



July 29, 2021, Ratepayer Advisory Board (RAB) Meeting Minutes

Date: July 29, 2021

Location: In Person & Zoom Hybrid Meeting

Present (in person):

Tom Malone, CKM Associates
Mike Kahrs, Resident
Mark Craig, Henbart

Present (via Zoom)

Eric Nelson, National Nordic Museum
Scott Koppelman, AMLI Mark24

Observers/Presenters:

Phil Lloyd, Seattle CFO
Daniel Tuccillo, Regency Centers
Mike Stewart, Devin Reynolds, and Anndrea Dohring

Absent:

Legh Burns, re-soul
Michelle Rosenthal, Veris Law Group
Christine Ackerman, Hjarta Condominium
Davis Carvey, NOMA HOA
Stephanie Carrillo, Equity Residential
Barry Blanton, Greenfire Campus, Commons at Ballard
Chris Beaudoin, Swedish Medical Center Ballard

1. Welcome and Introductions (Tom Malone)

The meeting was called to order at 3:02 p.m. and all present (in person and via Zoom) gave brief introductions.

2. Public Comments

None.

3. Finance Report (Phil Lloyd, Mike Stewart)

Phil Lloyd presented the finance report. Currently, the Ballard Alliance has been applying its PPE and employee retention credit, allowing the Alliance to bill the BIA less during the first two quarters of 2021. At this time, the BIA is only being billed at 34% on the year, compared to a normal billing of 50% due to the grants and federal support.

Mike Stewart stated that the Alliance is still spending funds, and further clarified that the grant funding dramatically reduced the need to bill the BIA for the services administered so far this year. Stewart continued to say that the BIA would ultimately be billed at or near 100% by the end of the year. Mike Kahrs asked if unspent BIA funds could be rolled over into the new year to which Lloyd confirmed that any unspent BIA funds would indeed be rolled over if not fully spent in 2021.

4. Meeting Minutes

N/A

5. Ballard Alliance Update

Business Development & Retention

Devin Reynolds announced that the Alliance created a designated webpage to provide a business attraction/new business recruiting tool. Reynolds stated that the site highlights the amenities in Ballard, demographic data and graphics, testimonial from current business owners and a photo collage. Reynolds announced that the page can be found at visitballard.com/choose-ballard.

Anndrea Dohring discussed how the Alliance developed a Ballard Is Hiring webpage to feature job opportunities in Ballard and assist local businesses in hiring new employees. Dohring stated that more than 39 job postings have been featured on the page so far, with several of them having been filled since being published. Dohring outlined that the Alliance ran a social media campaign to promote the page locally.

Stewart continued the discussion by announcing that the Alliance is coordinating with the Office of Economic Development (OED) regarding the *Seattle Rescue Plan* grant allocations for neighborhood business districts. Stewart added that the Alliance will apply for funding of several shovel-ready projects. Stewart stated that the projects will focus on clean streets, economic development and business support, public realm improvements, activation events, and marketing and communications and that funding could be available as soon as early August and that the Alliance could be eligible for up to \$100,000 in the first round, and potential another \$100,000 in a second round.

Public Health/Public Safety

Stewart discussed how the Alliance partnered with OED to host a pop-up vaccination site at Marvin's Garden in May and how OED provided free ice cream vouchers from Salt & Straw and free movie passes and popcorn from Majestic Bay Theater to those who got vaccinated during the event.

Stewart also covered how the Alliance coordinated with UW Labs and the City of Seattle to secure placement of a COVID testing facility on Ballard Avenue to provide testing resources as new COVID strains present, and the fall/winter flu season begins. Stewart thanked the owners of Magnum Storage for allowing this testing site on their property.

Stewart addressed the recent assault on a PCC employee and the corresponding police response that ultimately apprehended the assailant at a nearby bus shelter.

Daniel Tuccillo added that fellow employees saw the attacker at the bus shelter and called 911 and that they recognized him to be a resident of a nearby RV encampment.

Malone stated that customers and businesses need to feel safe before businesses decide to fully re-open as the pandemic lessens and that the city needs to understand this and take steps to address these issues.

At this time, Malone requested Stewart to discuss the case of Petrina Yeunger.

Stewart stated that Petrina is well known around Ballard and has been for years. Stewart mentioned that Petrina had housing but turned it down to live in the streets of Ballard and that she has damaged the museum property and several other nearby businesses. Stewart updated the Board that Petrina recently assaulted the caretaker of the St. Luke's with a brass pipe, resulting in an arrest, followed by an immediate release. Stewart stated that upon her release, Petrina returned to St. Luke's only to spray paint hate graffiti all over the inside of the church and break a window at Starbucks. Stewart continued to say that St. Luke, Starbucks, and Carter all have restraining orders against Petrina and that she continues to violate them. Stewart informed the Board that Petrina was arrested following the crime spree and now has three felonies on her record. Stewart also said that unfortunately, Petrina has since been released due to time served and that currently, no services are being made available to her.

Malone asked for a copy of Petrina's court decision, to which Stewart said he would track it down and make it available.

Transit & Advocacy Update

Stewart updated the Board regarding how the Alliance organized Ballard Stakeholders, key project leaders from SDOT, and King County Metro to review program proposals for a revised Metro Route 40. Stewart added that the Alliance secured a transportation consultant to assist in data gathering and analysis and that the Alliance would continue to monitor this project - as it has potential negative consequences for businesses along Leary Way and NW Market Street.

Stewart covered the recent Ballard walking tour with the Director and Deputy Director of the Office of Economic Development, highlighting the Alliance's work to support small businesses since the onset of the pandemic, with a focus on economic development, business recruiting, equity work and Ballard Avenue street cafes.

Stewart stated that the Alliance planned and conducted Ballard Walking Tours & Leadership Group meetings with three mayoral candidates – Bruce Harrell, Colleen Echohawk and Casey Sixkiller. Stewart added that these tours, in total, included conversations with 13 Ballard businesses, highlighted key issues for this election, and helped bolster the Alliance's position as a strong leadership voice for Ballard.

Stewart continued, adding that the Alliance collaborated with Ballard District Council to gather video statements from Mayoral, City Attorney and City Council candidates, with a focus on their plans for addressing the needs of Ballard. Stewart elaborated to say that the effort garnered video statements from 16 candidates that can be found on the Ballard District Council website.

Stewart stated that the Alliance is working with businesses on the 5200 & 5300 blocks on Ballard Ave and SDOT to extend the current Ballard Avenue Reconfiguration Plan through May 31, 2022, and that legislation was recently passed that allows for this use, but the Alliance must still seek permit approval from SDOT.

Stewart then discussed the Alliance's partnership with Councilmember Strauss' office and that the partnership is planning a design charrette process for August 3. Stewart said the design charrette will include key stakeholders along Ballard Avenue and will be the first of many conversations regarding the future use of Ballard Avenue.

Mike Kahrs stated his opinion that the design charrette is focusing on superficial things and that until parking concerns are addressed, Ballard Avenue will continue to be a mess.

Clean & Safe

Reynolds discussed the updated Clean Streets Program numbers provided by Uplift Northwest. Reynolds pointed out some highlights including the collection of 1,596 bags of trash, the clean up of 231 overflowing public trash cans, and collection of 338 sharps.

Reynolds continued by stating that the Alliance received two grants through Seattle Public Utilities (SPU) and OED totaling \$15,600 that has been put to work addressing cleaning work the Alliance has not be able to cover before. Reynolds went on to say that the grant funding has allowed the Alliance to contract with Graffiti Busters to remove 10 graffiti tags from the Alliance's artwork-wrapped utility boxes and funded the power washing of the alley just south of Market St, between Shilshole and Ballard Ave. Reynolds also said that the grant funding allowed the Alliance to power wash the sidewalks of Market St, between Shilshole and 22nd Ave NW.

Public Realm Enhancements

Reynolds informed the Board that the Alliance facilitated a mural sponsored by LIFEWTR to be painted on the side of Heritage Distilling. Reynolds added that the mural, designed by local artist Victor Melendez, features Seattle iconography such as the space needle, ferries, salmon, and Mount Rainier and will be painted beginning around August 20.

Reynolds updated the Board that the Alliance also facilitated a mural sponsored by Stabbert Maritime that covered their often-vandalized fencing. Reynolds said that Stabbert Maritime was referred to the Alliance by their neighbors, the National Nordic Museum. Reynolds said that this introduction was followed by the Alliance recruiting local artist, Dozfy, to paint the slatted fence that runs along 54th facing the museum. Reynolds stated that the mural features salmon, eagles, mountains, and trees.

Reynolds continued to say that the Alliance is currently working on plans to cover another utility box with a vinyl wrap featuring the art of a local artist, and that this utility box is located on the SE corner of 24th Ave and Market St. Reynolds said the vinyl wrap should be installed by early October.

Marketing & Promotions

Dohring updated the Board that VisitBallard.com maintains a solid presence and averaged 12,000 users last quarter, stating that this was a 30% increase compared to Q1 2021, leading to the capturing of new users at a 90% rate and seeing users returning to the site at a 10% rate.

Dohring mentioned that 168 new followers were added to Visit Ballard Instagram account since last reported, resulting in over 3,500 total followers. Dohring said that the recent New York Times article on the Ballard Brewery District was tremendously helpful in boosting Visit Ballard's Instagram page.

Dohring also reported that the Alliance secured placement of the Ballard Shop & Dine Guide and the Ballard Brewery Passport at the Pike Place Market Visitor Information Center. Dohring continued to say that this partnership has led to the distribution of 1,000 guides and passports to a high-traffic, tourist location.

Dohring spoke about how the Alliance organized a Ballard Gives Back event benefitting the Ballard Food Bank on Saturday, July 24th and promoted with a robust social media marketing campaign. Dohring said this event featured 29 Ballard businesses who donated a portion of their profits from that day to the Ballard Food Bank.

Dohring went on to say that the Alliance is working with DEI Creative to produce several promotional videos, highlighting shopping, dining, drinking, culture, and attractions, a 2-minute video Ballard Alliance video, *why live in Ballard* video for residential property owners, and a short recruitment video for commercial space/open a business in Ballard. Dohring stated that filming is scheduled for early August with post-production wrapping up in September 2021, followed by a social media campaign.

Programs, Events, & Activation

Reynolds informed the Board that the Alliance is producing the annual Ballard Sidewalk Sale on August 26 – 29 from 10am to 6pm and that a social media marketing campaign will launch in early August to promote the event and participating businesses.

Reynolds continued by stating that the Alliance will be providing buskers on select Sidewalk Sale days in multiple locations including one on Market Street and one on Ballard Ave during high traffic times.

Reynolds spoke on the Alliance's efforts to organize an outdoor movie night to coincide with the August Sidewalk Sale - potentially being held on the National Nordic Museum property.

Dohring briefed the Board on the Ballard ArtWalk's return as an in-person event beginning in April. Dohring said that initially, the in-person event ran all month long, encouraging guests to visit each business on their own time to avoid large gatherings, but that in July, the Ballard ArtWalk returned to its normal in-person, second Saturday from 6 – 9 pm timeslot.

Dohring also spoke on the Alliance's interest in holding an October Wine Walk and that planning was underway! Dohring informed the Board that the event is scheduled for Saturday, October 2nd from 5 – 8 pm and will feature 15 Ballard businesses and 15 Washington wineries and that up to 650 participants will be able to be accommodated.

5. Charter Amendment Update

Stewart mentioned that the Alliance continued to participate on the Compassion Seattle leadership group to advance Charter Amendment 29 and that this work included stakeholder outreach and media relations. Stewart continued to say that the campaign worked to successfully qualify the

amendment for the November ballot and that additionally, this effort has changed the tenor of the mayoral debate to ensure that addressing the dual issue of homelessness and inaccessibility of city parks and public spaces are the most significant topics during the campaign. Stewart stated that the amendment has garnered 64,000 signatures, exceeding the necessary 32,000 signatures that should land it on the November ballot for voters to pass. Stewart said that if passed by voters in November, this amendment will require the city to act, but would ultimately sunset in 2027.

6. Sound Transit Update

Stewart informed the Board that the Alliance continued to organize internal and external meetings to review Sound Transit's re-alignment process for ST3 and that the Alliance has continued its advocacy efforts for not only a tunneled approach with a station located at, or west of 15th Avenue NW, but also to ensure that any project delays are limited in scope.

Stewart went further to say that the Alliance's recent work includes collaboration with Sound Transit Board System Expansion Committee Chair Claudia Baldacci and other key stakeholders throughout the service area and that the Alliance provided testimony at a July Sound Transit Board meeting and participated in crafting several communications to the Board. Stewart said that advocacy work will continue through the summer as re-alignment continues to be a key topic for Sound Transit.

7. Ballard Commons Park

Stewart updated the Board that the Alliance was featured extensively in a recent Seattle Times news article regarding the status of Ballard Commons Park and the closure of the spray park due to the unauthorized encampment. Stewart said the messaging expressed extreme concern, disappointment and called-out the abject failure of the City of Seattle to address this significant issue.

Stewart stated that he was also in communication with Deputy Mayor Tiffany Washington, the Seattle Parks Superintendent, and others to continue advocating that the city prioritize shelter and housing for individuals living in Ballard Commons Park, the Ballard Public Library and Marvin's Garden Park and other areas in Ballard.

Stewart informed the Board that he has continued to work with the King County Prosecutor's Office (KCPO) regarding the felony assault and malicious mischief charges filed against Petrina Yeunger. Stewart said this included ongoing coordination with the KCPO, St. Luke's Church, REACH/LEAD and that the Alliance provided testimony at several bond hearings that yielded a favorable decision that Petrina remain in custody. Stewart said that Yeunger pled guilty to three felony counts and was released in late July leaving her with several standing anti-harassment orders and that the Alliance will continue to actively monitor this situation.

8. Upcoming Meetings

Malone offered the potential Board meeting dates of September 22 and December 15, but after discussion, realized there were too many conflicts with these dates. Malone then asked Stewart to put a Doodle Poll together with potential dates for the Board to vote on.

9. New Business

N/A

Meeting adjourned at 5:03 p.m.