



**MEETING NOTES
CENTRAL WATERFRONT
OUTREACH SUBCOMMITTEE**

**MEETING #8 June 10th, 2011
8:00 — 9:30 AM Room 1600, Seattle Municipal Tower**

Meeting Attendees

Subcommittee Members

- Ed Medeiros, Co-Chair
- David Frieboth, Co-Chair
- Craig Hanway
- Todd Vogel
- Cary Moon

City Staff & Consultants

- Marshall Foster
 - Hannah McIntosh
 - Steve Pearce
 - Paul Elliot
 - Jennifer Wieland
 - Ken Johnsen
 - Regina Glenn
 - Erin Pressentin-Taylor
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Update Outreach Plan to Underrepresented Communities

*Committee reviewed and referenced documents including: *Integrated Public Engagement & Outreach Approach APPENDIX: Engaging a Diverse Audience, Including Traditionally Under-Represented Communities*

- **City Staff:**
 - In response to the Subcommittee's discussions about diversity, we've created an appendix to the Public Engagement & Outreach Approach plan that hones in on outreach to under-represented communities.
 - Categories within include:
 - Approach to Outreach & Engagement to Diverse & Under-Represented Communities
 - Defining Audiences
 - Tools for Outreach & Engagement
 - Schedule
 - Other Important Considerations

- In next month's Outreach Subcommittee meeting, we'll talk about resources, priorities and how everything will be planned out to move this forward.
- Our Subcommittee member relationships will be an important resource; we're also looking at bringing on additional Subcommittee members from organizations including Washington Bus and Seattle Works.
- **Outreach Subcommittee Co-Chairs & Members:**
 - This plan is much improved—some suggestions to further expand it include:
 - Adding homeless advocate organizations such Real Change; this would also work for media outreach.
 - Allowing focus group participants to have conversations in their native languages.
 - Creating a school project template to help kids understand that our City is still being made.
 - Taking advantage of school field trip opportunities to the Aquarium and the Royal Argosy.
 - Working with an oral historian to communicate with seniors who have historical knowledge of the original seawall creation; Michael Honey at the UW Tacoma is a good resource for this.
 - Referencing future opportunities in the plan for small- and medium-sized businesses.
 - Also, the MLKCLC has a diversity program focusing on economically under-represented groups including structured interactions with the minority faith community; it also has associates at the Seattle Educational Association and the Alliance of Retired Americans.

Wrap-up/Feedback May 19th Event

- **City Staff:**
 - Approximately 1,000 people showed up to the event, which was a great turnout; the enthusiasm was high, there was broader diversity in the crowd and the media coverage was extensive and positive.
 - The feedback was also mostly positive, although we heard some people say that they were a bit overwhelmed by the amount of information.
 - We've since talked about creating a short video to succinctly walk through J. Corner's three project concepts and three scales; we've also talked about hosting informal discussions over the next few months in which City staff would facilitate conversations.
- **Outreach Subcommittee Co-Chairs & Members:**
 - We thought the event was amazing and appreciated the level of detail, but agreed that it could have been a bit too much information for some of the attendees.
 - Queen Anne, South Lake Union and other neighborhoods have active planning groups and we encourage you to speak with those groups in-depth about the design concepts.

Website Update

*Committee reviewed and referenced documents including: *Waterfront Seattle Website* (www.waterfrontseattle.org).

- **City Staff:**
 - The new framework for the long-term website has been created; we're trying to make this a great place to find current project information and details, news articles, calendar information, FAQs and more.
 - The website will continue being built out over time with more details on City Council briefings, other small events, additional Committee information, videos, an art plan and more.
 - We'll also be including information about the seawall on our site and the DPD's seawall page will link to the www.waterfrontseattle.org website, as well.

2011 Summer Events

- **City Staff:**
 - So far, we've attended the Maritime Festival and Alliance for Pioneer Square events and have had questions about what's happening, the construction impacts on the seawall, funding and potential voting.
 - While folks have varying levels of familiarity, once they understand the projects better, the general reaction is excited and positive; we've heard having the seawall and Waterfront projects next to each other is helpful.
 - Summer Events that the Waterfront will be participating in include:
 - Rock & Roll Marathon (June 25th)— a Waterfront walking tour to take advantage of the quiet.
 - SAM's Olympic Sculpture Park "Picnic in the Park" (ongoing)—concerts and wine tastings held on Thursday evenings throughout the summer and beginning in early July.
 - Chinatown International District (July 9th & 10th)—a booth at the Dragon Festival.
 - Art in the Park (Aug. 4th)—on the First Thursday in Pioneer Square; Seawall will also be there.
 - SAM's Salmon Return Family Event (Sept. 10th)—a community partner booth will be here.
 - Seafair Fleet Week (first week of August)—we expect to have something up on Piers 62 & Piers 63.
 - Design Festival (Sept. 16th-25th)—we'll have an installed exhibit in a Pioneer Square gallery space.
 - Town Hall (September)—we're extending an invitation to J. Corner to speak around the same time.
 - Right now, booths are primarily staffed by City personnel; it would be great to have some Committee members and other ambassadors doing so, as well, in the future.

Summer 2012 Event

- **City Staff:**
 - We're bringing on a formal partnership with the Seattle Parks Foundation for next summer's event; they're dedicating staff time to this project.
 - T. Bailey and L. Bassett from the Seattle Parks Foundation will be invited to attend the next Outreach Subcommittee meeting.
 - We've also talked about bringing together another brainstorming group; we'll then have the fall and winter to develop the schedule and logistics.
 - The Seattle Parks Foundation has also offered to spearhead high-level discussions with civic leaders who can help bring-in resources down the road.

Current Transportation Issues

- **City Staff:**
 - We had a conversation about tunnel issues at the Executive Committee meeting and are trying to encourage people to remember that, as Central Waterfront Committee (CWC) members, it's important to keep the distinction between the projects clear and that our work is essentially neutral to the transportation discussion.
 - We're all private individuals who are involved with other things, but it's important to be clear in outside groups that you're not there as part of the CWC.

Possible Change in Committee Meeting Date/Time

- **Outreach Subcommittee Co-Chairs:**
 - While Friday mornings seem to be the preferred meeting time for several Subcommittee members, some are unable to attend because of existing responsibilities and conflicts.
 - Potential alternate start times include 9:00 a.m. and 10:30 a.m.; we'll confirm and finalize a new possible time prior to the next Outreach Subcommittee meeting.