



## 2017 Ratepayer Advisory Board (RAB) Meeting Minutes

**Date:** December 14, 2017

**Location:** Swedish Conference Room – A

**Present:**

Tom Malone, CKM Associates  
Jim Riggle, Olympic Athletic Club  
Lanne Stauffer, Ballard Square Representative  
Brian Livingston, Swedish Medical Center  
Mike Anderson, Compass Housing Alliance  
Davis Carvey, NOMA HOA  
Stephanie Carrillo, Equity Residential  
Legh Burns, re-soul  
James Lechner, Bastille Café/Stoneburner  
Eric Nelson, Nordic Heritage Museum  
Barry Blanton, Greenfire Campus, Commons of Ballard and Keelson  
Mike Kahrs, Central Ballard Residents Association

**Absent:**

Jeannie Liu, Miro Tea  
Michelle Rosenthal, Veris Law Group  
Tom Paine, Hjarta Condominium

**Via Conference Call:**

Phil Lloyd, Seattle CFO  
Scott Koppelman, AMLI Mark24

**Observers/Presenters:**

Mike Stewart, Devin Reynolds, Scott Ingram, Phillip Sit

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

- a. Meeting was called to order at 9:05 a.m.
- b. All present (and those who called in) gave brief introductions.

**2. Review and Approve September Meeting Minutes (all)**

Tom Malone introduced the previous meeting minutes and asked the Board to review them. Mike Kahrs stated that the minutes should be updated to reflect the correct name of his organization, “Central Ballard Residents Association.” Malone called for a motion to approve the minutes with the update. Davis Carvey motioned, and Barry Blanton seconded. All voted to approve, and the minutes were adopted.

**3. Financial Report (Mike Stewart & Phil Lloyd)**

Mike Stewart & Phil Lloyd covered the Financial Report and explained that the Ballard Alliance (BA) has underspent due to the ramping up of projects and contracts that began mid-year, most notably the contract with Reach and the Millionair Club. They also briefly explained that the City’s FAS office

has some “glitches” to work out because they have not invoiced/collected on some parcels and that Stewart has been working with them to correct this issue. Monthly reports from the FAS will be requested moving forward.

*Malone stated that Mike (Stewart) has done an excellent job of keeping the BA on budget.*

#### **4. Ballard Alliance Operations Update (Mike Stewart)**

##### **a. Clean Streets and Alley Program**

Stewart discussed the Millionair Club’s efforts to date which include the collection of 1,109 bags of trash, 1,055 bags of leaves, 85 public can overflow clean-ups, the removal of posters from 26.5 telephone poles, 245 sanitary cleanups, removal of 2 animal carcasses, 97 sharps picked up, and over 2,168 hours logged by the Millionair Club crew. Stewart also mentioned the Devin Reynolds had secured the City Street Sweeper services for Ballard twice in November. Stewart stated that the BA had learned some things through the leaf collection process that will help inform on how to do it better next year.

*Malone stated his sentiment that the Millionair Club has been a success for the BA. Carvey echoes this sentiment and added that the street drain covers are cleaner too.*

*Lloyd signed off from the phone call at 9:15am*

*Stewart mentioned that he would email the BA Operations slide deck to all Board members.*

*Malone recommended that if possible, Stewart email the slide deck to all Board members a few days in advance of each meeting moving forward.*

##### **b. Holiday Lighting Plan**

Stewart acknowledged that the holiday lights were up, and that the BA was very happy with the presentation of the lights and the professionalism of the vendor.

##### **c. Marketing Efforts**

Stewart mentioned that the marketing efforts (using Port of Seattle grant funding) behind VisitBallard.com were going well. He stated that the campaign efforts were underway in the Phoenix and Boise markets to encourage tourists flying into SeaTac to visit Ballard. Some of these efforts involved featuring the Ballard brewers in ads, placing mentions in Alaska Beyond magazine, and curated content on the website.

*Malone inquired if the Port of Seattle would help the BA get into more tourism pipelines.*

Stewart stated that the Ballard ArtWalk was going strong and had increased from 7 participating businesses in May to more than 20 venues in December and has yielded strong marketing numbers on Facebook.

##### **d. Reach**

Stewart mentioned that the previous hire had been poached away to a new job and that Reach is in the process of hiring a new mental health and homeless outreach worker for

Ballard. They have their candidates narrowed down to two with the intention of having the new member starting the first few weeks of 2018.

e. Residential Engagement

Stewart stated that the BA efforts to engage Ballard residents is up and slated to increase in 2018. Some of the efforts included a meet and greet with residential community managers and on-boarding apartment buildings in hosting art during the Ballard ArtWalk. The BA will be co-hosting a residential engagement event called, Get Plugged into Ballard, at Stoup Brewing in January along with Sustainable Ballard. Many other community groups and non-profits are signed on to participate and four sponsors have been procured.

*Kahrs expressed his interest in getting the Central Ballard Residents Association involved in efforts like these.*

f. Advocacy

i. Sound Transit 3

Stewart stated that Sound Transit will have their preferred alternatives for the Ballard expansion of ST3 in 2018 and that the BA will need to get out ahead of this to advocate for the desired tunnel and below-grade station. Stewart mentioned that this would include the BA hiring an outside firm to help advocate for Ballard. Malone informed the Board on the process and approach of the Ballard expansion and expressed the need for quick and decisive action on the part of the BA.

*Blanton inquired how much money would need to be raised to launch a strong advocacy campaign. Stewart and Malone stated that this process could ultimately cost upwards of \$100,000 to \$200,000 and that funds would need to be raised to hit this price tag.*

*Carvey asked if a formal resolution from the Rate Payer Advisory Board (RAB) would help in the effort and Malone and Stewart stated their interest in such a resolution. Carvey then moves to create a resolution and Blanton seconds. A vote was taken, and the motion passed. Phillip Sit suggested to stay away from the term, "lobby," and use, "advocate," instead.*

ii. Burke-Gilman Trail

Stewart stated that the design is around 60%-70% complete and the trail is moving forward.

*Kahrs inquires about parking loss and conversation ensues.*

iii. Ballard Commons Park

Stewart stated that the BA is continuing to advocate for Seattle Police (SPD) coverage around the park. He continued to say that two unsanctioned encampments (not at the same time) were removed from the park by the Navigation Team. Stewart informed the Board that the BA is continuing their efforts to notify the Navigation Team about unsanctioned camps, so they can provide them with needed services and work to get them housed.

Stewart covered the creation of the Ballard Commons Park Play Area steering committee and their efforts to collect public input regarding the park. A large part of the input surrounded the presence of unsanctioned campers in the park and how it limited how the park can be used and by whom.

*Mike Anderson stated that funding for temporary housing for the homeless has been cut for 2018 and that Seattle will see more unsanctioned campsites because of this. Stewart stated that the BA has been advocating for an emphasis zone around Ballard Commons Park and that they had successfully advocated against the City Council budget proposal.*

Stewart mentioned that the public outreach efforts (materials in trick or treat bags, Hattie's Hat kid's menus, tabling at Sunday Farmers Markets, etc.) have yielded approximately 200 surveys and that the services of a landscape architecture firm has been obtained (The West Studio) who is in the beginning stages of designing a play area for the park. The surveys have shown that the public wants to see a playground area and more park activation. Some activation ideas for 2018 include: summer movies, dog events, fitness in the park, fall festival, etc.

*Jim Riggle suggests looking at the Red Hook Movie series as a precedent.*

*Malone stated his pleasure in what the BA has been able to accomplish in its first year.*

## **5. Review of 2018 Work Plan and Budget (Stewart, Stauffer, Malone)**

Stewart stated that the 2018 Work Plan and Budget is similar to 2017's and that revenue would increase by 3% from \$399,000 to \$470,000. This increase is due to the 3% escalator on assessments and overall change in property square footage between assessments pulled in 2015 and those pulled in 2017.

### **a. Clean Environment**

- i. The budget for the Millionair Club will increase to help with leaf removal next year.
- ii. The BA will continue to work with Seattle Public Utilities (SPU), Waste Management (WM), and business owners to "right-size" their bins and encourage participation in the bin locking program.

### **b. Public Safety/Public Health Enhancement**

- i. The BA will be on-boarding the new Reach outreach worker in the beginning of 2018.
- ii. The BA will continue to work with SPD, the City's Navigation Team and key city leaders to address unsanctioned camping and RV dwellings with an emphasis on the area surrounding Ballard Commons Park.
- iii. The BA will pursue the creation of a neighborhood watch task force to step up efforts on reporting public safety concerns to key city departments and mobilize support for public safety enhancements.

- iv. The BA will pursue a partnership with SPD to create a public safety/crime prevention handbook.
  - v. The BA will on-board a public affairs firm to consult and support work related to public safety concerns in Ballard.
  - vi. The BA will continue exploring ways to create a “Community Ambassador” program for Ballard (does not include funding for ambassador from BIA revenue).
- c. Business Development and Retention
- i. The BA will continue to advocate for Ballard business.
  - ii. The BA will work to attract commercial businesses to Ballard.
  - iii. The BA will work to attract the right kind of retail mix in Ballard.
  - iv. The BA will strive to foster small business engagement with a focus on ensuring that businesses belonging to people of color are engaged in Ballard Alliance programs.
  - v. The BA will support business growth through marketing and promotions campaigns.
- d. Marketing and Promotions
- i. The BA will continue to build the Visit Ballard brand and website to attract more followers while highlighting information about Ballard businesses and community events.
  - ii. The BA will create event programs to support the neighborhood and activate parks with an emphasis on Ballard Commons Park.
  - iii. The BA will support Visit Ballard through marketing (advertising & social media) and media relations.
  - iv. The BA will continue to promote and support the holiday and retail events and initiatives.
  - v. The BA will continue to facilitate the Holiday Lighting program.
  - vi. The BA will continue to foster and promote the arts and cultural in Ballard.
  - vii. The BA will continue to coordinate and support the Ballard ArtWalk
- e. Advocacy, Urban Design and Transportation
- i. The BA will retain a public affairs counsel and build a coalition of Ballard, Interbay, Magnolia and Queen Anne business and community stakeholders to advocate for a tunnel crossing of the ship canal with an underground station near NW Market Street and 17<sup>th</sup> Avenue NW.
  - ii. The BA will advocate on behalf of the Alliance for issues such as: transportation/transit improvements, public safety, parking, design guidelines, small business development, infrastructure improvements, and social service expansion.
  - iii. The BA will continue to foster partnerships with key city departments: OPCD, SDOT, OED, DON and DCI.
- f. Management
- i. The BA will continue program administration.
  - ii. The BA will continue to develop and implement service programs.
  - iii. The BA will continue to manage finances and contract services.

- g. The 2018 Budget will break down in this way:
  - i. Ballard Improvement Area - \$470,000
  - ii. SeafoodFest Fees, Sponsorships, and Sales - \$441,200
  - iii. Grants - \$35,000
  - iv. Memberships and Contributions - \$20,000
  - v. The budget increase will help ramped up efforts in these key areas:
    - 1. Public Safety/Public Health Enhancement
    - 2. Clean Environment
    - 3. Advocacy, Urban Design & Transportation
    - 4. Management

*Kahrs advocates that a cushion (“Rainy Day Fund”) be worked into the 2018 budget and a conversation ensued. Ultimately, Stewart states that the BA does indeed have a “Rainy Day Fund” of around \$45,000 already in the budget. Riggle suggests that some of this money be put towards ST3 advocacy. Stewart suggested that it’s possible to put \$30,000 towards ST3 advocacy while keeping the remaining \$15,000 as a “Rainy Day Fund.”*

*At this time, Malone asks for a motion to accept the 2018 Work Plan and Budget as outlined by Stewart. Kahrs motioned and Carvey seconded the motion. A vote was taken and the 2018 Work Plan and Budget passed.*

*Stewart asks for a motion to continue the relationship between the Ballard Alliance and the Rate Payer Advisory Board (RAB). Carvey motioned and Blanton seconded the motion. A vote was taken and the motion passed. The RAB agrees to continue its contractual relationship with the Ballard Alliance as the program manager that administers the BIA funds.*

**6. New Business**

N/A

**7. Public Comment**

- a. *Kahrs asked if retailers/restaurateurs would be willing to help subsidize their patrons parking. Lanne Stauffer stated she would support such a thing. James Lechner stated his concern of the cost this would subject his business to and that price doesn’t seem to be the real issue with patrons, rather instead the lack of parking is the issue. Kahrs suggested getting rid of the truck loading zones on Ballard Ave to free up parking for patrons and Lechner agrees with this. Blanton brought up the notion of “right-size” parking involving residential buildings with excess parking during the day. Blanton will supply Reynolds with contact name and email to consider this further (Daniel Row).*
- b. *Riggle brought up concern about losing a lane of traffic on Market Street due to the current Burke-Gilman Trail design. Malone elaborated on this issue and the conversation ended.*
- c. *Carvey stated how pleased he was with the work of Stewart and Reynolds during the 2017 year.*

**8. Meeting adjourned at 10:54 a.m.**