

CIDBIA Board Meeting Minutes for 8/3/17
Hing Hay Coworks, 8:30 a.m.



CIDBIA Board Members Present: I-Miun Liu (Treasurer), Barry Blanton (Secretary), Diane King, Tuck Eng, Lei Ann Shiramizu, Maiko Winkler-Chin

CIDBIA Board Members Absent: Larry Larson (Co-President), Ken Louie (Co-President), Aaron Crosleycone

CIDBIA Staff Members Present: Jessa Timmer

Meeting was called to order by Barry Blanton at 8:38 a.m.

1. Welcome

Barry welcomed Board and Staff Members

2. Public Comment on Agenda Items

There was no one from the public in attendance, and there were no public comments

3. Review and Approval of July 13, 2017 Meeting Minutes

- a. Maiko motioned to approve the minutes
- b. Tuck seconded the motion
- c. Motion carried unanimously

4. BIA Renewal Update

- a. Status: No change since 7/13/17
 - i. 22% signed
 - ii. There are still petitions out that are very likely to sign (ie. Interim, Vulcan, etc.) that represent about 26% of the total
 - iii. When those are received, we will be at 48% (our goal is 60%)
- b. The BIA Outreach Committee will reconvene after August
 - i. Ling Chin asked Diane about why the assessment on their parking lot was more than their building (indicated she hadn't been responded to; Jessa will contact her to discuss)
 - ii. Tuck suggested another meeting be held, and that anyone who hasn't responded be personally invited to attend; the BIA Outreach Committee will work on this
- c. Board Members are being asked to document their outreach efforts (successful or not) for the files
- d. Question: What happens now? Our deadline was end of June to hit 60% ... Answer: There will be a delay in the start date for the new BIA funding, and we will be applying for an OIS grant to provide some of the funding for Q1 of 2018.

5. Events/Marketing Update – Jessa (via Monisha's email☺)

- a. Dragonfest: Held on 7/15 – 7/16
 - i. Budget
 1. Revenue was \$128k (up \$12k from 2016)
 2. Expenses were \$81k (down \$4k from 2016)
 3. Net Income was \$34.5k (up \$7.5k over budget!!)
 - ii. Attendance
 1. Attendance was down from 2016
 - a. Competing events around the City

- b. New event in SLU
 - c. I-5 closures
 - 2. Sunday's attendance was higher than Saturday's
 - a. Business seems stronger on Saturday
 - b. I-Miun thought the pace seemed better than the "rush" of previous years
 - c. Diane reported that Sunday over by Wing Luke was slow
- iii. Feedback and Outreach
 - 1. Generally, feed-back was positive
 - 2. Monica will be doing outreach to the businesses in the district to solicit feedback
 - 3. There were a couple of "aggressive" businesses that had to be dealt with
 - 4. The event contractor handled all booth set up, and they really helped mitigate extra staff time
 - 5. The booth offerings this year seems less diverse/interesting
 - 6. Alice's Floral was outstanding
 - 7. Overall, a successful Dragonfest!! 😊
- iv. McDonald's Sponsorship
 - 1. McDonalds returned this year at the full amount
 - 2. No guarantee that they will be in for the full amount next year as they might want to "rethink their role"; ie. smaller and therefore less \$\$
- v. The Board will plan to have further discussion about re-envisioning Dragonfest given the changing sponsorship trends
 - 1. The Board will set up an Ad Hoc committee to review all events to consider adjustments
 - 2. We will do this following Night Market
- b. Night Market
 - i. 9/9/17 4:00 p.m. – midnight
 - ii. Need Board Members to volunteer
- c. Light rail Marketing
 - i. Light rail advertising will be going up soon
 - ii. They are still waiting to finalize who is taking advantage of this (I-Miun and The Publix are, not sure who else if anyone)
- d. "Hai Japantown!"
 - i. 9/26/17 12:00 noon – 10:00 p.m.
 - ii. Lei Ann mentioned there is a new Facebook page promoting "Hai Japantown" Night ... "Like" them!
 - iii. Several articles have been posted
 - iv. A press release has gone out
 - v. There will be numerous venues, including at the Jackson Building (movies)
 - vi. Hing Hay Park (the new part) will be closed, but the original part will be part of it

6. Staff Update - Jessa

- a. We hired a Sanitation Coordinator (Lien Pham) 😊
 - i. Lien will be working 20 – 25 hours per week
 - ii. She is already out inspecting alleyways, etc.
 - iii. She will also be tracking work requested, progress, and work completed
 - iv. Part of her role will be to coordinate communication about keeping our neighborhood clean, and suggesting various initiatives to mitigate bad behavior (ie. litter, cigarette butts, etc.)
 - v. Question: Is there power washing scheduled for sidewalks, etc.? Answer: Yes, we have \$\$ budgeted and we can order the work done
- b. OIS has funding of \$16k for painting the Chinese Gate, and it needs to be spent (use it or lose it) by 12/31/17
 - i. Tuck said they are working on new lighting for the gate before getting it painted
 - ii. Birds have created quite a mess, and it's becoming quite a problem around the neighborhood
- c. MHA – Was signed by the Mayor on 8/2/17; goes into effect in 30 days
- d. Graffiti removal was finished on the Republic Building; not exactly sure how it was paid for, but it looks great now

- i. Part of the negotiation for it included addressing the access areas
 - ii. It also included graffiti coating
- e. CIDBIA is a Main Street Affiliate member
 - i. We will be competing for a grant to repaint “Ghost” signage
 - ii. We officially passed into the first stage
 - 1. The first stage is for \$20k, and that is to promote the project through a “Like” campaign to be selected as a finalist this fall; this could be an excellent opportunity to spotlight C/ID and get the rest of the City to rally for us 😊
 - 2. The second phase is for a \$150k grant for repainting “ghost” signs on the buildings in the neighborhood
- f. Jessa is working with Safeco Field to connect with local restaurants to get them into the stadium for the Seahawks’ season
 - i. Thai Curry Simple just made a connection with Safeco
 - ii. They would pay \$300 for a booth; the proviso is that our restaurants not infringe on an existing contractor’s food “category”
- g. Jessa is working with a Bike Share group
 - i. The group received a grant to do outreach to the neighborhood over a 2-month period, and they have asked to partner up with the BIA to get the word out
 - ii. Bikes would be left locked to bike racks, and the combination is supplied to the user via an app
 - iii. Outreach starts soon
- h. IDEA Space Fundraiser (8/12/17 2:00 – 6:00 p.m.)
 - i. IDEA Space holding first annual fundraiser
 - ii. \$20 ticket
 - 1. Trivia
 - 2. Food
 - 3. Sangria!
- i. The City started a Planning Advisory Committee (co-Chaired by Maiko) of 15 – 20 people in response to all the proposed future projects happening in C/ID
 - i. The Committee will be focusing on five initiatives that impact the neighborhood
 - ii. Subcommittees for each of the five will be established, others are welcome to join subcommittees
- j. Yesler Terrace will be hosting a tour on 8/23 at 9:30; let Jessa know if you’d like to join
- k. Tuck asked what our role is relative to Little Saigon
 - i. We administer a joint grant for sanitation/cleaning of Little Saigon and C/ID
 - ii. We have gotten funding of specific programs through OIS that are shared between C/ID and Little Saigon
 - iii. Little Saigon does not receive services paid for by CIDBIA Assessments

7. Public Comment

There was no one from the public present, and therefore no public comment

8. Adjourn

Barry adjourned the meeting at 10:03