malone responded that Minneapolis has a program to reduce crime that assigns one person to manage a group of prolific offenders to figure out what services are needed to help them deal with their issues. Seattle has the LEAD program but hasn't seen the success that Minneapolis has.

Stewart noted that LEAD is a program geared toward low level drug offenders, not prolific offenders. We are working to connect interagency representatives to work together on this issue. We want to take care of all parts of our neighborhood. We are also looking at getting extra off duty SPD patrols for \$50,000. We can choose where to focus the patrols to where we most need them. We will get 62 four hour shifts, utilizing the surplus funds from 2017 and 2018. We also secured \$100,000 In funding for the REACH program in 2020 and 2021.

Reynolds presented some clean and safe initiatives for 2020 including potentially working with business owners that have access to the alley way behind Majestic Bay Theater to revitalize the alley. This would include switching from dumpsters to bag only service, removing the large hedges, putting in some bistro seating and potentially a mural on the wall. We plan to do more public art projects like murals and utility box wraps to also help clean up public spaces and discourage graffiti.

Ballo added that specifically we would like to get a "Welcome to Ballard" mural on a large wall that can be seen from one of the gateways into Ballard like Leary or 15th. Next year the plan is to hold two Wine Walks, one in March and one in December. Also, we'd like to create a notification system for businesses to alert them for important projects like street closures, special events, and construction projects.



Stewart stated that we would like to do branded light pole banners in 2020. A Ballard tourism video and more digital marketing is planned for next year. We would like to get an interactive sculpture art installation and more interactive public art featured in Ballard. We would also like to work to get restaurants more involved, and continue to work with City of Seattle agencies.

Malone asked for a motion to accept the 2020 budget as outlined. Michelle Rosenthal motioned, and Blanton seconded this motion and a vote was held. The 2020 Work Plan and Budget was approved by all.

Malone asked for a motion to approve the Ballard Alliance as the program manager of the BIA. Blanton motioned, Kahrs seconded this motion and a vote was held. The Ballard Alliance was approved as program manager of the BIA by all.

8. Election of Member (All)

Stewart listed out the board members who were up for renewal as of December 31st, 2018:

- Barry Blanton
- Legh Burns
- Stephanie Carrillo
- Mike Kahrs
- Davis Carvey

Malone asked for a motion to approve all board members up for renewal. Jim Riggle motioned, and Lanne Stauffer seconded this motion and a vote was held. The motion to renew all board members up for renewal was approved by all and renewed board members will serve for two more years.

Note that James Lechner and Jeannie Liu have stepped down from the board.

9. Closing Comments

Malone motioned to adjourn. Blanton seconded the motion and a vote was held. The motion to adjourn the meeting was approved by all.

10. Meeting adjourned at 5:00 p.m.