



**MEETING NOTES
CENTRAL WATERFRONT
OUTREACH SUBCOMMITTEE**

**MEETING #4 March 11, 2011
1:30 — 3:30 PM Room 4050, Seattle Municipal Tower**

Meeting Attendees

Subcommittee Members

- Ed Medeiros, Co-Chair
- David Friebboth, Co-Chair
- Todd Vogel
- Mahlon Clements
- Craig Hanway
- Jan O'Connor

Other Central Waterfront Committee Members

- None

City Staff & Consultants

- Steve Pearce
- Marshall Foster
- Hannah McIntosh
- Paul Elliott
- Jennifer Wieland
- Ken Johnsen
- Natalie Quick
- Regina Glenn
- Erin Pressentin-Taylor

Other

- Marcia Wagoner
-

Welcome/Approval of Agenda/Approval of Minutes

- **Outreach Subcommittee Co-Chairs noted that:**
 - Since Subcommittee members have no changes to the minutes from our last meeting, they're now considered final.
 - We have contacted Subcommittee members who have missed previous meetings, who indicated they would be attending today.

Committee’s Mission Statement

- **Outreach Subcommittee Co-Chairs noted that:**
 - Since the beginning of this Subcommittee, we’ve recognized the importance of having a clear understanding of our role as it is laid out in the CWC Resolution and Charter.
 - Early on we also worked with The Fearey Group to draft a mission statement to solidify understanding among Subcommittee members about our focus.
 - With the mission statement, as each event and piece of outreach occurs, we can go back and evaluate against these criteria. **Subcommittee members noted that the statement is well-crafted; one phrase was suggested to be revised to read, “Make certain the outreach cultivates relationships with diverse constituencies City-wide and across the region.”*
 - If the Subcommittee is comfortable, we will adopt this as our mission statement and refer to it consistently as we move along in the future.

ACTION: Subcommittee members to provide any final feedback regarding the mission statement to Co-Chairs; Subcommittee will then adopt the mission statement and share with the appropriate City Staff.

February Event Discussion & Feedback

- **City Staff noted that:**
 - We had more than 1,000 people at the event; there was also a tremendous amount of media coverage.
 - More than 24 partners participated and we now have 1,200 surveys we’re processing.
 - The event atmosphere was great—it was nice to have a tight fit. On the other side of the coin, people said it would have been nice to sit.
 - As a result, we capitalized on all areas of the aquarium, had video screens and a tent outside; thanks Todd Vogel for loaning the screen.
 - Members of the media commented to City Staff that it was the best public event they’ve been to—people were able to visually experience the design process; attendees also noted that they liked the activities.
- **Consultants noted that:**
 - We had 24 partners who sent out e-mails to their distribution lists; that helped us reach 38,000 people in addition to the media outreach, which was also an effective tool. **City Staff noted that we grew our distribution list by 600 and we now have a base of people to contact from this point forward.*
 - In total, we had 96 media stories and 33 television stories; using a conservative multiplier, we made 6 million overall impressions.
- **Outreach Subcommittee Co-Chairs noted that:**
 - The ambience at the event was good—if everyone were seated in theater style it wouldn’t have been the same kind of interaction; though, it was hard to stand in one place for all that time.
 - There are so many positive things associated with being in that space on the waterfront—being surrounded by water.
- **Outreach Subcommittee Members noted that:**
 - There were some design community members there but there were also families, as well—the venue seemed genius.

- It was interesting to find out how people heard about the event; we understand there were 600 posters around town?
- **Others Attendees noted that:**
 - It would have been nice to have staff being given the role of hosts of explaining everything as you came in to encourage people to do the activities in each of the spaces. **Consultants noted that we did have that, but at certain points there were so many people streaming in they were just trying to get programs out; we'll be sure to think about that for future events.*

Criteria for Adding Advisors

- **Outreach Subcommittee Co-Chairs noted that:**
 - While we cannot add new members to the Central Waterfront Committee or specifically to the Outreach Subcommittee, we can bring people on as advisors, specifically for the summer event.
 - It's important to consider what skills we're looking for and how they could enhance the Subcommittee; as such, we've added some suggested criteria to the agenda.
- **Outreach Subcommittee Members noted that:**
 - Numerous questions were asked about criteria, including:
 - Are we trying to fill in the gaps of what our Consultants might bring to table?
 - Are we reaching out to those who have been involved in similar efforts from other cities (Los Angeles, Denver and Portland) who can tell us what was/was not successful?
 - Are we looking for those who have experience organizing and executing large public events, including financing?
 - Are we looking for those who can advise in terms of what kind of venue is considered?
 - Are we talking about technical expertise?
 - How can we predict, over a long period of time, what type of "expert" we'll need?
 - Would the advisors be potential partners in the event?
 - Are we considering bring people to work on the Subcommittee for the main event, then vetting them afterwards for continuing to work with the group?
 - It seems there is a technical or execution piece, but also a conceptual piece—those who have ability execute a task and those who can help with the worldview?
 - Why is there a need to formalize the criteria?
- **City Staff noted that:**
 - Choosing advisors will be about leveraging partnerships: we want people who will also feel ownership and help us make the event fabulous. Youth and under-represented communities have been included in our criteria.
 - Other Subcommittees have typically been pulling in two different groups of people:
 - A smaller group of people to have at the table pretty often; and
 - Those they might bring in via Skype or in one-time meetings to talk through technical issues.
 - Co-Chairs might want to reach out to determine their level of interest; the only word of caution is that we want our advisors to feel partnership with us, rather than keeping them at an arms length, especially if we want them here for the summer event—we want them to feel like they're here from the beginning.

- **Outreach Subcommittee Co-Chairs noted that:**
 - Having a list of advisors seems like a great idea—when it seems appropriate, based on the content of a meeting.
 - We should let them know this project will continue for years—we won’t invite them to every meeting, but at least that way we know ahead of time they would help.
 - It seems like we should bring people on to help with the event, then see if we want to move them onto the Subcommittee after that.
 - List of current of Subcommittee advisors and contacts is as follows:
 - Alex Kochen, Vice President of AEG Live (D. Frieboth to contact)
 - Eric Fredericksen, curator and director of Western Bridge (S. Pearce to contact)
 - Dave Meinert, business owner of 5 Point Café (N. Quick to contact)
 - Chuck Ayers, Cascade Bicycle Club (D. Frieboth to contact)
 - Wyndi Rejniak, DSA Marketing Manager (N. Quick to contact).
 - Cara Egan, Public Relations Manager SAM (N. Quick to contact)
 - James KEBLAS, Director, Mayor’s Office of Film & Music (M. Foster has already contacted)

ACTION: Designated Subcommittee Co-Chairs, Consultants and City Staff to reach out to potential advisors regarding attending upcoming Outreach Subcommittee meetings.

Outreach Subcommittee Resources & Summer Event

Outreach Subcommittee Co-Chairs noted/asked:

- If we don’t get the public engagement right, the financing and design will be harder to do.
- Has there been a change in how the committee is staffed? **City Staff noted that there is not much of a change; previously two people were staffing the Outreach Subcommittee (P. Elliott and N. Quick). We’re trying now to get smarter about using skills so we have to the best person. P. Elliott will coordinate the Outreach Subcommittee activities now, getting agendas sent out, etc. so this is a slight shift in staffing. All other Subcommittees are staffed by City Staff.*
- In terms of the summer event, we need one person or group that coordinates everything. If City Staff is consumed with other work, you won’t have time to manage it the way it needs to be managed to be successful. We need someone responsible for making the event successful: we’ve built momentum and don’t want to lose it. **City Staff noted that we recognize we need to do something incredible with the summer event which goes beyond what’s practical in scope for a City project; that’s why we need to reach out to folks who actually do these events—it may not be possible for the City to come up with enough consultant dollars to do all of that work. We’re trying to strategize what the Consultants and City Staff can do to best take advantage of everyone’s strengths and we need to pool resources.*
- Who is our primary point of contact now? **City Staff noted that for operations it is P. Elliott. *Subcommittee members noted that, up until now, it was N. Quick.*
- For the summer event, can you develop an event plan to present at the April 8th Subcommittee meeting? Is there adequate budget to make the summer event successful? Will we get budget information along with a plan?
- We’d like to know what the budget is so we can marshal resources; it is incumbent upon us to increase the budget to make sure that outreach is done successfully, if necessary—if we don’t have the right resources, we’re not doing our job. Do we have money to pull off what we did before? **City Staff noted that we do have resources and the budget to replicate. *Subcommittee members asked how much is in the Outreach budget?*

- It sounds like we need more budget information and parameters—we'd like to see that. An overall plan of events and what they'll cost; this should go together.
- **City Staff noted that:**
 - Will we have a brainstorm soon to talk about all of the summer event options?
**Subcommittee members said a meeting in the next few weeks, in which the whole group is invited, seems important.*

ACTION: Schedule special Outreach Subcommittee brainstorm meeting to discuss summer event.

Initial Report on Survey Results

- **City Staff noted that:**
 - We received up to 1,200 responses following the event; a lot of these are unique, narrative responses, which we're still tallying.
- **Outreach Subcommittee Members noted that:**
 - Is there anything from the zip code data that tells us something about the event turnout?
**City Staff noted that we're still going through the analysis but we've been slowed down by the writing portion and haven't yet got there.*
 - Can we have zip code data in time for our meeting in two weeks? **City Staff noted that this information could indeed be provided.*
 - In the future, we might want to ask for information about where community members live and work.

May Event

- **City Staff noted that:**
 - In the May meeting, we'll have a chance to look at the first design proposals and we anticipate that J. Corner will make the presentation; their request is a seated environment.
 - We're still talking about how we'll be engaging people after the event and there will be ways that people can provide direct feedback on their reactions to the design.
 - We're thinking about having more visual and tactile ways to respond, such as big boards with sticky notes and white space around the board for graffiti. **Subcommittee members asked if there's any way to do it without having to sift through 1,000 responses afterward? *Subcommittee members noted it might be appropriate to ask AIA for example, they might welcome having Waterfront team sit down to save labor.*
 - We hope to have a venue to accommodate 1,000 people, although there are some restrictions on availability.
 - We'd love to have the event on the Waterfront again; we have not been focusing on the Aquarium again because of the lack of seating.
 - Bell Harbor could possibly accommodate a room that seats 700—we could add standing room or additional rooms with screens.
 - The other possibilities are Fisher Pavilion at the Seattle Center, which seats 1,300; and Benaroya Hall downtown, which is very central; each possibility comes with its own character.

ACTION: Subcommittee Members to share any comments or thoughts about venue with City Staff.