



**MEETING NOTES
CENTRAL WATERFRONT
OUTREACH SUBCOMMITTEE**

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

Meeting Attendees

Subcommittee Members & Advisors

- David Freiboth
- Todd Vogel
- Craig Hanway
- Jan O'Connor

City Staff & Consultants

- Hannah McIntosh
- Marshall Foster
- Steve Pearce
- Nathan Torgelson
- Jennifer Weiland
- Ken Johnsen
- Erin Tam
- Erin Pressentin-Taylor

Additional Attendees

- Lydia Bassett
 - Kati Davich
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UPDATED WATERFRONT SEATTLE PUBLIC ENGAGEMENT PLAN & TIMELINE

*Committee reviewed and referenced documents including: *CWC Outreach Subcommittee Roles & Key Messages; Waterfront Seattle Public Engagement Strategy & Schedule; DRAFT Public Engagement/Outreach Timeline.*

Planned Approach through June 2012

- **Consultants:**
 - The planned approach through June 2012 focuses on broadening outreach and building on jcfo's idea of the Bay Ring as a model for how public engagement can expand outward from the waterfront to connect with communities throughout Seattle.
 - We want to reach both the underrepresented and very engaged to get them excited about being on the Waterfront and what it can become; outreach will include roundtable discussions and smaller events.
- **City Staff:**
 - We've built in outcomes and evaluation measures, such as attendance at events, geographic distribution and social media metrics; we'll monitor them on a quarterly basis.

- **Outreach Subcommittee Members & Co-Chairs:**
 - If new groups participate and can say what they're excited about, that also seems a measure of success; we should consider reaching out to the Women's University Club, service or church groups.

Implementation through October 2011

- **Consultants:**
 - Between now and October, we're focusing on building interest through small-scale reactivation of Waterfront spaces: we've painted the project symbol and added chairs to Pier 62-63; we've filmed time-lapse videos for the website; we're interested in hosting informal activities like yoga or flash mobs; and we're working with the University of Washington on a temporary art installation.

OVERVIEW OF WATERFRONT SEATTLE OCTOBER PUBLIC MEETING

- **Consultants:**
 - The October 27th meeting will take place at Bell Harbor Conference Center; we'll have food, music, the presentation and enhanced opportunities for feedback including informational stations and text surveys.
 - We're also thinking about family-friendly activities to engage kids that weekend since Waterfront businesses will have trick-or-treating; we'd like to include a photo or video booth.
 - Subcommittee members can help by distributing invitations; we'll also be looking at additional ways to support outreach after October, such as joining us in briefings and design discussions.
- **City Staff:**
 - In addition to reviewing the design with more detail and refinement, the team will also be discussing transportation and the public art approach, which includes an art manifesto.
 - We'll also have new renderings and new images of people moving around spaces; we may have cutouts for faces as photo opportunities.
- **Outreach Subcommittee Members & Co-Chairs:**
 - You might consider working with Youth in Focus on the kids' photos, having more food trucks since they were so popular last time, and inviting musicians from underrepresented communities.
 - You might also consider condensing the outreach feedback into a public manifesto so people can see themselves in the making of the Waterfront.

UPDATE ON WATERFRONT SEATTLE SUMMER 2012 EVENTS/PARKS FOUNDATION PLANNING

*Committee reviewed and referenced documents including: *Our Waterfront 2012*; *Waterfront Event DRAFT Timeline*.

- **City Staff:**
 - The Seattle Parks Foundation has created an event plan for the summer of 2012 to celebrate the culmination of the design process and the Committee's work.
- **Outreach Subcommittee Guest (L. Bassett, Seattle Parks Foundation):**
 - We've tried to create an event that is uniquely Seattle while remaining true to the design that jco put forward in connecting to all points in the City.
 - We want to ensure that the event is something that involves many people in the city, extending to families, neighborhoods, diverse populations, businesses and more.

- Potential elements include: walkathons, bike parades or free metro passes to get people there; phone application check-ins along the way; site specific artwork; music; food trucks; a seafood or chowder cook-off; fireworks displays; flash mobs; and ways to experience the water.
- We can do a lot if people are involved in an in-kind way or as volunteers; the timeline is a template, but it calls for immediate action in terms of building support and sponsorship packages.
- **City Staff:**
 - The idea of “Journeys to the Waterfront” frames this in a tangible way to make it a citywide event—we’re excited but from a practical perspective we need to think about how to keep it scalable to pull off.
 - The timing we’re proposing is mid-August, which is right after Seafair; the Port of Seattle is having their centennial, as well, so we need to think about how to make this a different experience.
- **Outreach Subcommittee Guest (L. Bassett, Seattle Parks Foundation):**
 - Seattle Center is also having their “Next 50 celebration,” as well; there may be some ways to partner there or perhaps collaborate, instead of compete, with them or Seafair somehow.
- **Outreach Subcommittee Members & Co-Chairs:**
 - Could we conduct tours on a fishing fleet, tugboat, barge or navy ships? We should ask people how they would like to participate in our outreach leading up to the event.
 - The Subcommittee likes the plan; let the record show that we have consensus to move forward.

Staffing

- **Outreach Subcommittee Members & Co-Chairs:**
 - What is the Parks Foundation’s role? Who would the planner’s main point of contact be? Who is responsible and how much input would we have as a Subcommittee?
- **City Staff:**
 - We need to hire an event planner needs who would work close to full time on fundraising and logistics; he/she would work for the City and Committee and the Foundation would be a key advisor.
- **Outreach Subcommittee Guest (L. Bassett, Seattle Parks Foundation):**
 - The funding for the event planner would cost approximately \$45,000-65,000; we would be willing to manage the process in conjunction with the Subcommittee, pending logistical discussions.

NEW SUBCOMMITTEE MEMBERS

- **Outreach Subcommittee Members & Co-Chairs:**
 - The Subcommittee would like to add Dave Meinert, Alex Kochan, Toby Crittenden and Tony To as members; we will need to set up a meeting to update them on everything.

ACTION: Subcommittee Co-Chairs to contact new members; Consultants to coordinate meeting/share schedule.

REPORT ON STAKEHOLDER OUTREACH—WATERFRONT SEATTLE & ELLIOT BAY SEAWALL

Presence at Recent Summer Events

- **Consultants:**
 - The seawall and Waterfront team are continuing to attend fairs and festivals and there are three more booth events before the end of summer; we continue to see interest in the project’s history.

- **Outreach Subcommittee Members & Co-Chairs:**
 - It would be helpful if we had a schedule of the upcoming events.

ACTION: City Staff to create a calendar for Subcommittee members detailing upcoming event dates.

Recent Meetings/Presentations Made by the Team

- **Consultants:**
 - We've integrated the seawall and Waterfront presentations and continue to schedule briefings with various groups; we've also had two staff walking tours with the federal delegation.
- **Outreach Subcommittee Members & Co-Chairs:**
 - To what extent do we reach out to people who don't live in Seattle but use the ferries? Do we have a formal process?
- **City Staff:**
 - In the past month, we've briefed the Pike Place Market Public Development Authority and met with the Aquarium, Washington State Ferries, property owners and neighbors in Pioneer Square and Belltown.
 - We communicate with ferry commuters frequently; they're also high on our target list for roundtable discussions.

Project Integration

- **Outreach Subcommittee Members & Co-Chairs:**
 - The teams are doing a great job in trying to coordinate everything, but the separateness of these projects continues to be an issue—it seems like it should be one project in terms of outreach.
 - Should we have input on public outreach for the seawall? We have direct input on decision-making for the Waterfront; can we have more focus on review of decision points for the seawall?
- **City Staff:**
 - We recognize the importance of talking about the big picture and will try to integrate the seawall even more.
 - The projects remain separate because of the environmental aspects and because we don't want the Army Corps as the lead agency on the Waterfront project.
 - We have made progress in now having one team at Enviro for the Seawall and Waterfront projects; Stepherson & Associates is doing community outreach for both projects.
- **Consultants:**
 - We'll continue to coordinate on fairs and festivals, roundtable discussions and neighborhood events.

Future Meetings/Presentations (Planned & Potential)

- **City Staff:**
 - There will be an Allied Arts Beer & Culture night on September 22nd with J. Corner.
- **Consultants:**
 - We have a briefing with the Pike Place Market Senior Center and the next Stakeholder group meeting will take place in October.