



## Approved 2019 Ratepayer Advisory Board (RAB) Meeting Minutes

**Date:** March 13<sup>th</sup>, 2019

**Location:** The Commons at Ballard – Over the Park Room

**Present:**

Tom Malone, CKM Associates  
Lanne Stauffer, Ballard Square Representative  
Barry Blanton, Greenfire Campus, Commons at Ballard  
Michelle Rosenthal, Veris Law Group  
Christine Ackerman, Hjarta Condominium  
Davis Carvey, NOMA HOA  
Legh Burns, re-soul  
Mike Anderson, Compass Housing Alliance  
Stephanie Carrillo, Equity Residential  
Eric Nelson, National Nordic Museum

**Absent:**

James Lechner, Bastille Café/Stoneburner  
Mike Kahrs, Central Ballard Residents Association  
Jeannie Liu, Miro Tea  
Neda Mahdavian, Regency Centers (Ballard Blocks)

**Via Conference Call:**

Jim Riggle, Olympic Athletic Club  
Scott Koppelman, AMLI Mark24

**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 (and those who called in) gave brief introductions.

**2. Public Comments**

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

Phil Lloyd presented the financial report. Christine Ackerman asks if there are legal reasons why we can't accumulate cash resources. Lloyd stated that cash reserves can run the life of the BIA according to Phillip Sit of the Office of Economic Development.

Barry Blanton suggests that we are tracking right along financially.

Tom Malone mentioned that he sees more cranes on the Ballard horizon and suggests we will be able to grow our budget in the years to come.

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

Mike Anderson arrives bringing the Board to quorum.

Mike Stewart requested that the December minutes be adopted. Blanton motioned to adopt the minutes “as is.” Carvey seconded this motion and a vote was held. The minutes were approved by all.

#### 5. Operations

##### Clean & Safe

Devin Reynolds shared the 2019-to-date Millionair Club Charity (MCC) cleaning stats with the board:

- Collected **220 bags of trash** and recycling
- Collected **9 bags of leaves**
- Performed 10 public can overflow clean-ups
- Reported on 19 graffiti tags
- Performed more than **30.5 telephone pole cleanings**
- Performed **243 sanitary clean-ups** involving bio hazards like human and animal waste
- Picked up **46 sharps**
- Reported on **80 stolen shopping carts**
- Logged **482 hours of work**

Reynolds announced his initiative to get rogue grocery carts returned to their rightful grocery store. In 2019 alone, the Alliance has filed 140 reports with the city and has been regularly contacting King County Metro for issues with bus shelters. Additionally, the Alliance has been meeting with other BIAs to discuss clean and safe issues.

Carvey stated that the Millionair Club is doing a great job and we should thank them. Lanne Stauffer agrees.

Reynolds mentions the Millionair Club’s year over year increase in picked up trash, biowaste, sharps, and rogue shopping carts, and that we will continue to monitor these numbers.

Blanton asks if this the Millionair Club is hired for the same amount of service with the increased numbers. Reynolds replied yes.

Stewart mentions if we continue to see an increase in numbers, we will report these trends to the city. He also states that Reynolds was invited to be on a clean and safe panel for BIAs around the city.

Stewart stated that the BA’s Mental Health and Homeless Outreach Case Manager, Paige Killinger, will attend the next meeting. Additionally, Kiana Ballo is now full time and part of her job is to act as a gatekeeper for Paige to manage her inquiries since Paige is being inundated with messages that are sometimes inappropriate or out of her scope of work. Currently, online and printed materials with information and resources are being developed.

Stewart states Paige’s 2019 numbers:

- 9 people transported

- 16 people received some form of shelter
- 5 people received food
- 14 people accepted clothing
- 8 people exchanged dirty needles for clean needles or accepted a sharps container
- 3 people receive mental health treatment or some other kind of medical care
- 3 people were helped with the Housing Assistance Program (coordinated entry)

Malone states that the mayor made a point of recognizing our program and asks Mike to speak to that.

Stewart says that our program is being used as a model around the city; in the UDistrict, SODO and other places. The Alliance wants to encourage the neighborhood approach because the city's nav teams are jumping around all over the city where as we are geographically based.

Stewart introduced his recent work with the Prolific Offender Study which was launched between the Ballard Alliance and other organizations within the city to highlight the system failure within our criminal justice system. This study utilized public records to find people with four or more offenses within the past 12 months.

Stewart states that this study is about jail bookings and not about homelessness, but 100% of offenders showed signs of homelessness and 100% of offenders showed signs of substance abuse disorders. For this study, the mayor was contacted to make sure she wasn't blindsided when it went public. The media campaign was launched on February 25<sup>th</sup> and there were 25 news stories in response to the study.

Malone responded by saying this has been very effective and has seen much press related to the issue.

Stewart mentioned that there will be a visit with the editorial board with the Seattle Times on March 26<sup>th</sup>. KOMO 4 is airing a one hour special regarding the study. Chief Best will examine that data and identify ways in which the Seattle Police Department can provide additional information. The mayor is hiring a consultant. This is going to be a long-term initiative and we want this to be a city council campaign issue.

Malone stated that when the BIA was beginning to come together, they wanted to be able to communicate better with the city and we could not have been this effective without the BIA. Continue the good work.

Mike Anderson mentions that he does not think the study addresses the issue of saying this is a criminal problem, not a homeless problem.

Malone agrees homelessness should not be made out to be a crime.

Anderson says the study is silent on its face by saying 100% of offenders are homeless it looks like we are saying homelessness is the issue.

Christine Ackerman says the alcohol and drugs are causing homelessness which is the problem.

Blanton responds by saying we've specifically talked about this with the City Attorney DA and when we are talking about this we need to be, and have been, very specific about talking about this issue. Somewhere along the line there must be a punishment for criminality.

Anderson asks if it was considered to not include the information about homelessness and drug use?

Stewart responded yes but it is so important when talking about these criminal issues. We've not seen a lot of people shoot holes in this. If these individuals have issues and are being provided services, it is clearly not working.

Malone says Stewart said, "it is just too much" and he thinks we all know we need to start doing something, let's do what we can do.

Blanton responded that there are many things that are broken like the fact that they let people out of jail at midnight, and there are problems big and small.

Anderson said there are several factors that contribute to these issues, but we need to get started fixing what we can.

#### 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, beanies, and mugs, and that the creation of a Shop and Dine map was underway. The hats and beanies are for sale at Annie's Art and Frame and Market Street Shoes. Stewart also shared that the Ballard Brewery Passport officially launched on January 12<sup>th</sup>, funded by the Only in Seattle grant, and featuring all 11 breweries within a one-mile radius in Ballard. Stewart stated that the marketing grant partnership between the Nordic Museum and the BA will continue in a spotlight ad at the Seatac Airport which will be up from April 1<sup>st</sup> - June 30<sup>th</sup> 2019.

Malone added that the Nordic Museum is now the National Nordic Museum.

Carvey recommended advertising Ballard on cruise ship and ferry terminals.

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. The ArtWalk is now up to 30 participating venues.

Stewart also mentioned that Hullabaloo is this weekend with 13 local shops as vendors. The BA will be selling beer to raise money for Ballard Commons Park Playground Project,

#### Advocacy / Urban Design

Stewart stated his continued efforts serving on the light rail stakeholder advisory group pushing for a tunneled option and below grade station to be studied in an EIS in April. The next push is to get elected leaders to figure out how they are going to fund the construction of this project as its cost estimate continues to grow.

Blanton brings up that this is a 100-year deal and we don't know how much it will cost but we must think deeply about this project.

#### District 6 Elections

District 6 elections are underway with 12 candidates announced so far. Four incumbents are not seeking reelection so the 2020 city council will look very different than it does now. The BA will be a convener of conversation and is hosting a public forum on May 15<sup>th</sup>. This is a good change for District 6 to get some good representation.

Malone suggests there is at least one candidate that has been able to listen to concerns when a group met with four potential candidates. Stewart adds that the four candidates in the small group conversation were Jay Fathi, Sergio Garcia, Heidi Wills, and Dan Strauss.

Ackerman asks if there will be more than one forum. Stewart responded ideally yes, and it is important to do it early since we want to help frame the debate. There is potential for another forum in late summer and once it has been narrowed down to two candidates.

#### Ballard Commons Park

Reynolds presented the progress with the Ballard Commons Park Play Area Project. So far, we've held two public meetings to seek community input. The community expressed a desire for outdoor adventure/Viking themed play. We've had two preview meetings with Parks. Final parks approval is expected later this year, then we will launch into the fundraising campaign.

#### Business Development

Reynolds discussed the results of the community survey used to assess what businesses are missing from Ballard. Currently, the BA is working on identifying vacant commercial space, contacting target businesses, connecting businesses with commercial real estate brokers and city resources.

Blanton responded that in Pioneer Square there is a full-time business orientation person who helps get businesses in the neighborhood and to keep them engaged, helping them throughout the process of locating and operating in Pioneer Square.

Reynolds mentions that the BA's efforts have been organic but active. Additionally, the BA has been engaging with developers to consider a Melrose Market type development in Ballard and working with the small business advocate with the City of Seattle department of Economic Development.

Steward added that he helped to interview the candidates for the director of the Office of Economic Development after having two interim directors.

Reynolds presented the BA's work with residential engagement. We've been connecting community managers with a crime prevention coordinator to conduct security assessments and recommendations, and we will be bringing her to a Ballard Merchant Group meeting to discuss business security.

Reynolds announced he will be completing a Crime Prevention Through Environmental Design (CPTED) certification later this year.

Reynolds discussed the most recent Community Manager Meet and Greet, held at Hjarta on February 20<sup>th</sup> with at least 10 community managers in attendance.

Reynolds mentioned that Ballo has connected with a contact at Valdok after a long struggle of trying to get a tour of the new building.

**6. 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.

**7. Meeting adjourned at 5:01 p.m.**