



AGENDA
CENTRAL WATERFRONT COMMITTEE
OUTREACH SUBCOMMITTEE

Friday, March 11, 2011, 8:00 – 9:30 PM
Room 1610, Seattle Municipal Tower

8:00 am – Welcome/Approval of Agenda/Approval of Minutes (02/11/11)

8:05 am – Committee’s Mission Statement (Draft language below prepared by Natalie Quick at the request of Ed Medeiros)

On behalf of the Central Waterfront Committee (CWC) and its members, and in-line with its Charter, the Outreach Sub-Committee’s mission is to oversee and encourage meaningful engagement around the redevelopment of Seattle’s Waterfront, fueling robust and innovative public involvement.

To accomplish this task, we will fulfill the following:

- *Ensure the City and Consultant’s outreach strategy mirrors the intent of the CWC Charter and its goals*
- *Encourage credible and vibrant execution of the multi-year public engagement plan, ensuring that it inspires participation and helps facilitate a “waterfront for all” design*
- *Make certain the outreach program cultivates relationships with constituencies city-wide and across the region*
- *Ensure direct and thorough collaboration with the Seawall project and its outreach program*

8:25 am – Draft criteria for adding Outreach Subcommittee Advisors & who (Ed)

- *Experience organizing and executing large public events, including financing*
- *Experience with outreach to typically underrepresented communities, including youth*
- *Knowledge of Seattle arts & music communities; ability to make connections on behalf of CWC*
- *Experience with public outreach via social media and other innovative tools.*

8:35 am – Waterfront Seattle & Elliott Bay Seawall – Updated Coordinated Public Engagement & Outreach Process

8:45 am – February Event Discussion and Feedback

8:55 am – Initial Report on Survey Results

9:00 am – Summer Event (initial discussion: goals, when, where, cosponsors, features, how Outreach Committee wishes to be involved, etc.)

9:20 am – May Event & upcoming waterfront events in which we may wish to participate (Maritime Festival, Seafair Navy Fleet visit, Classic Weekend)

9:30 am - Adjourn