



**MEETING NOTES
CENTRAL WATERFRONT
OUTREACH SUBCOMMITTEE**

**MEETING #12 November 18, 2011
8:00 AM — 9:30 AM Mithun, Pier 56, 1201 Alaskan Way, Suite 200**

Meeting Attendees

Subcommittee Members & Advisors

- Ed Medeiros, Co-Chair
- Cary Moon
- Jan O'Connor
- Dave Meinert
- Alex Kochan
- Tony To

Other Committee Members

- Mark Reddington

City Staff & Consultants

- Marshall Foster
- Nathan Torgelson
- Jennifer Wieland
- Erin Tam
- Erin Pressentin-Taylor

Additional Attendees

- Kati Davich
 - Mark Dublin
 - Felicia Nitu
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Walking Tour of Waterfront

Discuss/Identify Potential 2012 Event Spaces

- Outreach Subcommittee members, other Committee members, City Staff, Consultants and additional attendees participated in a Waterfront walking tour to review pros, cons and types of events at:
 - Bell Harbor
 - Pier 62/63
 - Waterfront Park
 - Event Barge
 - Pier 57
 - Partial Street Closure^[1]

Group Discussion

Logistical Questions

- **Outreach Subcommittee Co-Chairs, Members & Advisors:**
 - There are many questions we should answer to make it easier for someone to have an event on the Waterfront, for example:

- What is the process, cost and permitting?
- How late can we operate?
- Would we be able to provide electricity?
- What are the sound ordinances and how loud can it be? Can we put a show on a barge?
- Would a music venue be able to duplicate the model of selling food and beverages?
- What is the amount of coordination and concessions we have to get the size we need?
- If we want to close the street in front of certain locations, are our partners on board?
- We will need to know the viaduct closure dates and decide whether the streets are closed;
- It might be advantageous not to allow parking—there might be a lot of people on the sidewalk.
- Who owns the spaces? This will inform what kinds of permits are needed and uses are possible.
- In addition to listed locations, can we also consider a few other locations? These might include:
 - The intersection at John St. and the Olympic Sculpture Park;
 - Closing Alaskan Way from University St. to Pine St., or perhaps from Pine St. northwards;
 - Is there a possible use for Pier 48 in the summer months?
- **City Staff:**
 - A lot of the partners who would need to approve the Waterfront events are part of this process, such as B. Davidson from the Seattle Aquarium and B. Donegan from Ivar’s.
 - Waterfront Park is a strong prospect as it mimics our proposed design; Pier 48 is difficult because we don’t own it now and it’s being used for staging tunnel work and temporary parking.

Event Types

- **Outreach Subcommittee Co-Chairs, Members & Advisors:**
 - In terms of potential event types:
 - Food trucks are relevant now; we could host them along with other types of vendors.
 - We could have movies or music on a barge with sound aimed toward the shore.
 - There could be movie nights against the side of the viaduct.
 - We could also accommodate cultural music and dance before the main events happen.
 - Can we add the Waterfront brand to existing events that are happening?
 - Could we consider a concert on Pier 48, perhaps something with a 2,500-5,000 capacity?
 - Events should capture people’s imaginations and be something you can only do on the Waterfront; they need to feel different and new, not a version of something already there.
 - While vision is an important part of it, a concert series has been proven to work and could bring a significant number of people down to the Waterfront.
 - Cultural events would draw in families and, if we bring in different communities, we will be achieving our objective of broadening the interest base.
- **City Staff:**
 - The Seattle Symphony used to do concerts on a barge in South Lake Union; perhaps we could have something like a march from the Waterfront to the stadium before a Sounders game?
 - The setting is what would be unique; if we had approval to use Pier 48, could we produce an event of that scale time-wise? **Subcommittee members noted that go-ahead would be needed by end of year and it would depend upon process and cost.*
- **Additional Attendees:**
 - You could consider having temporary events all along the Waterfront, that way, neighbors can react across the entire edge and may be more likely to provide feedback.

- It might also be interesting to have tours of the big machinery being used to construct the project, which might be especially interesting to kids.

Timing

- **Outreach Subcommittee Co-Chairs, Members & Advisors:**
 - Will this Committee define timing? For example:
 - We need to decide the frequency of the events—is it one or two events or monthly events?
 - Can things happen on a weekday or weekend?
 - Are there specific dates or is it open-ended, such as between Memorial and Labor Day?
 - Is there a target activation of a certain number of dates?
 - Getting on the City’s special events calendar can be difficult, so we need to move quickly.
 - We also need to visit the calendar to see what’s already happening and coordinate around that:
 - It might be practical to have something on the Waterfront at the same time as a Sounders game;
 - We could take advantage of the fact that those people will be in the area in the afternoon.

Program Management, New Subcommittee

- **Outreach Subcommittee Co-Chairs, Members & Advisors:**
 - We should identify the players, review the schedule of events and do what we can to set up the infrastructure quickly; it’s important that someone from the Committee is involved like M. Foster.
 - We need to approach this in a way that the Outreach Subcommittee can still focus on engaging the broader outreach plan, as well; we should create a new Subcommittee including D. Meinert, A. Kochan.
- **City Staff:**
 - The City has a lot of expertise with the “Summer Streets” program and it would be a good idea to involve J. Hoffman and V. Schoenburg; M. Foster will also participate.
- **Consultants:**
 - As a next step, we’ll put together a framework answering the Subcommittee’s questions and we’ll provide it as a place to start.

Speaker’s Bureau

- **Outreach Subcommittee Co-Chairs, Members & Advisors:**
 - In our next meeting we should talk about becoming ambassadors to our natural allies; organizations are curious about what’s happening and we don’t have a process to meet them.
- **Consultants:**
 - We are starting that process and are pulling together a Speaker’s Bureau program for the whole Committee; we should discuss as a Committee over e-mail.

Next Committee Meeting

- **Consultants:**
 - For the next meeting we can review the broader outreach plan and update everyone in terms of where things are at; one key outreach element is underrepresented communities and Seattle neighborhoods.