

CIDBIA Board Meeting Minutes for 11/2/17
Hing Hay Coworks, 8:30 a.m.



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

CIDBIA Board Members Absent: Aaron Crosleycone

CIDBIA Staff Members Present: Jessa Timmer, Monisha Singh

Meeting was called to order by Ken Louie at 8:33 a.m.

1. Welcome

Ken welcomed Board and Staff Members

2. Public Comment on Agenda Items

There was no one from the public in attendance when the meeting began, and there were no public comments. Juliana (and a friend) from Liana's Café joined the meeting already in progress.

3. Review and Approval of October 5, 2017 Meeting Minutes

- a. Diane corrected the draft in 5.a.iv, changing it to read "" We discussed possible venues, including the Chong Wa Hall, or perhaps a restaurant"
- b. Barry motioned to approve the minutes as amended
- c. Diane seconded the motion
- d. Motion carried unanimously

4. Draft 2018 Budget

- a. I-Miun presented a draft of the 2018 CIDBIA operating budget
- b. The changes made since our last meeting include:
 - i. Removal of the Main Street Ghost Sign project
 1. Unfortunately, we came in 13th of the 25 entries, and only the first 11 were accepted
 2. The net effect to the operating budget is that this program will not be implemented, it had a neutral effect on the bottom line as it was budgeted to be a pass-through program
 - ii. Sanitation
 1. Currently the 2018 budget shows \$192,000 in sanitation revenue (from grants);
 2. It is anticipated that this amount will be dramatically cut by the City for 2018
 3. If it is we will have to make correlating adjustments to the amounts spend on sanitation
 4. We should get final word on this by the end of November
 - iii. Receivables
 1. The current draft shows 88% collection of dues based on 2016 actuals
 2. Barry mentioned that we have seen this in other BIAs, and it was in part due to confusion and collection issues at the City
 3. We might have to take a more proactive role with the City to rectify this, as the problem has been addressed by doing this at another BIA Barry is familiar with
 - iv. Assessment Increases
 1. The current draft does not reflect the new BIA being in place
 2. I-Miun pointed out that there is an allowance in the current city BIA policy for raising dues up to a stated limit without ratepayer reapproval

3. The current 2018 budget only shows a \$12,822 positive variance, given the 88% collections; we might need to consider a dues increase since we haven't had one in the last two years, and expenses do continue to go up for services in Seattle
- v. The current draft does include staff increases for 2018, but does not reflect an increase for the ED yet

5. BIA Renewal Update

- a. We are currently just over 31% (with a goal of 60%)
 - i. Jessa and the Renewal Committee reported that there is positive movement on several fronts
 - ii. For some of the larger ratepayers that haven't been responsive, we are attempting to make other contacts within those organizations
 1. The feeling is that if the answer was "no", they would simply tell us that
 2. Given the answer hasn't been "no", we are likely running up against busy people not giving this priority, and it is getting put aside
 3. The strategy is to attempt to find other contacts to can help us get the petitions signed
 - iii. On 12/5/17, we will be hosting a Happy Hour event at the American Hotel Common Room to celebrate reaching halfway to our 60% goal
 1. Food will be provided by the American Hotel
 2. Beverages will be provided by Blanton Turner
 3. The staff at the American Hotel have servers' licenses for the Happy Hour
 4. Board members were given postcard invitations to hand out to neighborhood stakeholders inviting them to the Happy Hour ... the more the merrier, and we would really like to see some of the property owners who have yet to sign attend

6. Events/Marketing Update – Monisha

- a. **Buy and Fly** Promotion (November 17th – December 11th)
 - i. People who spend more than \$100 (after sales tax) will be entered into a drawing
 - ii. The winner will be given two roundtrip airline tickets to Hawaii
- b. **Holiday Happy Hour and Food Walk** (November 25th)
 - i. This will be held in conjunction with several other neighborhood events that day
 - ii. This is also the same day as "Small Business Saturday", a promotion sponsored by American Express following Black Friday
- c. We are finalizing the **Light Rail Advertising Campaign** (11/15/17 – 1/9/18)
 - i. The exterior of light rail cars will be wrapped and will market the neighborhood
 - ii. The interior panels of the cars will feature marketing of businesses in the neighborhood
 - iii. The "end caps" of the cars will offer an opportunity for co-op advertising where businesses can leverage \$\$ spent for more prominent advertising
- d. Save the Dates
 - i. **Lunar New Year** (Sunday, February 11, 2018)
 - ii. **Dragonfest** (7/14/18 – 7/15/18)
 - iii. **Night Market** (9/8/18)
- e. **CIDBIA Events Committee**
 - i. There will be an Events Committee meeting on 11/8/17
 - ii. The intent is to discuss and develop strategies for future CIDBIA events (beginning with Dragonfest in 2018)
 1. Consider how to work with the various stakeholders in the neighborhood better
 2. Consider how to program given potential changes in sponsorship, scope and scale

7. Staff Update - Jessa

- a. **Pressure washing** is underway (currently being done overnight when businesses are closed in Little Saigon and by request in Chinatown and Japantown)
 - i. There have been specific requests for various locations in Chinatown and Japantown to be power-washed (whole blocks, not just specific businesses)
 - ii. If anyone wants their area power-washed let Lien know

- iii. I-Miun mentioned that if people want more regular power-washing done in front of their businesses, it's relative inexpensive to have it done by the service that is doing this power-washing, and they can set it up on a schedule if you want
- b. Jessa is now a member of the **Public Safety Council**, and she is being nominated to be the Co-Chair at the meeting next week ... 😊!
 - i. There have been more "skirmishes" in the neighborhood lately
 - ii. We aren't sure why this is, but there have been reports of hostile/violent behavior
 - iii. Lei-Ann mentioned seeing people around the base of the apartment building on 7th
 - iv. Jessa will let Sonny know about the uptick in this type of activity
- c. Jessa is conducting staff **Employee Employment Reviews** for the staff
- d. Jessa met with **Commute Seattle** (and helped them get their grant)
 - i. Commute Seattle currently works with businesses of 100+ employees to implement programs to encourage and promote public transportation
 - ii. This grant will allow them to work with businesses of 5 – 99 employees
 - iii. Jessa will pass along information as she gets it
- e. Jessa is working with Jamie and Quynh to draft a Mayoral briefing for the new administration
 - i. She is informing them as to what is working and what isn't working in C/ID relative to current City programs
 - ii. We don't want to lose ground due to the Mayoral transition(s)
- f. Historic South Downtown is having a Happy Hour event on 11/14/17 from 5:30 – 7:30 at the Eastern Café
 - i. They are looking to fill 3 Board seats
 - ii. It's a fantastic opportunity to meet other stakeholders in the area
 - iii. Board Members are encouraged to attend!
- g. Momo is turning 10!!
 - i. Lei-Ann announced Momo is celebrating their 10th anniversary
 - ii. They are having a Happy Hour event on 11/9/17 to celebrate
 - iii. Momo was also named one of the Top 100 Little Shops in Seattle (there were three others from C/ID that were also named ... way to represent!! 😊)

8. Public Comment

- a. Juliana (and a friend) from Liana Café wanted to make a public comment
- b. After a self-introduction by Julianna, Ken Louie opted to hold an Executive Session (to receive and evaluate complaints/charges brought against employees) with the Co-Chairs, Juliana and her friend, during which the discussion with Juliana could continue
 - i. The Executive Session began at 10:03, and 10 minutes was allotted for it
 - ii. The Executive Session closed at 10:30

9. Adjourn

Ken adjourned the meeting at 10:30