



**MEETING NOTES  
CENTRAL WATERFRONT  
FULL COMMITTEE**

**MEETING #15 December 5<sup>th</sup>, 2011  
3:30 — 4:30 PM Room #4050, Seattle Municipal Tower**

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**Meeting Attendees**

*Committee Members & Advisors*

- Charley Royer, Co-Chair
- Maggie Walker, Co-Chair
- Bob Donegan
- Cary Moon
- Craig Hanway
- Donna Kostka
- Tony To
- Toby Crittenden
- Rollin Fatland
- Dave Meinert
- Julie Bassuk
- Tom Bancroft
- Mark Reddington
- Gary Glant
- Ron Turner
- Ben Franz-Knight
- Alex Kochan
- Gerry Johnson
- Nate Miles
- John Nesholm
- Patrick Gordon
- Cary Moon

*City Staff & Consultants*

- Steve Pearce
- Marshall Foster
- Nathan Torgelson
- Jennifer Weiland
- Ayelet Ezran
- Diane Sugimara
- Ruri Yampolsky
- Gary Johnson
- Valerie Kinast
- David Graves
- Ken Johnsen
- Ethan Bernau
- Erin Tam
- Erin Taylor

*Additional Attendees*

- Tom Rasmussen
  - Kate Joncas
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**Subcommittee Reports**

\*Committee reviewed and referenced documents including: *October 27 Event Summary Report*.

- **Outreach Subcommittee (Update Given by City Staff):**
  - There's been tremendous work on outreach since the last Full Committee meeting, including:
    - Painting large yellow project symbols on the pier with yellow deck chairs on Pier 62-63;
    - The UW's Landscape Architecture Program did an installation on the Waterfront;
    - We had a public workshop with 800 people in attendance and 45 percent of them new to this process;
    - The following weekend we had a kids and family photo booth on the Waterfront;
    - We also engaged in community events including Seafair and the Dragon Festival.
  - We're preparing for a March presentation, which will be our next big milestone public event; we're also looking at the possibility of more focused topical discussions next year.
  - We've decided to focus on empowering out to community organizations instead of a major public event in the summer of 2012, and we've issued Request for Ideas (RFI).
- **Finance & Partnerships Subcommittee Co-Chairs:**
  - Our Subcommittee has been reviewing assumptions around available resources and potential timing for each; we've also been getting closer to the design process, which will inform phasing.
  - We've been working with the major geographic partners including Pike Place Market, Seattle Aquarium, Washington State Ferries and the commercial piers.
  - We had a briefing on the Army Corps of Engineers in our last meeting, and will continue working with them on trying to advance those conversations regarding the seawall.
- **Long Term Stewardship Subcommittee (Update Given by City Staff):**
  - Our Subcommittee has been reviewing similar projects and speaking with experts about their experiences with security, maintenance, labor, programming, revenue-generating parking, concessions and retail.
  - Next month we're going to start diving into preliminary data from our economic consultants.
- **Design Oversight Subcommittee Co-Chairs:**
  - We have been meeting twice monthly to review the framework plan and we've held working sessions with focus groups; we've also discussed public art, the seawall and preliminary phasing.
  - We have another focus group meeting coming up to look at retail uses; we'll be having joint meetings with the Finance & Partnerships and Long Term Stewardship Subcommittees, as well.

### **Review Schedule for Now – June 2012**

\*Committee reviewed and referenced documents including: *Waterfront Strategic Plan Summary 12/5/11.*

### **Strategic Plan Overview**

- **Full Committee Co-Chairs & Members:**
  - Our Charter requires that the Central Waterfront Committee develop a strategic plan and we have created a process and timetable for doing so over the next three months.
  - As part that process, we'll be holding workshops with each of the Subcommittees in order to download all of the information, knowledge and wisdom they've gleaned.
- **City Staff:**
  - Key elements of the plan include: overall vision, project definition, phasing over time, overall funding plan, partnership approach and organizational model.
  - Our goal is to develop the draft from January – March 2012; vet it from April – May 2012; and complete the plan by June 2012, along with the design; the plan will then go to City Council.

- **Additional Attendees (T. Rasmussen, Seattle City Councilmember):**
  - City Council has also created a client group comprised of a few Councilmembers and the Mayor; we'll be meeting more frequently with City staff and Committee members to follow the project more closely.

### Design

- **Full Committee Co-Chairs & Members:**
  - While the images need to be understood as illustrative, we need to be very behind the drawings by June, with clear and total buy-in from our partners, because the general public will react to what they see.
  - We also have to be very intentional with the concept level design on all project elements, so that any group of them can be taken into semantic design; we need a clear budget and program.
- **City Staff:**
  - We're considering how to use jcfo's process to our advantage more; they use images to test reality and viability and that could help us start understanding further when these projects are constructible.

### Phasing

- **Full Committee Co-Chairs & Members:**
  - When will the decisions about phasing and priority projects be presented to the public for their input? Does it need to be final, or can we have an introductory state?
  - We need to think about phasing and what can be ready early so we get a sense something is really going to happen—we should also be open to the possibilities for future evolution.
  - This is possibly a multi-decade project, which is a big challenge because the public may have little patience for that; we need internal and external messaging to talk about that.
  - Part of how we should do this is creating within and then going to our supporters, natural allies and partners to see what they have to add.
  - By March we'll be ready to say something about the shape and content of the strategic plan timeline, but I'm not sure we can identify the early projects by then.
- **City Staff:**
  - Seattle will grow into this over time—even if we could do everything at once, there's so much space that, to make it active and usable right away, would be a challenge.

### Measuring Success

- **Full Committee Members:**
  - We need social, economic and ecological metrics and principles of success, which should be a framework in developing the communications strategy and outreach; we should be honest about potential pitfalls.
- **Full Committee Co-Chairs:**
  - A "Waterfront for All" is the principle that has been established; the question is how we measure that and when—it is a bedrock and we need to know how and if we're getting there.
  - The intent is that people can go to the strategic plan and see what we're committing to at this point in terms of moving forward with the plan.
  - It will be more in the form of a recommendation, and will say: here is what we know, and the best way to go forward, but it won't be final.
  - Eventually we'll have to go to voters and we'll need polling, focus groups and fundraising; one of the primary roles of the "it," once it's born, is this whole communications piece.

### General Feedback

- **Full Committee Co-Chairs & Members:**
  - I like that the element of “how we get it done” has evolved—it feels more robust and flexible.

### New Appointees

- **City Staff:**
  - We have appointed several new members to the Central Waterfront Committee, including:
    - Tom Bancroft, Executive Director, People for Puget Sound
    - Toby Crittenden, Program Director, Washington BUS
    - Erin Fletcher, Project Manager, HDR Engineering
    - Ben Franz-Knight, Director, Pike Place Market Preservation & Development Authority
    - Alex Kochan, Vice President, AEG Corp & member of Seattle Music Commission
    - Dave Meinert, Business Owner & Producer
    - David Moseley, Director, Washington State Ferries (ex officio)
    - Nate Miles, Director of Public Affairs, Eli Lilly
    - Tony To, Executive Director, Homesight NW & former Seattle Planning Commission Chair