MEETING NOTES
CENTRAL WATERFRONT COMMITTEE
EXECUTIVE COMMITTEE

MEETING #7 April 12, 2011
12:00 — 1:30 PM Room 4070, Seattle Municipal Tower

Meeting Attendees

Committee Members

- Charley Royer, Co-Chair
- Maggie Walker, Co-Chair
- Ed Medeiros
- David Frieboth
- Carol Binder
- Bob Davidson
- Patrick Gordon
- Mark Reddington
- Gerry Johnson
- John Nesholm

City Staff & Consultants

- Marshall Foster
- Steve Pearce
- Hannah McIntosh
- Nathan Torgelson
- Paul Elliott
- Diane Sugimura
- Peter Hahn
- Norm Schwab
- Jennifer Wieland
- James Corner
- Drew Gagnes
- Erin Pressentin-Taylor
- Ken Johnsen

<u>Minutes/Subcommittee Updates</u>

- **Long Term Stewardship Co-Chairs noted that:**
  - In our last Subcommittee meeting we had a good update about the compilation of public comments, including what people are and are not interested in seeing at the Waterfront.
  - We're continuing to watch what's happening in design development, and thinking about how we might implement and pay for designs in the long term.
  - Next month, we'll have a joint meeting with the Finance & Partnerships Subcommittee and we'll hear from Candace Damon at HR&A Advisors about what other groups have been successful with.

- **Design Subcommittee Co-Chairs noted that**:
  - Our group has reviewed jcfo's initial design work in detail and while there have been specific questions and comments, in general people have been very supportive.
  - We're continuing to coordinate and work together with the seawall team—there's still a ton of work to be done, but it really does feel like they're teams are coming together.

Update from James Corner

*Committee reviewed and referenced documents including: *February 17th Event Public Input Summary*

- **Consultant (James Corner, jcfo) noted that**:
  - The public meeting in February was very successful with more than 900 people in attendance; the combination of big poster-boards and the website allowed us to cultivate many opinions.
  - Much of what we heard was similar to what you'd expect—there was a lot of support for getting out over the water, for activities that attract people, and for creative design from within the public realm.
  - As far as the design work goes, we're developing ideas based upon three scales:
    - The Scale of Elliot Bay: leveraging features, beaches and rings of attraction.
    - The Scale of the City: in particular, the idea of the city being comprised of seven districts.
    - The Scale of the Waterfront: in terms of the entire stretch of it and the cross-sections within.
  - We've also been working with the seawall team in their thinking, which is boiling down to two alternatives, of which we can work with either one.
  - During the May 19th public event we'll present early ideas to the public for feedback and again we'll have supersized boards that allow people to engage and leave their mark behind.

- **Executive Committee Co-Chairs noted that**:
  - One of the important messages to reiterate and encourage is that we need to let this process work—jcfo is not presenting the final design solution at the May event.
  - This is a really important message to drive home because it will be a long process and we can't be closed to new ideas before the process happens.
  - Keeping people in the loop on the process early on is the best approach; it's a smart idea to build touch-points with major groups and to continuously promise that to them right now.

Public Engagement—Waterfront/Seawall Public Engagement Strategy; Approach to Summer Event

*Committee reviewed and referenced documents including: *Integrated Public Engagement and Outreach Approach; Waterfront Summer/Fall Event Notes.*

Waterfront/Seawall Public Engagement Strategy

- **City Staff noted that:**
  - The Committee asked us to create a defined outreach approach and this document is designed to define the shared context for the two programs; they are closely coordinated despite the schedule differences.
  - This approach strives to a set of shared goals and the plan reviews and articulates several areas, including:
    - Definition & Context
    - Shared Outreach & Engagement Goals
    - At-a-Glance Strategy
    - Intent of Public Engagement & Outreach
    - Tools to Achieve Goals & Intent of Public Outreach & Engagement
    - Audiences
    - Measuring Effectiveness
    - Key Messages Re. the Coordinated Project Approach
    - Managing the Process

- **Executive Committee members noted that:**
  - We're encouraged by the fact that the idea of a ballot issue in August has been postponed and that there's more time for the seawall and waterfront work to come together.
  - One of the biggest concerns for the Outreach Subcommittee is making sure we have a good plan for outreach to diverse populations to address the theme of having a waterfront for all.
  - A broad, higher vision needs to be expressed; even though these are separate projects, the higher vision is the message we need to convey and it doesn't quite seem like that has gelled yet.
  - Another key component seems to be the need to leverage the commercial community to partner; we can't just rely upon City resources to overcome the notion that this is exclusive.

Approach to Summer Event

- **Outreach Subcommittee members noted that:**
  - We had a special Subcommittee meeting on April 1st to discuss the summer event, and brought in advisors to discuss potential audiences, appropriate activities and lead-time.
  - There was tremendous support among our group of advisors, but it was clear that timing was an issue.
  - Last week we talked about the event again in our regular Subcommittee meeting and had a lot of concerns—in particular, we feel that there is a significant timing issue around an event this summer.
  - We need an overall plan with a budget, an outreach plan for diverse populations, we need to cultivate partners and donors, to consider other competing events, policy availability, and so forth.
  - An event that meets our vision would costs approximately $75-$100k and the City can only fund $10-15k, which means there's a big gap and a lot of fundraising and partnering to do.
  - Our recommendation is to instead have an event in summer 2012 so we have adequate time for planning; we also suggest creating a plan and budget soon so we can understand what it will take.
  - In the meantime, we suggest partnering with other events already planned this summer; we can use our resources better that way and engage in creative ways to create awareness.
  - We've asked the staff to come back with a list of smaller events and how they'll engage in a way that's more creative than just a booth; this will be presented at the next Subcommittee meeting.

- **Executive Committee Co-Chairs noted that:**
  - Not rushing into an event this summer without really being prepared seems to be the right decision.
  - If we want to grow something very significant, this isn't just a one time only big event. We need to think about creating a presence at other group's events as well.
  - We do have to think about funding and partnerships and when we start pushing the LID, bringing in philanthropic partners—it seems they're ready to put money into this event.
  - Perhaps we need a staffing plan and budget for phases one and two, in addition to a scope of work and a fiscal agent: we can help you raise money, but you need a concept and the staff.

Next Steps on Seawall Alternatives Definition

- **City Staff noted that**:
  - Out of the different structural schemes and approaches that the team has explored, we've bracketed what appear to be practical extremes of the question.
  - Our report to City Council will reinforce the notion that we continue to look at this as an integrated process and working with the waterfront design team will be a necessary, functional component.

- **Design Oversight Subcommittee Co-Chairs noted that**:
  - In the Full Committee meeting, we'll emphasize the collaboration between the seawall and waterfront teams, since the seawall going out first created a lot of angst and some still have concerns.
  - Our City Council recommendations will be finished up by the end of the week and we'll get them circulated to the appropriate parties; we're recommending they accept the seawall alternatives.

- **Executive Committee members noted that**:
  - It will also be important to remember that although there are two alternatives for EIS; the actual plan will probably be some combination of multiple solutions—there's no final design yet.

ACTION: Design Oversight Subcommittee Co-Chairs to draft seawall recommendations for City Council.