



**MEETING NOTES  
CENTRAL WATERFRONT COMMITTEE  
EXECUTIVE COMMITTEE**

**MEETING #8 May 12, 2011  
3:30 — 5:00 PM Room 4080, Seattle Municipal Tower**

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**Meeting Attendees**

*Committee Members*

- Charley Royer, Co-Chair
- Maggie Walker, Co-Chair
- Carol Binder
- Patrick Gordon
- David Frieboth
- Gerry Johnsen
- Bob Davidson
- John Nesholm

*Other Committee Members*

- Joe McWilliams

*City Staff & Consultants*

- Marshall Foster
- Steve Pearce
- Norm Schwab
- Jennifer Wieland
- Thatcher Bailey, Seattle Parks Foundation
- Ken Johnsen
- Diane Sugimura

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**Minutes/Subcommittee Updates**

- **Finance & Partnerships Subcommittee:**
  - C. Damon from HR&A Advisors came to Seattle this week to share some of her preliminary observations about where we're at with financing. Key points:
  - Initial capital is easier to secure but funding for the operations and maintenance piece is trickier and we'll need to think about both of those simultaneously.
  - Operations and maintenance costs invariably track the magnitude of the capital at the beginning of the project, and run 7 to 10 percent of the initial capital costs annually.
  - A local improvement district (LID) tax can't be used for operations and maintenance funding, so we'll need to find another source for that.
  - The first aspect we'll need to figure out is the public funding and then we can solve what's left; developers and philanthropists won't provide support until a certain base of public funding is available.

- **City Staff:**
  - C. Damon also suggested that a separate advocacy group working in parallel with the Central Waterfront Committee (CWC) could be critical to developing broader public support.
  
- **Executive Committee:**
  - Once the transportation issue gets settled, it seems that a big organized advocacy group could be formed, but probably not before; we need to be very thoughtful when we begin to mobilize.
  - We also need to start thinking about how much time we have before we start making requests of people to help fund this project.
  - We've been talking about the stadium district planning effort and at some point J. Corner should be briefed on that endeavor, as well.
  
- **Long Term Stewardship:**
  - It's important to note that potential sources of capital dollars are sharply influenced by confidence that the community is aligned and the rules won't change quickly.
  - We'll need to have some activity to generate revenue to keep going and should keep that in mind with the design thinking related to the surrounding developments.
  
- **Consultants:**
  - The design is progressing quickly and we're enjoying a lot of public support. By this time next year we may need the finance plan at a point where we can start explaining what the public component will be, especially if there's a combined vote in Fall 2012.
  
- **Outreach Subcommittee:**
  - The big news at our last Subcommittee meeting was that we're putting off the summer event until 2012, although we'll continue to be conducting other activities to increase awareness, with the goal of 'bringing people to the waterfront' as our focus.
  - We're also continuing our coordination on outreach with the Seawall.
  - One of the things we've been working on is trying to ensure that we're diversifying outreach; we'll be trying to better define that in our meeting tomorrow, as well.
  
- **Design Oversight Subcommittee:**
  - The last Design Oversight Subcommittee meeting was characterized as a working session; it focused on the interaction and exchange of ideas and questions.
  - It was one of our best sessions yet; the group dynamic evolved into a more informal and conversational tone.
  - We continue to encourage big thinking, however, we cautioned that it should be understandable to the public and less about the minutia of detail.
  - An idea was raised with regard preserving a part of the viaduct to Coleman Dock to resolve the elevation change from the higher topography; our take on this is the experience of the elevated view is the key idea, not necessarily holding onto a piece of the concrete structure.
  - We attended the briefing at City Council on the Seawall; we recommended support of the bracketed A and B schemes and Council seemed receptive.
  - The seawall team presented some costs and our only caution is that we're on shaky ground until we understand extensively the costs of the entire endeavor.

- The question of habitat came up and why J. Corner is talking about that; our understanding is that it's the Seawall team working in concert with Corner.
- **City Staff:**
  - With regard to the viaduct, it's important to note that we heard from the public that they love the view; and no matter what happens, we're going to give them a better view.
  - With regard to the seawall, we're viewing it as one team effort—the scientific expertise is on the seawall team and J. Corner can draw on that.

### **Committee Membership: New Appointments**

- **City Staff:**
  - Some slots have opened up on our Committee through attrition; to ensure we have a diverse team, we've worked with consultants and Council to develop a list of potential new members, including:
 

▪ Toby Crittendon, Washington Bus	▪ Nate Miles, Eli Lilly
▪ Tara Smith, Seattle Works	▪ David Moseley, Ex-Officio
▪ Erin Fletcher, HDR Engineering	▪ Alex Kochen, AEG
▪ Dave Meinert, Five Point Café	▪ Erik Frederickson, Western Bridge
▪ Jose Gaitan, Hispanic Chamber	
  - Replacements will happen through the City Council—our Executive Committee co-chairs will bring the list to them and they'll anoint these new members.
  - In addition to being part of the Full Committee, they'll also be expected to serve on a Subcommittee.
  - For the Full Committee meetings, we'd like to consider doing something more energetic and informal—maybe updates and one deeper dive per meeting; we're going to remove the video and microphones.
  - We will also continue to be thinking about how we make that meeting transparent; the broader public often keeps track of us in that meeting.

### **May 19<sup>th</sup> Event Plan & Media Strategy**

- **City Staff:**
  - The event will be taking place on May 19<sup>th</sup> at Bell Harbor; the space will open at 5:00 p.m. and the program will begin at 6:30 p.m.; we'll have two long rows of chairs and three screens.
  - There will be music and food trucks on the apron; we've got a portrait station and we'll be posting photos and thoughts on the website after the event.
  - M. Foster will kick off the program with remarks then J. Corner will speak for 45 minutes; we're taking questions through cards to allow people to engage and answer questions directly.
  - The end of the formal program is at 7:45 p.m.; there will then be activity stations around the four main design ideas; we'll also have a huge model of the Waterfront.
  - This will be the first opportunity to see big picture design ideas so we'll be engaging people and looking for what they think is important; whether we're resonating in terms of the concepts.
  - We're currently at about 600 RSVP's and will be doing another push early next week.
  - By the 19<sup>th</sup> we should also have a fully functional website with all the features we want in place for the Committee business, news, project activity, project information and ways to contact us.

## **Potential Partnership with Seattle Parks Foundation**

- **City Staff:**
  - Shortly after J. Corner was selected we approached the folks at the Parks Foundation and had a good early conversation with T. Bailey about how we could work together.
  - We've since been thinking about how the Foundation could work with us on the summer event in strategic outreach and are now ready to move forward with a formal agreement to set the ball in motion between the Committee and the Foundation.
  
- **Seattle Parks Foundation (T. Bailey):**
  - We have the desire to help and be involved in any way that we can; we have experience putting on at least one big event.
  - We'll work with the Committee to very thoughtfully over time build the strategy and budget and raise awareness about the 2012 summer event.
  - We also need to be informed advocates; in the small conversations we've had with donors, people are saying they'd love to host talks with the architect about the project, which could have a long-term benefit and work toward cultivating the sense of possibility and excitement.

## **Update on Recent Stakeholder Work**

- **City Staff:**
  - Following the event on May 19th, we'll be reaching out to key stakeholders to walk through the presentation with their full boards.
  - We'd love to talk to the Aquarium, folks at Pike Place Market, the ferries, and others around town; we'll do the same with key media and Council members.
  - We also had a meeting with the Historic Piers Association, and we've also been reaching out to Belltown and Pioneer Squares.
  
- **Executive Committee:**
  - The ownership of the sports teams and their management are very interested in what's happening on the Waterfront.
  - We could perhaps give a presentation before a soccer, football or baseball game when everyone is already gathered; that would catch a lot of board members around town.

## **Waterfront Seattle Meeting Space**

- **City Staff:**
  - We have space available to us on the waterfront at Mithun and can have meetings there; we also have a vacant storefront program that DPD helps run where we could potentially put up signage.
  
- **Executive Committee:**
  - We might also think about the Sculpture Park Pavilion, Pioneer Square or Pike Place Market, or even consider moving the dedicated space every once in a while.