

**CIDBIA Board Meeting Minutes for 9/7/17**  
**Hing Hay Coworks, 8:30 a.m.**



**CIDBIA Board Members Present:** Larry Larson (Co-President), I-Miun Liu (Treasurer), Barry Blanton (Secretary), Diane King, Tuck Eng, Lei Ann Shiramizu, Maiko Winkler-Chin, Aaron Crosleycone

**CIDBIA Board Members Absent:** Ken Louie (Co-President)

**CIDBIA Staff Members Present:** Jessa Timmer, Monisha Singh

Meeting was called to order by Larry Larson at 8:38 a.m.

**1. Welcome**

Larry 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 August 3, 2017 Meeting Minutes**

- a. I-Miun motioned to approve the minutes as amended (to read under Item 5, Section a, subsection 2, item C: "Diane reported that businesses had reported on Sunday that business was slow")
- b. Maiko seconded the motion
- c. Motion carried unanimously

**4. Amended 2017 Budget**

- a. I-Miun and Jessa met to review the 2017 Budget (YTD), and things are going very well and look good budget-wise.
- b. There are new items that they would like to add to the 2017 budget (via amendment) that have transpired since the original budget was approved, and after the first amendment.
  - i. The Sanitation project was approved and funded, and that will be added into the budget (no net impact to the bottom line)
  - ii. The CIDBIA was given a grant to pursue competing for the Ghost Signage project through Main Streets, USA (no net impact to the bottom line)
  - iii. Jessa reported that 2 of the 3 computers used by the staff have been replaced, but that the 3<sup>rd</sup> computer (Monisha's) was on its last leg ... this would be an added expense of \$800.
- c. Diane motioned to approved the 2017 Budget as amended
- d. Barry seconded the motion
- e. Motion carried unanimously

**5. BIA Renewal Update**

- a. Jessa distributed a spreadsheet with the current progress
  - i. Status: As of 9/6/17, we are at 29.99%
    1. The spreadsheet shows those that have signed, those that are likely to sign, those we've had positive interactions with that we think will sign, and those who have said no. It also shows those we don't have any indication from to date
    2. A discussion ensued about next steps, concerns from community members, etc.
      - a. We discussed how to tell the story and ask for the order

- b. “Marketing” has been questioned by some in the community (they don’t understand what is being done, or the relative value it represents)
  - i. Tuck thinks the business owners are more interested in improving business daily, and our marketing efforts should be more focused on this
  - ii. The larger events, while appreciated, are only a few days out of the business year, and many business owners don’t appreciate/understand the effort that goes into producing them
- c. Tuck suggested we need to simplify the message to get support from many of the small business owners ... the packet was perhaps too complicated for them to understand, and we need to make the message more understandable for them (simplify the message)
- d. LeiAnn shared concerns expressed that the CIDBIA didn’t support the Japantown event, and the producers of the event felt disenfranchised
  - i. Discussion about the history and directive about what events were CIDBIA events and what wasn’t ensued
  - ii. Monisha noted that she had in fact assisted in several ways with administrative requirements and consultation (although it wasn’t ever a “CIDBIA event” per se)
  - iii. In the end, we want to have a good relationship with all our stakeholders, and while this doesn’t mean taking over their events, it does mean reaching out to Paul and others who might be feeling disenfranchised (which was not intended) to learn how we might support them better in the future (or perhaps just inform them about what we are doing for them that they might not be aware of)
- b. Next steps to complete the BIA Expansion:
  - i. We need to get more tactical, to get more specific, and to reach out again to those we haven’t heard from, and ask them again for their support
    - 1. We need to know one way or the other where they stand
    - 2. We want to get this finished up
  - ii. The Board has asked for the Committee and staff to organize meetings with those stakeholders who we don’t have commitments from
    - 1. Once appointments are made, the Board members have volunteered to attend the meetings to help get this finished
  - iii. The new goal is to get this done by 9/30/17;
  - iv. Our goal is 60%
- c. The BIA Outreach Committee will reconvene next week
  - i. We will work on updating the messaging
  - ii. We will work on a system for setting up meetings for Board Members to attend
  - iii. NOTE: Board Members are being asked to document their outreach efforts (successful or not) for the files

## 6. Events/Marketing Update – Monisha

- a. Night Market
  - i. 9/9/17 4:00 p.m. – midnight
  - ii. Sponsorships are down this year from last year
  - iii. Program fee revenues are up this year from last year
  - iv. Trending currently indicates that the event will be about \$6,000 to the good of budget (without considering staff time being spent to produce it)
    - 1. Night Market is a very low margin event that requires a lot of work to produce
    - 2. It’s very well received, and the community likes it
  - v. Format: Same as last year
    - 1. 8 businesses (all food) will be coming out into the street to join the event

2. Footprint is fundamentally the same as last year, except for some of the side streets that don't have power, etc.
  3. Unlike past years, there is lots of interest from vendors who want to participate
- vi. We need more volunteers!!

## 7. Staff Update - Jessa

- a. Ghost Sign Project
  - i. CID was one of 25 communities in the U.S. selected to via for the large grant (\$150,000) from Main Streets/USA for our Ghost sign project (a project to restore the Ghost Signs in the CID)
    1. There were no other communities in the Pacific Northwest chosen, so we don't have local competition
    2. The official "kick-off" event is on 9/25/17
  - ii. The competition:
    1. Between 9/25/17 and 10/31/17 the 25 communities will compete for the large grant
    2. The winner will be the community that gets the most community support via "votes" received from community members and supporters
      - a. Each person can "vote" up to 10 times each day
      - b. The initial funding we've received (\$20,000) was to help us promote this competition
  - iii. On 10/6/17 there will be an "Open House Weekend", which will include Ghost Sign tours throughout CID.
    1. The intent is to get full community support from all the community groups in Seattle
    2. DSA, OED and others will be asked to support this as well
- b. BIA Board Development
  - i. Jessa reported that she has had a request from someone to join the Board
  - ii. Discussion ensued about when the right time to consider future Board members would be
  - iii. The Board opted to table this discussion until the BIA expansion is finished; at that time, we will consider what we need/want for the Board
- c. Lien Pham has started as our new Sanitation Coordinator, and she's a very organized, energetic person ... ☺
  - 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.)
    1. Question: Is there power washing scheduled for sidewalks, etc.? Answer: Yes, we have \$\$ budgeted and we will order the work done.
    2. Request: Can we communicate when and where power washing is being done (or has been done) to business owners? Yes.
    3. Question: Can Lien help improve communication between Waste Management and business owners so expectations for pick-up schedules can be set? Yes.

## 8. Public Comment

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

## 9. Adjourn

Larry adjourned the meeting at 10:29