



**MEETING NOTES
CENTRAL WATERFRONT
OUTREACH SUBCOMMITTEE**

**MEETING #11 October 14, 2011
8:00 AM — 9:30 AM Room #1600, Seattle Municipal Tower**

Meeting Attendees

Subcommittee Members & Advisors

- David Frieboth, Co-Chair
- Ed Medeiros, Co-Chair
- Cary Moon
- Jan O'Connor
- Craig Hanway
- Alex Kochen
- Toby Crittenden
- Dave Meinert

City Staff & Consultants

- Steve Pearce
 - Marshall Foster
 - Ken Johnsen
 - Erin Tam
 - Erin Pressentin-Taylor
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Update on October 27th Events

October 27th Design Update/Public Meeting & October 29th & 30th Photo Booth for Kids & Families

- **Consultants:**
 - The next public meeting will be taking place on Thursday, October 27th:
 - The public is being notified through e-mails, media outlets, blogs, advertisements, e-newsletters, posters, flyers, the website and partner organizations.
 - The theme is “Experience the Waterfront” and it focuses on programming, habitat, art and proposed uses for the spaces—how people envision themselves on the Waterfront.
 - We’ll have food trucks, music and screens with time-lapse videos; jcfo’s presentation will be focused on walking the Waterfront from south to north and talking about programming of the space.
 - After the event, attendees can peruse interactive stations throughout the room that highlight programming, the seawall a recap of the May event and contractor outreach.
 - We have a survey online and at the event; we’ll summarize comments on the website afterwards.
 - We’re also planning a photo booth at Waterfront Park on Oct. 29th & 30th with a large rendering of the Waterfront to engage kids, families and those who could not attend the public event.
 - **Outreach Subcommittee Co-Chairs, Members & Advisors:**
 - The event approach seems very playful, fun and accessible to non-designers; we should be sure to invite school groups from elementary to high school to college.
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- Will there be enough food vendors? Can you do something playful to activate the space after the event, like a raffle for a small BBQ on the pier once a month?
- **Consultants:**
 - The pier limit is three food trucks, parking is reserved and vendors need permits to park on the streets, however, we'll be sure to consider how we might include more food at the next event.

Anticipated Questions About Project Timing & Funding

- **Outreach Subcommittee Co-Chairs, Members & Advisors:**
 - jcfo should be prepared to answer questions such as: How much will the project cost? Who's paying for it? How will neighborhoods connect? When is the kick-off and finish? How will it be managed?
- **City Staff:**
 - We have speaking points focusing on the long-term vision of the project, noting it will not be built or paid for all at once; we're starting a plan to address phasing and funding by next June.
 - The existing Committee work is a starting point, and we're considering a non-profit conservancy for managing the project; some elements depend on viaduct removal while others can go sooner:
 - We now have an intervention on Pier 62-63;
 - The Thomas Street Overpass to the Waterfront is under construction;
 - There is a new bike trail along Terminal 46;
 - There is also the possibility of early wins with seawall construction.
 - Once we have the concept design in mid-2012 we will have a clearer idea of the pieces and how they fit into the big vision.

Social Media Outreach

- **Outreach Subcommittee Co-Chairs, Members & Advisors:**
 - Social media has a huge ability to create a more active base and a strategic plan can help us create an excitement arc; what's our social networking venue for information?
 - It would be helpful to see a summary of what's being done and perhaps we could have a working session to see where things can be further elevated.
 - For example, we could expand our population through a contest people that people could sign-up for and share; also, online advertisements could drive people to sign-up for e-mail & Twitter.
 - We should also over-communicate and promote wins, for example, folks probably don't know about the Thompson Street Bridge and there are many ways followers can re-post our news.
- **Consultants:**
 - We will send our social media plan to Subcommittee members for ideas and suggestions to make it as robust as possible; current highlights include:
 - Our social networks are updated 4-5 times per week;
 - Recent posts include Pier 62-63 intervention, time-lapse video, the UW's pop art installation;
 - Facebook and Twitter addresses are included on our event notifications.
 - We will talk with our web developer about further enhancing the website and perhaps have him attend a future Subcommittee meeting.
- **City Staff:**
 - A working session after the event would be helpful to use the Subcommittee's expertise in social media; we might also consider tactics such as short YouTube videos about the project.

Discussion of Approach to Waterfront Seattle Summer 2012 Events

- **City Staff:**
 - Together with the Seattle Parks Foundation we developed a summer 2012 event concept bringing people to the Waterfront through a series compelling journeys through their neighborhoods.
 - The Foundation has been working on cost estimates and determined that we would need:
 - \$70,000 immediately for an event planner who would work on sponsorships and fundraising;
 - An additional \$500,000 for event production, as well as an art curator for the event.
 - We've started to discuss whether there is another way to achieve our objectives of building momentum, since this number is dramatically higher than we were planning.

- **Outreach Subcommittee Co-Chairs, Members & Advisors:**
 - Holding an event of this magnitude and cost is somewhat concerning:
 - The event would almost be celebrating the Waterfront as it is now and promoting something not yet there; if it's only one event, we're not bringing people before or afterwards.
 - It feels risky to spend that much money for a "big bang" event to generate support; we would have to define what fundraising sources get in exchange and we would be in an all-or-nothing situation.
 - The estimate also seems low compared to other events such as the Capitol Hill Block Party or Bumbershoot, both of which took years to cultivate large audiences.
 - Perhaps the objective could be met in more incremental ways:
 - Could we have other events throughout the year hosted by entities like community and non-profit groups? We can do a lot by providing infrastructure and assistance.
 - Instead of one group producing and delivering this, we'd be creating the infrastructure to allow others to do it themselves, reach out to their networks and utilize their resources.
 - Smaller, more focused events would also afford people the opportunity to have greater dialogue; Waterfront ambassadors could attend to interact with the public.
 - There are more opportunities to promote pieces of the concept as they emerge this way and there may be sufficient support after a year of use that we don't need a big festival.
 - We could plan larger celebratory events at major touch points.
 - There are a number of regular uses that we could come up with, such as:
 - Holding a yard sale on Alaskan Way in which every community brings items;
 - Having a massive farmers market on the Waterfront;
 - Bringing in 5,000 tap dancers to create a new world record;
 - Bringing in a barge during the winter with an ice-skating rink;
 - Holding a concert series at Pier 48;
 - Having a food truck rodeo;
 - Closing a portion of Alaskan Way once a month and hosting community organizations;
 - Bringing in music appealing to broad audience such as every Sunday from noon—6:00 p.m.
 - One important aspect of the big event was that it focused on connections to neighborhoods; the goal should also be to show how the Waterfront connects to the whole City.

- **City Staff:**
 - This is much more in keeping with where the project is trying to go: instead of producing an event, we could identify two or three spaces and brainstorm possible uses.
 - We could also partner with other existing events on the Waterfront as we did this year with Seafair; the key in thinking of smaller events is that they're a diverse set.

Funding

- **Outreach Subcommittee Co-Chairs, Members & Advisors:**
 - Having one defined event is easier to fundraise for, so there will need to be a thought process on how we raise money because we don't have one thing to sell at this point.
 - For corporate sponsors, it could be offering presence at multiple events; other City departments such as OED and SDOT may have money to fund street events.
 - What about commercial use in wide-open spaces? If a promoter holds a concert or ticketed event, they could pay rental costs for the space. We may allow people to use the space for private, ticketed events *sometimes*—it will bring in more people; there will always be revenue opportunities unless we provide free spaces.
- **City Staff:**
 - The original idea was to raise funds through philanthropy and galvanize support around a single event; we'll need funds for this since it cannot be done with the design budget.
 - Right now we're doing a summer streets program; building on something like that could be more cost-effective and aligned with the direction we're talking about.
 - A barricaded, ticketed event could be tough; we would need to push to make any event as publically accessible as possible.

Next Steps

- **City Staff:**
 - Does everyone agree that we should pivot and go in a different direction? This Subcommittee is empowered to make that decision. **Subcommittee agrees.*
 - For next steps, we'll start putting together a list of ideas and thinking about spaces and then come back with a list of locations that the Subcommittee can review.
- **Outreach Subcommittee Co-Chairs, Members & Advisors:**
 - We should start by identifying the spaces and then we can have a brainstorm to define a mish-mash of crazy, sane, fun ideas and come up with 6-10 really good concepts.
 - The goal would be to get our target audiences to think of the Waterfront as a place that you go to, with consistent events over time until the elements are built-in.
- **Consultants:**
 - This is exciting and a great idea: a next step should also be putting a mechanism for who coordinates it.