

CIDBIA Board Meeting Minutes for 10/5/17
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, Lei Ann Shiramizu, Maiko Winkler-Chin

CIDBIA Board Members Absent: Aaron Crosleycone; Diane King

CIDBIA Staff Members Present: Jessa Timmer, Monisha Singh

Meeting was called to order by Ken Louie at 8:37 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, and there were no public comments

3. Review and Approval of September 7, 2017 Meeting Minutes

- a. Barry motioned to approve the minutes
- b. Larry seconded the motion
- c. Motion carried unanimously

4. Q3 Financial Update/Draft 2018 Budget

- a. I-Miun reported that things are going very well in 2017 YTD, and look very good budget-wise
 - i. P&Ls show a positive variance of just under \$50k
 - ii. Some of this is a timing factor, which means some of the variance will be spent in Q4
 - iii. Part of the positive variance was a very successful Night Market event (see Marketing/Events update)
 - iv. \$20k of it is due to the grant from Main Streets USA for promoting the Ghost Sign grant process (and it will be spent on marketing materials, etc.
 - v. The financial position today is good as compared to just 12 months ago; kudos to Jessa and the team!
- b. Our cash position is good,
 - i. There is \$100k in our BofA Account
 - ii. There is \$79,000 in the City of Seattle account that we can draw against for legitimate expenses
- c. The plan is to build reserves, and to develop an operating \$\$ reserve policy
- d. A draft copy of the proposed 2018 Budget was distributed
 - i. Board Members are requested to review the draft
 - ii. Questions and discussion will happen at the November 2017 Board meeting
 - iii. The Budget will be finalized and approved at the December 2017 Board meeting

5. BIA Renewal Update

- a. We are currently at 31.08% (with a goal of 60%)
 - i. Jessa and the Renewal Committee reported that there is positive movement on several fronts, and all felt the goal, while taking longer than we'd hoped, is achievable
 - ii. We will be working on hosting an event to gather people together, celebrate reaching 50%, and asking for support to get the rest of the way there
 - iii. Events work best with food (and beverages)

- iv. We discussed possible venues, including the newly restored Auditorium, or perhaps a restaurant

6. Events/Marketing Update – Monisha

- a. Night Market – Very successful, and we netted \$17k
 - i. We cut expenses due to lessons learned last year
 - ii. We managed the beer garden better (again with lessons learned), and it became profitable
 - iii. We subcontracted out the production of the event (a good call)
 - iv. We had higher attendance this year (in part due to people coming over after the game)
- b. Looking at all events this year, we have experienced a \$39k (net) improvement over last year (kudos to Monisha and the team!)
- c. Ghost Sign Project
 - i. CID was one of 25 communities in the U.S. selected to vie 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)
 - ii. As of 10/5, we are 14th of 25, and the top 10 will receive \$150,000 grants
 - iii. We will be holding an Open House on Sunday, 10/8/17 to promote this opportunity
 - iv. Get the word out and get people to vote (5 votes per day, every day through October)
- d. 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
 - iii. Tuck added that he would like to see more marketing/advertising for the businesses in the neighborhood to promote more daily support of the neighborhood businesses
 - 1. We need to invite people to come discover C/ID (not just for special events, but daily)
 - 2. We should also consider leveraging a parking program (perhaps a validation system) so the parking under the bridge is better utilized, better managed, and is more of a community amenity that will attract more people to shop in the neighborhood
- e. Small Business Saturday and Food Walk (11/25/17)
 - i. CIDBIA will be working on promoting and producing this event

7. Staff Update - Jessa

- a. Pressure washing is underway (and is starting in Little Saigon)
 - i. Lien Pham, our new Sanitation Coordinator, is “on it” 😊
 - 1. Lien is working to clean up the corner at 7th (between CNT and Jackson Apartments) and it’s looking much better!
 - 2. Lien will be working 20 – 25 hours per week
 - ii. Waste Management has started a Seattle-based customer service line (with in-language services)
- b. Jessa has started the Only in Seattle Grant funding request process for 2018
 - i. This was originally supposed to be only three years
 - ii. Last year we received \$100k
 - iii. We hope to receive funding in 2018, but don’t know how much yet
- c. Jessa is now a member of the Public Safety Council (🇸🇩), and Larry and I-Miun are now off
- d. There is a Labor Law Awareness meeting for business owners being held on 10/6/17 (sponsored through Goodwill)
- e. The SCIDPDA Fundraiser is being held 10/6/17

8. ISRD Board Election (Rebecca)

- a. Rebecca came in and gave the Board an overview of the ISRD Board and the upcoming election of new Board members (election is on 11/21/17)
 - i. The ISRD Board has a total of 7 members, and 3 are coming up for election
 - ii. 2 positions are for residents/tenants in the neighborhood
 - iii. 1 position is for a neighborhood property owner

- b. Terms for Board members are 2-years, and a Board member can be elected for 2 consecutive terms with a 2-term limit
- c. Rebecca answered questions from the Board, and addressed who was and was not eligible to vote

9. BIA Board Development

- a. Jessa reported that she has had a request from someone to join the Board
- b. Discussion ensued about when the right time to consider future Board members would be, given the renewal effort going on presently
- c. The Board asked Jessa to talk with this person to give context on where things are at in the renewal process, and how that might change the Board structure in the future, and to get context from this person as to what they are interested in joining the Board
- d. The Board will consider what we need/want for the Board, the timing, etc. when we hear back from Jessa following her discussion with the interested person

10. Public Comment

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

11. Adjourn

Ken adjourned the meeting at 10:34