CIDBIA Board Meeting Minutes for 8/9/18
Hing Hay Coworks, 8:30 a.m.

CIDBIA Board Members Present: Barry Blanton (Co-Chair), Aaron Crosleycone (Co-Chair), I-Miu Liu (Treasurer), Diane King (Secretary), Ken Louie, Lei Ann Shiramizu, Maiko Winkler-Chin

CIDBIA Board Members Absent: Tung Eng

CIDBIA Staff Members Present: Jessa Timmer, Monisha Singh

Meeting was officially called to order by Barry Blanton at 8:35 a.m.

1. Welcome
   Barry welcomed Board and Staff Members

2. Public Comment on Agenda Items
   No public present.

3. Review and Approval of June 2018 Meeting Minutes
   a. Diane motions to approve the minutes
   b. Aaron seconded the motion
   c. Maiko abstained
   d. Motion carried unanimously

4. BIA Renewal
   a. Alan has met with 16 of the 23 property owners on his list and is also having trouble connecting with the ones the board tried to meet with. A few said they would sign when it got to 50%. Most of them seemed okay with the BIA and what the organization is doing with limited resources, but a lot of them are upset with the City and the services they are not getting, and do not want to pay more.
   b. The board discussed what is the appropriate way to respond to these comments. I-Miu also recently had a bad interaction with City officials. Other businesses in Seattle, not just in Chinatown-ID, feel this way. Businesses don’t know that the City has pushed a lot of responsibilities to BIAs and the City is overwhelmed.
   c. The option to cancel the expansion was discussed. There’s an opportunity to implement an automatic increase.

5. Events/Marketing Update – Monisha
   a. Dragon Fest Update
      i. Dragon Fest net was $31k this year, which is $15k less than 2016. The largest reason was the reduced sponsorship from McDonald’s.
      ii. Attendance was very low due to the I-5 closure, competing events, and extremely hot weather.
   b. Funtivities on July 19
      i. Funtivities was a big hit, and the neighborhood was activated all night. The Happy Hour Food Walk was also successful that night.
   c. Port of Seattle Marketing Project
      i. BIA received a $10,000 grant from Port of Seattle for tourism marketing. Monisha is working with Sparks Creative to produce short promo videos that will be advertised on social media. They were at Dragon Fest and will be back to do more neighborhood shots.
   d. Chopstick Campaign
i. Social media intern Jackie is working on an awareness marketing campaign around the new plastic utensil ban in Seattle. The campaign highlights that chopsticks are compostable, and the wrapper is recyclable. This is a way to promote businesses in the neighborhood and how that they are compliant, and “green.”

e. Ribbon Cutting
   i. There will be a ribbon cutting at Liberty Tattoo at 11:45am.

f. Night Market
   i. Night Market will be on Saturday September 8, from 4pm to midnight.

6. 2019 Events and Policies
   a. Costs
      i. Aaron feels that the costs are too high
   b. Purpose
      i. The board discussed the purpose of events that the BIA manages. They are a fundraiser for the BIA, marketing for the neighborhood and neighborhood businesses, and supposed to be a bump in sales for businesses.
   c. Ad Hoc Committee
      i. Aaron, Lei Ann, Diane, I-Min, and Barry agreed to have a separate ad hoc committee to discuss Dragon Fest 2019 and how to make up the revenue from the event if the event changes.

7. Staff, Sanitation, and Public Safety Update
   a. Lien, the Sanitation Coordinator, is leaving mid-September to do a study abroad in Spain.
   b. Because China is not accepting the US’ recyclables, Waste Management and their service has been impacted.
   c. The BIA billing at the City has had issues. FAS back billed some businesses years after the fact and sent them to collections.

8. Public Comment
   No public comment

9. Adjourn
   Barry adjourned the meeting at 10:15am.