CIDBIA Board Meeting Minutes  
3/5/20 8:30am  
Hing Hay Coworks  

CIDBIA Board Members Present: Barry Blanton (Chair), Alann Hamada, Jena McCullough, Chera Amlag, Brian Jaeger, Evan Chan, Jeff Liang (by phone), Jamie Lee (Treasurer), Jocelyn Moore (by phone)  

CIDBIA Board Members Absent: Tuck Eng, Rahul Gupta  

Guests Present: Terry Nicholas (Resident)  

CIDBIA Executive Director: Monisha Singh  

Welcome  
• The meeting was officially called to order by Barry Blanton at 8:36 a.m., and a quorum was established.  
• Everyone gave a self-introduction.  

Public Comment on Agenda Items – None.  

Approval of Meeting Minutes from 2/6/20 Board Meeting  
• Alann motioned to approve the minutes from the 2/6/20 CIDBIA Board Meeting as presented;  
• Brian seconded the motion; motion carried  

Board Retreat #2 Recap/Feedback  
• General feedback was the Retreat was valuable, and the venue was inspiring (thanks to 1st & Goal)  
• Next steps would be to derive actionable items (SMART goals: Specific, measurable, achievable, realistic and timely)  
• The staff will work to arrive at a list for the Board to consider  

Budget Update/Fundraising  
• Jamie reported that Kathleen (the CIDBIA bookkeeper) will be updating the 2019 budget-to-actuals; the 2020 approved annual budget, and the current balance sheet  
• Jamie will provide a full financial report at the April 2020 meeting after Kathleen gets everything done  
• Q – Is someone monitoring our account with the City?  
  A – Yes. We discussed ratepayer collections and policies for collection within the City  

Committees/Committee Assignments  
• Monisha unveiled her thoughts/suggestions for setting up four new Board committees in 2020, as well as her suggestions for who will serve on each committee:  
  o Clean & Safe (Jena and Alann)  
  o Marketing & Events (Jocelyn, Brian, Chera, Tuck)  
  o Governance and strategic Planning (Jeff, Jamie, Evan)  
  o BIA Assessment (Barry, Jamie, Rahul)
Clean and Safe Update

- Monisha reported 12 volunteers reported for the “Neighborhood Clean-up” in February; they collected 21 bags of trash and 35 used needles
- March 15th Neighborhood Clean-up will be cancelled due to COVID-19
- BIA Directors from several BIAs are working together on event cancellations due to the COVID-19 event

Sanitation Updates
- Pressure Washing Project
  - 10 areas being addressed
  - HSD awarded a grant to CIDBIA for pressure washing
  - Projects are due to begin in late March, and will continue through September 2020
- Waste Management Grant
  - For cigarette butt receptables
  - 6 receptacles will be placed in the neighborhood
  - Currently going through the ISRD process for approval
  - The receptacles will have the CIDBIA logo on them
- Public Safety Updates
  - There has been some build-up of tents/encampments in certain areas (following the large Dearborn sweep)
  - Signage is available (in both English and Chinese) about available safety measures and services
  - The have been 10 exits from the Navigation Center in February (w/3 finding permanent housing)
  - Reports are that the Navigation Center itself has attracted an undesirable element to the surrounding neighborhood

Events/Marketing/Communication Update

- Lunar New Year
  - Attendance was good considering the health concerns/COVID-19 scare, transportation challenges and weather that weekend
  - Net profit was ~$4,000 (vs. $8,000 budgeted)
  - One of our large sponsors ($10,000) dropped out of the event, and we still netted $4,000
- Port of Seattle Grant
  - The Port awarded us an $7,500 grant for marketing displays at SeaTac and on the Ferry System
  - This is a “matching” grant, and requires the CIDBIA to “match” with $3,750
  - The total marketing program (with the Port’s grant and CIDBIA’s match) is $11,250.
- 2020 BIA Events
  - CIDBIA Events have not been officially cancelled at this point, and all currently scheduled events will be held until further notice.
- Q – How can we advocate to the municipalities and the neighborhood to financially support struggling small businesses in the face of COVID-19?
  - A – Several ways, including:
    - Business promotional videos for businesses that are “draws” to the neighborhood; 6 businesses were carefully chosen to help promote that the district is open so support it
    - Brian suggested urging cross-promotion of businesses
    - Buy gift certificates (so the retailers and restaurants receive the $$$ now, and services are provided later)
    - Grass roots social media campaigns to support our local businesses
- Monisha would like to set up a Community Clean-up effort where Board Members get engaged (a bonding experience!)
- Chinatown/ID Spring Clean is scheduled for 4/25/20 from 9:00 – 1:00
- Economic Development Business Owners’ June Board meeting on June 4th @ Thai Bihn Community Room

Executive Director’s Report
COVID-19 Update
- Lots of media/communications going on
- Mayor and her entourage made a trip to Little Saigon, and had lunch at Honey Court to show support for Chinatown in the wake of COVID-19
- Reporters have continued to inquire about how COVID-19 is affecting our community; reporters from around the country have been calling (some are asking about outlandish things trying to generate stories ...)

COVID-19 CIDBIA and Staffing Plan (work virtually)
- CIDBIA is taking the lead from other local authorities as to how to approach working from home, etc.
- The answer is we are working, whether it be in person or virtually, to provide services to the neighborhood

Public Comment
- Terry reported an increase in graffiti in the alley near the trash

Adjournment
The meeting was adjourned at 10:06 a.m.