



APPROVED 2018 Ratepayer Advisory Board (RAB) Meeting Minutes

Date: December 6th, 2018

Location: The Commons at Ballard – Over the Park Room

Present:

Tom Malone, CKM Associates
Lanne Stauffer, Ballard Square Representative
Barry Blanton, Greenfire Campus, Commons of Ballard Association
Neda Mahdavian, Regency Centers (Ballard Blocks)
Phil Lloyd, Seattle CFO
Christine Ackerman, Hjarta Condominium
Davis Carvey, NOMA HOA
Legh Burns, re-soul
Mike Anderson, Compass Housing Alliance
Stephanie Carrillo, Equity Residential
Eric Nelson, Nordic Heritage Museum

Absent:

James Lechner, Bastille Café/Stoneburner
Mike Kahrs, Central Ballard Residents
Jeannie Liu, Miro Tea
Michelle Rosenthal, Veris Law Group

Via Conference Call:

Jim Riggle, Olympic Athletic Club
Scott Koppelman, AMLI Mark24
Mark Durrell, Olympic Athletic Club

Observers/Presenters:

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 (and those who called in) gave brief introductions.

2. **Public Comments**

Mark Durall stated that OAC, Hotel Ballard, and 1,000 members support Burke Gilman Trail on Shilshole due to impact studies and less motorized intersections. Durall stated that if the trail is moved to Leary it will only benefit one or two businesses.

Tom Malone provided background on the “missing link” portion of the Burke Gilman Trail and the organization proposing that the route be changed from Shilshole Avenue NW to Leary Avenue NW.

Davis Carvey asked why don't we push the Shilshole route and get it done? Conversation ensued.

Mike Stewart established the current Ballard Alliance (BA) position as being opposed to any option that puts the route on Ballard Avenue NW. Stewart also stated that the Ballard Alliance is opposed to the proposed NW Market Street and Leary Avenue NW route. Stewart explained that the BA reached out to businesses on NW Market Street and Leary Avenue NW to determine if contact had been made by the group making the proposal to move the route from Shilshole Avenue NW, to NW Market Street and Leary Avenue NW. Stewart stated that the BA found that very few of the businesses had been contacted.

3. Finance Report (Phil Lloyd, Mike Stewart)

Phil Lloyd stated that 85% of the annual Ballard Improvement Area (BIA) budget had been spent for 2018 and that the BA was on pace to slightly underspend due to subsidizing by way of grants. Lloyd mentioned that 94% of BIA billing (dues) had been collected.

Barry Blanton motioned that the financial report be approved. Carvey seconded this motioned and a vote was held. The financial report was approved by all.

4. Review and Approve June & September Meeting Minutes (All)

Stewart requested that the June and September minutes be adopted. Carvey motioned to adopt the minutes from both months “as is.” Leigh Burns seconded this motion and a vote was held. The minutes were approved by all.

5. Ballard Alliance Year-End Review (Annual Report with Mike Stewart, Devin Reynolds)

Stewart introduced the BA Annual Report located in each board member’s binder under Tab 10.

Clean & Safe

Stewart shared the 2018-to-date Millionair Club Charity (MCC) cleaning stats with the board:

- Collected 1,078 bags of trash and recycling
- Collected 1,511 bags of leaves
- Performed 25 public can overflow clean-ups
- Reported on 13 graffiti tags
- Cleaned posters off at least 100 telephone poles
- Performed 752 sanitary clean-ups involving bio hazards like human and animal waste
- Picked up 183 sharps
- Picked up 4 animal carcasses
- Logged 2,765 hours of work by the Millionair Club, who employs those experiencing homelessness, unemployment and underemployment

Stewart announced that there was an uptick on needles and biowaste collection for MCC this year, compared to 2017. Stewart also mentioned that a volunteer-fueled Fall Leaf Community Cleanup work day was held on November 3rd, involving 21 volunteers and four MCC workers, leading to more than 100 volunteer hours and over 3,500 pounds of leaves being collected.

Stewart stated that the BA’s Mental Health and Homeless Outreach Case Manager, Paige Killinger, has had a lot of success this year:

- 99 people transported
- 104 people received some form of shelter

- 91 people received food
- 75 people accepted clothing
- 55 people exchanged dirty needles for clean needles or accepted a sharps container
- 84 people receive mental health treatment or some other kind of medical care
- 23 people were helped with the Housing Assistance Program (coordinated entry)

Burns and Mike Anderson asked about the housing options available to Killinger and where the people she helps to get housing, end up. Stewart stated that it is a mix of shelter bed (when available) and permanent housing.

Stewart discussed the Public Safety Forum w/ SODO, Pioneer Square, China Town International District, and Ballard Alliance geared to help change the narrative about criminal activity and homelessness. Stewart mentioned that Seattle Police Department, representatives from the Mayor's Office, and City Councilmembers were present.

Stewart briefed the board on his co-authored Seattle Times Op-Ed on safety issues and his involvement on pushing for the Police contract (passed City Council vote 8-1). Stewart also discussed that City Council had approved the funding for the Navigation Team and decided to fully fund 2 full-time park ambassadors for Ballard Common Park through 2019 and 2020.

Marketing and Promotions

Stewart discussed this year's marketing campaigns, noting that VisitBallard.com is trending first or second on Google searches for "Ballard," that the BA has new merchandise in trucker hats and beanies, and that the creation of a Shop and Dine map was underway. Stewart also shared that the Ballard Brewery Passport would officially launch on January 12th, funded by the Only in Seattle grant. Stewart stated that the marketing grant partnership between the Nordic Museum and the BA was very successful, resulting in an ad in the Alaska Airline Magazine in November and a digital ad campaign. Stewart discussed the Ballard ArtWalk's growth, both on-line and in person in terms of Facebook page likes and number of participating business respectively.

Advocacy / Urban Design

Stewart stated his continued efforts pushing for a tunneled option and below grade station and will continue this in 2019.

Stewart announced that the Portland Loo will be added to Ballard Commons Park in the Summer of 2019 and will include funding for cleaning three times daily. Stewart expanded on Ballard Commons Park to include the progress of the Ballard Commons Park Play Area (BCPPA), its successful Proview meeting with Parks and Rec, scheduled public meetings on December 10th and February 11th, and the need for grant and private funding to support this project.

Business Development

Devin Reynolds presented feedback from Ballard Community Survey:

- Over 500 people took the survey
- 78% of survey takers live in Ballard
- 37% of survey takers have lived in Ballard for 10 years or more
- 24% of survey takers have lived in Ballard for less than 2 years

- Most survey takers were drawn to Ballard for its small town feel and convenience in shopping and dining
- Survey takers love Ballard's walkability, Farmer's Market; shopping, dining, and brewing options
- Some common themes that survey takers said they wanted to see in Ballard included:
 - Bowling alley
 - Dog park
 - Gay bar/s
 - Cheap, quick, healthy food options
 - Bagel shop or New York-style deli
- Some common challenges to shopping and dining in Ballard the survey takers mentioned included:
 - Lack of parking availability
 - Concerns about safety
 - Lack of safe bike routes and parking
- Some factors that survey takers said would influence them to shop and dine in Ballard more included:
 - Safer sidewalk experiences (encounters with people experiencing drug addiction and partaking in illegal activities were mentioned numerous times)
 - More parking availability
 - Lower prices at retailers
 - More lunch options

Malone stated that this survey is a good organizing document for budgeting and planning for next year.

Christine Ackerman mentioned that Ballard could use a good salad place and that there are many people who work from home in the area who go out for lunch in Ballard. Ackerman said Ballard could use a Chipotle and proposes that people reach out to local salad places (Evergreens) to get a location in the neighborhood. Ackerman also alluded to retail spots on 17th with Valdock.

Malone suggested we communicate with property owners to identify and encourage filling in the retail and restaurant gaps.

Malone discussed the overarching goal of being a longitudinal influence with City Hall. He also mentioned there is a very high likelihood that a tunnel option for the light rail would not be an option without the Ballard Alliance and he encouraged the BA to continue to link up with other Seattle BIA's. Malone brought up that fact that the BIA will be up for reelection soon and suggested that other board members do what they can to inform others about the work the BA does for Ballard.

Stephanie Carrillo suggested turning SeafoodFest vendors into brick and mortar businesses in Ballard, saying, "We need to woo them into opening locations in Ballard."

Stewart stated that SeafoodFest and the Ballard Farmers Market both act as incubators for businesses.

6. Review 2019 Work Plan and Budget (Mike Stewart, Tom Malone, Lanne Stauffer)

Stewart introduced the BA Annual Report located in each board member's binder under Tab 10. Stewart stated that the BIA operating revenue would increase by approximately \$25,000 for the 2019 fiscal year. Stewart went further to breakdown where the operating revenue for the BA comes from:

- SeafoodFest = 48%
- BIA revenue = 44%
- Grants and Ballard Alliance memberships = 8%

Stewart stated some upcoming projects included in the 2019 work plan that the BA would be working on to benefit the neighborhood:

- Getting Crime Prevention Through Environmental Designs (CPTED) certified
- Undertaking a utility box art project with vinyl wraps
- Further exploring ways to work with other Seattle BIAs

Stewart presented the proposed budget of \$495,000 for 2019 and specified that it has gone up from 2018 (\$470k) mainly due to the annual CPI escalator and a few completed developments.

Legh Burns asked about the ability to annex up to 10% of nearby Ballard properties as a way to increase the level of services offered and to help grow the annual operating budget.

Stewart shared the work that the BA and BDS Planning underwent in 2018 to explore a potential annexation of the Brewery District. Stewart explained what the brewers were hoping for and some of the challenges that would come with any annexation.

Burns asked about funding for more Mental Health and Homeless Outreach Case Manager. Stewart expressed the need for support in-house to help the BA's current Mental Health and Homeless Outreach Case Manager. Stewart went further to say that additional case managers wouldn't help at this time because there aren't enough shelter beds or housing to offer those currently experiencing homelessness.

Malone asked for a motion to accept the 2019 budget as outlined. Eric Nelson motioned, and Blanton seconded this motion and a vote was held. The 2019 Work Plan and Budget was approved by all.

7. Election of Member (All)

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

- Mike Anderson
- Christine Ackerman
- Jim Riggle
- Michelle Rosenthal
- Lanne Stauffer
- Jeannie Lui

Malone asked for a motion to approve all board members up for renewal. Carvey motioned, and Nelson 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.

Carvey motioned to re-elect Malone and Stauffer to co-chairs of the board. Blanton seconded this motion and a vote was held. The motion to re-elect Malone and Stauffer to co-chairs of the board was approved by all.

7. **Closing Comments**

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

8. **Meeting adjourned at 4:28 p.m.**