



## December 14th, 2022 Ratepayer Advisory Board (RAB) Meeting Minutes

**Date:** December 14th, 2022

**Location:** In Person & Zoom Hybrid Meeting

**Present (in person):**

Tom Malone, CKM Associates  
Mike Kahrs, Resident  
Mark Craig, Henbart  
Christine Ackerman, Hjarta Condominium  
Legh Burns, re-soul  
Max Genereaux, Hattie's Hat, Sunset, Smoke Shop  
Michelle Rosenthal, Veris Law Group  
Gretchen Swanson, Chase Bank  
Barry Blanton, Greenfire Campus, Commons at Ballard  
Eric Nelson, National Nordic Museum  
Brian Trickel, Providence Swedish Medical Center

**Absent:**

Stephanie Carrillo, Equity Residential  
Scott Koppelman, AMLI Mark24  
Randy Brinker, Sweet Mickey's, On the Park Apts.  
John Marasco, Security Properties

**Present (via Zoom)**

**Observers/Presenters:**

Phil Lloyd, Seattle CFO  
Scott Ingham, Ballard Alliance Operations Board  
Mike Stewart, Devin Reynolds, Kiana Ballo and Colton Davis

**1. Welcome and Introductions (Tom Malone)**

The meeting was called to order at 3:06 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. The main takeaway is that at 90% through the year and the original BIA budget is 80% spent. The main reason is because of the grant funding that the Alliance received this year that offset expenses that would normally be billed to the BIA account.

Mike Stewart added that there should be \$126,000 in the BIA account at the end of the year, which is accumulative account over six years of the BIA. FAS sent out new invoices in November with a deadline of December 10th to people who have not paid their assessment.

#### **4. Ballard Alliance Update**

##### Business Development & Retention

Devin Reynolds announced that he worked to connect multiple businesses to commercial real estate brokers to help them find space in Ballard. Nomad Boxing Club was able to secure a long-term lease, so it is great that they now have their own brick and mortar. He also worked to attract multiple new businesses to Ballard to fill retail gaps in the neighborhood.

##### Clean and Safe

Reynolds presented cleaning metrics that are year to date as of earlier this week. There were many street can overflows this year, these are supposed to be emptied every day by Waste Management but that has not been happening.

Stewart discussed that the Alliance will be requesting an audit from SPU for street cans to make sure there are enough in place to handle the capacity. Also, the University District has cool trashcans that would be great to get the same type of cans in Ballard since they are more difficult to rummage through or tip over.

Reynolds stated that all sections of the clean streets program are up compared to last year, especially the public can clean ups and sharp collection. This is part of having more hours for the clean streets team this year and a more efficient team that is doing a better job than last year, not that there is necessarily more to clean up in Ballard. The Alliance provides the city quarterly reports with these numbers.

Stewart mentioned that next year the Alliance will bid this out to see what other services might be offered by other service providers for clean streets work.

##### Public Safety

Stewart announced that the Alliance successfully acquired a Safety HUB Coordinator Position for Ballard funded through the City's 2023 budget. This position will help improve safety by developing relationships, aiding with reporting, and addressing issues. This position would be a new employee for the Alliance to hire in Q1 of 2023. Strauss will be intimately involved in the process of bringing on this new employee and developing what the position will ultimately look like.

Legh Burns mentioned that in the next few weeks a lot of business owners are worried about break-ins over the holiday break.

Stewart replied that the Alliance spoke to SPD about the break ins around Thanksgiving and they've been doing emphasis patrols on Ballard Ave. The break ins have definitely reduced since SPD started the patrols, but the Alliance can talk to them about Christmas as well. Ballard Blocks hired a company that comes out on an on-call basis so for a flat monthly fee, they will be there on demand for \$20 per visit. All of the business owners have the contact information for the security company, and they make it out within 10-20 minutes. The rates would likely be higher for the entire BIA area, but it seems like it could be a good option. Other safety work included targeted work on

encampments around Ballard Blocks/Maritime Academy, the alley behind Majestic Bay Theater, and around Mox Boarding House on Leary.

Eric Nelson added that there is an encampment by Pac Fish along the railroad tracks.

Stewart stated that case conferencing started mid-year and has continued to meet every two weeks. Although it is challenging and frustrating at times, it is positive to have access to this group, to be able to have this opportunity to connect with many involved parties and solve for the most impactful individuals in the community.

Barry Blanton asked if it would be possible to do an in-person tour with this group.

Stewart responded that is a great idea. Ballard Commons Park should be reopening in Q1 of 2023. The Alliance is working with Strauss and the Parks Department to create an activation plan plus the children's play area should start construction in the late spring with completion in the late fall. They've also added string lights, benches, and park ambassadors. The Alliance would like to bring back the movie nights in August next year.

Mike Kahrs inquired about development at St Luke's and the edible hope kitchen.

Stewart replied that they are working on permits and plan on breaking ground for the affordable housing development at the end of next year. At some point early next year they should have an announcement on where edible hope will go while they are under construction.

Christine Ackerman mentioned that there was talk about fencing the park.

Stewart responded that the Alliance will bring that up with Strauss and Parks.

### Public Realm

Kiana Ballo announced that there is a utility box project underway. The utility box that will be wrapped is on the SE corner of NW Market St and 24th Ave NW. The selected artist, Rhodora Jacobs, had a family emergency so the deadline for final design is undetermined right now but hopefully the installation should be complete by early 2023.

Reynolds stated that the Alliance used a different approach for holiday lights this year to mitigate maintenance issues. This year, the lights are wrapped around the trunk and limbs instead of strung through the branches. It worked great and it looks great. The lights will be up until mid-February. The Alliance will also be going to bid for this program next year.

Reynolds continued that there are several things that need to be fixed in the neighborhood that the Alliance is working to address like replacing streetlights, removing old newsstands and kiosk repairs at Bergen Place. The Alliance also had a company come out to remove ivy from trees on Ballard Ave.

Stewart discussed that the Alliance would also like to take over the maintenance of the kiosk in Bergen Place.

## Marketing and Promotions

Colton Davis announced that Visit Ballard.com has maintained great visibility. The Alliance's social media channels have increased followers and newsletter subscribers. The Alliance is working on creating a new Ballard Alliance standalone website separate from Visit Ballard which should be ready to launch to the public in January. The Alliance also soft launched the Visit Ballard gift card program with more than 25 businesses participating in that with a goal of reaching 50 businesses.

## Programs and Events

Ballo presented updates for programs and events. The Ballard Artwalk has continued social media growth and business and attendee participation returned to pre-pandemic levels this year. The Alliance hosted a Luncheon on Thursday, September 29th at noon at Cathedral with more than 60 attendees. The luncheon featured a presentation from the Ballard Alliance team about the work the Alliance did during the pandemic, and strategic planning for renewal of the BIA. The event was well attended and received a lot of positive feedback from guests.

Ballo stated that the Alliance held a Wine Walk on Saturday, October 15th from 6 – 9 pm. The sold out event featured 15 businesses and wineries with 650 participants. The Wine Walk will be held on a bi-annual basis moving forward every spring and fall. The Alliance also organized the first annual Ballard Cocktail Trail featuring 10 Ballard businesses hosting pop-up tasting stations with cocktails made by 10 Ballard bars/restaurants with volunteers pouring drinks for attendees. The event quickly sold out all 450 tickets. The event received very positive feedback from participating venues and event guests. This event will be held on an annual basis moving forward during the holiday season.

Stewart discussed that the programs that the Alliance grossed \$20,000 from the Cocktail Trail and almost \$30,000 from the Wine Walk.

Burns added that there was definitely a sales impact for the Wine Walk, it was re-soul's best day of the year before the Wine Walk.

Ballo continued that the Alliance organized Trick or Treat with more than 48 businesses handing out candy to kids on Halloween, the Harvest Food Drive from November 1 – 30th with 29 businesses gathering donations for the Ballard Food Bank, the Ballard Gives Back promotion where 30 Ballard businesses committed to donating a portion of their proceeds on Black Friday to a non-profit of their choice, and the annual Tomte Trail Passport that features 26 businesses each with a hidden tomte inside. Participants get a stamp at each business then submit their passports at HolidayFest to be entered to win an annual family membership to the National Nordic Museum. The Alliance planned and executed the annual Ballard HolidayFest, held at Marvin's Garden on Saturday, December 3, featuring free photos with Santa Claus, hot chocolate, popcorn, and live music. The photographer took photos of over 600 different parties with Santa during the event. Ballard Alliance/Visit Ballard tabled at Julefest at the National Nordic Museum.

Ballo stated that the Alliance also spearheaded an activation plan for 22nd Avenue, right in front of the Ballard Library, including free workouts, a pet adoption event, and multiple children's activities over a period of three months.

## Advocacy, Urban Design, Transportation, etc.

Stewart announced that the Alliance won the first battle for a tunneled approach for the light rail, the advocacy work going forward is working to get the station located on 15th. The Sound Transit board was set to decide in July, but it has been put off until early 2023. Sound Transit is working on other proposals with some station/alignment location shifts, but the Alliance will continue to push for the Walgreens/Wendy's parcels. The Alliance has done walking tours with members of the Sound Transit board, WSDOT, and targeted media. The timeline looks like a staff report in February with Board deliberations to follow and a decision in March. The Alliance is going to continue to pack the board room at sound transit headquarters, but will do a lot of work in advance.

Tom Malone added that in planning, their focus is very narrow. When they are looking at 14th, they are exclusively looking at how it is cheaper but only by a narrow margin. They have also been wrong on cost projections in the past and they are basing decision making on cost and projections.

Stewart replied that Sound transit recognizes this, and they know that no one wants it on 14th. The last piece of advocacy work for route 40, the city and SDOT have been pushing it off until next year. The Alliance will need to take an approach just like the recover now, repave later campaign we conducted in 2020.

### **5. BIA Renewal**

Stewart mentioned one quick update for BIA renewal: petition packets were distributed via mail last week. It would be great to have our required petitions done by the end of April and this will be the Alliance's number one focus beginning in 2023. The Alliance also some great new supporters this time around.

### **6. Review 2023 Draft Work Plan and Budget**

Stewart stated that this year there was a modest increase in revenue for the BIA. The program is going to stay generally the same with a big change in 2024 but there is room for more cleans streets program, the new safety hub coordinator position, continued case conferencing work, continued private security, continue business development work, continued events with a couple new community events including a dia de los Muertos event and a holiday market, light pole banner project, and update and reprint the Ballard shop and dine guides.

Michelle Rosenthal asked if the Alliance is advertising at the airport.

Stewart replied yes. The Spotlight ad will be located at concourse D in Q2 of next year.

Malone asked the board to approve work plan and budget.

Nelson moved to approve.

Rosenthal seconded.

Motion approved by all.

#### **7. Affirm Program Manager**

Malone asked the board to approve the program manager.

Barry Blanton moved to affirm the Ballard Alliance as the program manager.

Ackerman seconded.

Motion approved by all.

#### **8. Review Board Member Terms and Bylaws**

Malone stated that when the bylaws were created there were term limits for board members but now there is a situation where four board members would need to term off this year and four more next year but with reauthorization it would be great to have their expertise carried over for a little longer. The Alliance is looking for approval to increase the term limit from two to three terms. It is up to this board to determine if this is a reasonable change to the bylaws. A term is 3 years, and you must be reelected at the end of your term.

Stewart added that the board currently has 15 members, with a minimum of 11 and a maximum of 17. This is not a commitment for you all to do another term, but it would be an option for the board.

Malone asked for a motion to approve the change to the bylaws.

Rosenthal motioned to approve the change to the bylaws.

Blanton seconded.

Motion approved by all.

#### **9. New Business**

N/A

**Meeting adjourned at 4:43 p.m.**