



**MEETING NOTES
CENTRAL WATERFRONT COMMITTEE
EXECUTIVE COMMITTEE**

**MEETING #4 January 10, 2011
12 — 1:30 PM Room 1660, Seattle Municipal Tower**

Meeting Attendees

Committee Members

- Charley Royer, Co-Chair
- Maggie Walker, Co-Chair
- Carol Binder
- Bob Davidson
- David Freiboth
- Ed Medeiros
- John Nesholm
- Mark Reddington

Other Central Waterfront Committee Members

- None

City Staff & Consultants

- Paul Elliot
- Marshall Foster
- Dennis Meyer
- Hannah McIntosh
- My Tam Nguyen
- Steve Pearce
- Norm Schwab
- Nathan Torgelson
- Jennifer Wieland
- Tatiana Chouluka
- James Corner
- Michael Horsham (*via phone*)
- Ken Johnsen
- Natalie Price
- Lisa Switkin

Other

- None
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Updates/Review Minutes

- **City Staff noted that:**
 - Resolution regarding the Central Waterfront Committee is on its way to City Council; it is anticipated they will take it up on January 24th, 2011.

- The concept of a working session is being put into action; this type of session is designed to:
 - Provide a safe venue to test ideas and develop project structure through a thoughtful, innovative approach together with the Committee.
 - Allow for informal/candid discussion and preview information not yet ready for full public vetting in order to first garner the input from the core group.
- Following the working sessions, ideas and concepts will become more formal.

Working Session on Project Identity

- **City Staff noted that:**

- The consultant team, with help from design firm Tomato (M. Horsham), was asked to pull together initial ideas to present in February.
- Identity is the glue that holds together all pieces and will touch every part of the project, including design development, website and public engagement, which is why it is being shown now.
- We expect to introduce this identity as part of the rollout of the Feb 17th public event.

- **Consultant Team (M. Horsham) presentation:**

- The initial concept surrounding identity is based on creating a useful system with an underlying function. The basic look and feel needs to be simple and flexible. We are working with the fundamental colors of grey and yellow.
- The preliminary design approach incorporates simple bits of geometry, such as arcs and broken circles, brought together to create complex objects; it's possible to make words from the kit of parts and use the design elements in a variety of ways.
- Explorations show how to potentially expand the vernacular, and include a strong documentary feel, putting together a striking approach and a fresh take on communications.
- An interesting starting point in communication lines is "What makes a great downtown waterfront"—Seattle wants to start asking that question and doing something about it.
- For the Web site, the team will ask people what makes a great waterfront—and give a basic invitation to submit an answer to that question.
- The team is aware of the power and usefulness of social networking, and visitors will be able to click through so the screen becomes populated with many opinions about the question.
- The website is not just text-based, but made to also handle video; the more interactive, documentary and real, the better it will be.

- **Executive Committee noted that:**

- They want to make sure the team is careful about how they talk about the waterfront, so that it isn't just thought of as downtown—it's for the entire city and region.
- They don't like the word Central—it implies piece right in front of major buildings downtown, not what goes out in front of the sculpture park.
- The Committee suggested using the phrasing "What makes a great *urban* waterfront" instead of "what makes a great *downtown* waterfront." **City Staff & Consultants agreed*
- The identity approach presented seems to be the right way to think about the project conceptually.
- There could be more photos of people **City Staff & Consultants agreed*
- They like the way that colors come together; they asked for more information on the specific color choices. **Consultants noted there will likely be introduction of additional color streams as the project develops*

- Some of the typeface requires a bit of work to read; symbols should represent something clearly and sometimes there seems to be more going on visually than is needed. **Consultants noted the typeface can adjust over time ; any posters/designs will be carefully worked out to make sure message comes across*
- The Committee concluded that overall the concepts were great and that the team should move forward with the identity as presented; it is important to balance between design by committee and destroying the concept.
- **City Staff noted that:**
 - The website will include a Committee page link with Central Waterfront Partnership Committee information; previously the information had been scattered over City web sites.
 - Specifically, the website will provide an independent location to share minutes, agendas and design materials that is clearly presented for public and City staff to all use together.
 - The initial plan is to launch the website around the 1st of February; it will be used to get word out about the February event, driving content that can be used in event.
 - Visitors to the February event will also be invited to drive folks to Web site afterwards.
 - The website introduction will be discussed further in the CW Outreach Subcommittee.

Revised Staffing Plan

**Committee reviewed and referenced documents including: Central Waterfront Committee Staffing & Operations Plan & Central Waterfront and Seawall Organizational Structure*

- **City Staff noted that:**
 - The *Central Waterfront & Seawall Organizational Structure* map has been revised to include reference to Commissions and how they will engage. The key is to read “City” as one group.
 - The Waterfront Committee will provide direct oversight for both the seawall and waterfront processes.
 - More explicit discussions of City and Consultant Team resources have been added to the first page of the updated *Central Waterfront Committee Staffing & Operations Plan*
 - In terms of City resources, the City Management Team, DPD, SDOT and Parks Department will all be “joined at the hip” with the Committee and other city resources will be pulled in as needed.
 - Regarding the issue in financing partnerships, the City wants to help the Central Waterfront Committee get key information about projects from other cities and how they were financed.
 - If something goes beyond what the City can resource, the Committee has the right to go out and pursue independently funded study of topic through other appropriate partners, etc.
 - For the Executive Committee and each Subcommittee, the plan identifies key roles and relationships, including scheduling leads, coordinators, agenda & chair relations leads, content development and meeting leads.
 - The City will do everything possible to get agendas together one week in advance of meetings and will continue to put everything online that the Committees see, ideally ahead of time.
 - At meetings, the rooms will be arranged so members of City staff, Consultant team and Committee members are at the main table; the audience will be around the table to help people understand roles that others play.
 - The City will continue to use a website to make the project visible and to offer an easy way to find materials.

- **Executive Committee (EC) commented that:**
 - This looks like a good start and they're pleased to see that there is a grid in place and clarity about what everyone's doing.

Agenda for 1/27 CWC Meeting

- **City Staff noted that:**
 - There is a lot potentially on tap for the next meeting, including:
 - Previewing the site analysis work—this will be presented to the public on February 17th and there will be substantive information from the design team;
 - Regular updates from each Subcommittee—it will be role of co-chairs of Subcommittee to provide a recap;
 - Report on City Council—the next meeting will be three days after City Council meets; City Staff hopes to have an update on council discussion of the CWC Resolution;
 - Central Waterfront Partnership Committee Recommendations and Report—there are comments that are minor in nature; the Committee needs to touch base and bring to closure (City Staff can bring copies to Full Committee meeting).
- **Executive Committee (EC) noted that:**
 - Since the Full Committee only meets once per quarter, and the Executive Committee is representative of the Subcommittees, Executive Committee should be in good standing to make final decisions on many issues without further Full Committee input.
 - City staff should be prepared to present a final of the Recommendations Report at the January Full Committee meeting, incorporating changes.
 - The Full Committee should weigh-in at major project milestones with significant decisions going to the Full Committee and continue to review and advise on the work of Subcommittees.

ACTION: City Staff will update the Recommendations Report and will e-mail it to Executive Committee members once final comments have been incorporated.