



April 3rd, 2024 Ratepayer Advisory Board (RAB) Meeting Minutes

Date: April 3, 2024

Location: In Person Meeting

Present (in person):

Tom Malone, CKM Associates
Mike Kahrs, Resident
Barry Blanton, Greenfire Campus, Commons at Ballard
Mark Craig, Henbart
Max Genereaux, Hattie's Hat, Sunset, Smoke Shop
Brian Trickel, Providence Swedish

Present (on zoom):

Philip Lloyd
John Marasco, Security Properties

Observers/Presenters:

Phil Lloyd, Seattle CFO
Mike Stewart, Sophie Iannone,, Wren Wilson, Will Cadra
Cody Reiter; Sound Transit

Absent:

Kurt Utterback, Regency Centers - Ballard Blocks
Randy Brinker, Sweet Mickey's, Resident
Eric Nelson, National Nordic Museum
Scott Koppelman, AMLI Mark24
Christine Ackerman, Hjarta Condominium
Legh Burns, re-soul
Michelle Rosenthal, Veris Law Group
Gretchen Swanson, Chase Bank
Stephanie Carrillo, Equity Residential
Wyatt Hoffman, Ballard Alliance

1. Welcome and Introductions (Tom Malone)

A meeting of the Ratepayer Advisory Board was held in person on April 3rd, 2024, at the Commons at Ballard Apartment Building. Meeting was called to order by Tom Malone at 3:09pm.

2. Public Comment

None.

3. Finance Report (Phil Lloyd, Mike Stewart)

Phil Lloyd reviewed the Finance Report for the first Quarter of 2024, 25 percent into the year. Expenses for Q1 accounted for 21 percent of the annual budget, which was slightly under the projections. The expenses are following normal trends and are tracking well. While \$990,000 represents the budget, \$205k was spent during Q1.

Barry Blanton commented that in January, more money was spent on management, marketing and safety. Lloyd confirms that this is a normal trend and is not a cause of concern.

4. Confirm Board Appointments and Approval of Board Terms

Tom Malone stated that the BIA renewal involved an Ordinance that was approved by the City. He clarified that the new BIA is not a continuation of the original organization, but rather is a brand new organization; requiring approval of the Board terms and appointments. Furthermore, the term limits also begin anew again now that there is a new organization. Since the new organization will not require approval for 12 years, longer than the 3 consecutive 3-year term limits (9 years) that existed in the previous organization, the Board will have to consider the potential of all Board Members turning over at the same time. Malone presented a solution of creating staggered terms and that initially, 1/3 board members are granted 1 year term, 1/3 board members are granted 2 year term, and 1/3 are granted 3 year terms. Blanton commented that staggering terms is advantageous because it creates opportunities for others to join.

In requesting a motion, Malone stated that since technically there is no official board yet, the present Board Members can establish the new organization's quorum, proposing that the Board require a minimum of six Members present for the quorum to be achieved. Mike Kahrs expressed that the minimum of six Members may be too small on a board of 17. Malone reminded the Board that attendance has been historically high. Kahrs suggests that an excused absence can lower a quorum and votes would require a majority of present members. Craig recommended that the Board adopt simple rules rather than complex ones.

[Approval of Minutes]

Brian Trickle moved to approve the Board minutes.

Barry Blanton seconded.

All approved, motion passed.

[Approval of Board Terms]

Mark Craig moves to approve the Board appointments.

Brian Trickle seconded.

All approved, motion passed.

[Quorum]

Trickle Motioned to amend section 2.12 to add that "if there is a quorum, a simple majority is required and if there is not a quorum, at least 7 board members must be present and a motion requires 2/3 votes for approval."

Malone clarifies Trickle's comment in that section 2.12 to be amended to provide at the end of the very last sentence: "in the event that there is less than a quorum and provided that there are at least 7 members present, and 2/3 of those present vote for approval, the action shall constitute the action of the board."

Trickel motions to vote to approve this amendment.
Kahrs seconds.
All approved, motion passed.

Max Genereaux asks if online voting counts towards a quorum? Malone clarifies those present on zoom during a meeting can vote, and a vote can be counted later by email.

[Approval of Term list of 1-2-3 year term]

Malone requests a motion to approve the list.
Blanton motions the approval of the list.
Trickle seconded.
All approved, motion passed.

5. Review and Approve By Laws

Malone motions to approve the By Laws as proposed. Mike Stewart clarified that the By Laws also changed to allow 19 people on the board, an increase of 2 from the previous BIA ByLaws that allowed for 17.

Trickel motioned to approve Bylaws.
Kahrs seconded.
All approved, motion passed.

6. Alliance Team Updates

Clean and Safe

Stewart presented the Clean and Safe program updates about Uplift NW statistics and Praetorian Security provider. Praetorian provides 24-7 security for the Ballard BIA and has been well received by Ballard businesses.

Stewart shared the news that the Ambassador program will launch soon. The Alliance interviewed three teams and decided on the provider, SPEAR which is the same firm used by the U-District Partnership (UDP) and is well-liked by UDP. The current plan will have two people working per week from Wednesday through Sunday that will provide both early morning to late morning coverage, and early evening to late night coverage. Unlike Praetorian, the Ambassadors will not conduct case management but will be the eyes and ears on the ground, helping direct unhoused individuals to resources and offer de-escalation services.

Stewart stated that the Alliance is working with RP Strategies to offer de-escalation training with the first one occurring 2 weeks ago. This training was well received, and the Alliance will take into consideration feedback for the future 8-9 training courses that will be held throughout the year. Announcements will be seen in newsletters and email notifications.

Advocacy and Community Engagement

Stewart presents Advocacy updates beginning with the Sound Transit Ballard Link Extension project. A more thorough presentation will occur at the end of the Board Meeting. Currently the

project is in the EIS process. The rail line is now divided into 2 segments, the West Seattle Link Extension, and the Ballard Link Extension. Stewart clarified that there is no change in the preferred alternative that was advocated for throughout this whole process, rather the project is extended due to other issues down the “line” at South Lake Union and the CID.

Stewart presented updates on Ballard Avenue Parking advocacy. SDOT implemented Ballard Ave parking changes in October 2023 and replaced two-hour parking with many five-minute load-in zones. With the help of the Ballard Alliance, the businesses of the 5200 and 5300 blocks held two meetings to create a parking plan and requests to address SDOT with. SDOT will be changing the plans in response to the advocacy. Bollards were originally installed in the street to maintain the 20ft fire lane. While the bollards will temporarily return as Strauss continues community outreach in the Summer, two-hour parking will also return. Additionally, the street cafes are required to be re-permitted to meet compliance with SDOT, SCDI and The Landmark Board.

Stewart provided updates on Route 40 Advocacy. SDOT’s Route 40 plan is to add bus lanes on both sides of Leary Avenue that will affect traffic and business in Ballard. A flaw in the current Route 40 plan is that SDOT is relying on incomplete data, and data that does not take into consideration the ridership changes due to the Pandemic. The Alliance built a strong coalition of 50 businesses and organizations that are against the addition of bus lanes. The focus on Route 40 has been important this quarter: last week, there was a presentation at City Hall in which many people showed up supporting the cause against the bus lanes at the transportation meeting.

Council Member Nelson is supportive of the movement, while Council Member Strauss seems to represent a more neutral response as his focus is on the Burke Gilman Trail. While SDOT’s Route 40 changes may be implemented despite best efforts, there is still hope to continue pushing forward. One example to look at is the case in Wedgewood in which the community responded after bike lanes were implemented and successfully advocated for the removal of the bike lanes, indicating that change can happen after installation. Malone stated that Eric Nelson is going to request a meeting with Mayor Harrell to discuss this project and the group is still advocating on many fronts. Genereaux suggested that a letter be sent to Councilmember Strauss.

Stewart briefly discussed the advocacy efforts about the Burke Gilman Trail. Strauss is pushing for Leary Ave to be the location of the connection. However, many businesses have stated that Shilshole Ave is the most appropriate location of the Burke Gilman Trail and not Leary Ave. More advocacy will be required in the future, especially as the Comprehensive Plan is being updated.

Stewart discussed the updates on the One Seattle Comprehensive Plan. The current draft EIS is publicly available, which shows Mayor Harrell’s plan and 4 additional alternatives for growth. There will be a meeting on Monday in which consultant Ian Morrison will brief the attendees about the current comprehensive plan and draft EIS. Eventually, there will be another briefing from OED that will provide more information. Morrison will gather comments and create a comment letter to ensure that the Ballard Alliance will have a standing on this plan update. Stewart clarified that the mayor’s plan will alter the status of Ballard from a Neighborhood HUB to a Regional Center. The plan is high level and does not specify zoning changes, but rather broad parameters of population changes and density. The Ballard neighborhood plan will be

developed in one to two years and it is recommended to push to get a localized planning process started sooner.

Wren Wilson provided an update about the launch of a new Ballard Alliance Program, Residential Engagement Meetings (REM). This program involves quarterly meetings that connect residential building representatives and Ballard Alliance Staff together; to discuss Ballard Alliance resources and to inform the Alliance in how the organization can best support Ballard residents.

Sophie Iannone presented an update on Breakfast in Ballard, a program that has bimonthly meetings that focus on areas of interest that cannot be addressed in the BMRG meetings. For the first Breakfast in Ballard meeting, 35 attendees showed, and the Alliance team shared information about all of the organization's programs. Iannone will be working to streamline the invitation process and to schedule speakers that will be useful to attendees.

Economic Development

Iannone introduced the Economic Development staff updates. Iannone has been utilizing Fulcrum, a Commercial Space tracking database to collect business data including vacancies and business typology. Iannone will utilize this information to compare with the community survey and identify perceived commercial gaps versus actual commercial gaps. Iannone shared that OED has granted the Alliance with access to Placer.ai, a foot-traffic monitoring software. The software tracks how many phones are going into an area which will help identify economic leakage and economic reporting.

Iannone provided an update on business support efforts. Business Merchant and Restaurant Group (BMRG) Meetings occur monthly. The Alliance also continues to share opportunities about grants and other resources such as the storefront repair fund.

Public Realm

Wilson proceeded with Public Realm staff updates, beginning with a brief history of Ballard Alliance accomplishments in Public Art. Wilson provided information about the placemaking project of installing neighborhood banners with a goal installation date to be in Q2. The neighborhood banners were designed by Indigenous artist Paige Pettibon and aim to highlight both Indigenous and Scandinavian heritage of Ballard. Colors are being finalized, and the street use permit application will be set to SDOT as soon as possible.

Wilson shared that she is continuing to work on the feasibility study for Flower Basket installation for NW Market St and NW Leary St. Flower basket installation is tricky due to the type of poles, and signage that are present on Market St. Because of this, the project requires King County Metro, SPU, and SDOT and is a slow-moving process. The Alliance is pursuing a pilot project of 9 planter vases instead of flower baskets for now, as a more feasible solution. The pilot project will focus on the intersection of NW Market St, 22nd Ave NW, and Leary Ave NW. Updates will be provided soon.

Stewart discussed the Ballard Alliance Holiday Lighting Program. This year, the Alliance has an expanded budget to account for the expanded boundary. In addition to expanding the Holiday

Lighting program to go down Leary Ave NW, businesses have also expressed interest in lining buildings with the lighting and then hanging lighting globes in the trees.

Marketing and Promotions

Iannone presents updates about marketing and promotions. Anndrea Dohring, the Alliance's Senior Marketing Director continues to advertise and market businesses and events on Visit Ballard which holds a strong web presence of 7000 followers.

Iannone announced that she and Dohring have been leading a Small Business Spotlight promotion with the goal of making relationships with businesses and highlighting business owners. She stated that the Ballard Shop and Dine Guide is outdated and will need to be addressed soon. Iannone added that Visit Ballard still has an Ad at SeaTac airport. Additionally, Dohring applied for a grant with the Port of Seattle for \$20k (\$10 grant match) to be spent on advertising and promotion in cruises. This will involve video and photography work for cruise ships.

Events

Will Cadra introduced the updates of events beginning with a Hullabaloo recap. Nine businesses participated and all businesses produced sales during the 2024 Hullabaloo. The Ballard ArtWalk continues to occur each month. The March 23rd Wine Walk had 15 businesses participate, each hosting a pacific northwest winery. 4 new businesses participated in Wine Walk this March. The event sold out within a little over a week. This year, the Alliance added a second Cocktail Trail event to the 2024 Schedule. The first 2024 Cocktail Trail will occur in June and the cocktails that are most liked will be served at SeafoodFest in July.

7. Sound Transit Presentation

Cody Ryder (in-person) and 2 other Sound Transit representatives (on Zoom) provided a presentation about the Ballard Link Extension Project. The West Seattle Link Extension and the Ballard Link Extension are now two separate projects, and combined will add 12 miles of rail. There are new alternatives being studied for the Ballard Link Extension mostly concerning South Interbay and South Lake Union. There is a new Environmental Impact Study for Ballard expected to be complete late 2024/early 2025. More public comments will be expected; however existing comments will be carried forward. There is a Westlake line community driven alternative study. In May the board will decide if they want to adopt this plan. There will be 2 webinars and an online survey to provide public comment for this alternative. If this idea is adopted, then it will postpone the EIS by about 10 months. The current timeline is 2026-2030 for the design phase with a 2039 service start time.

8. New Business

None.

Meeting adjourned at 5:04