**Broadway Business Improvement Area**

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# DRAFT BIA 2020 ANNUAL BOARD MEETING

Via Zoom Virtual Meeting

# Meeting Minutes

1:00 PM – 2:00 PM

November 12, 2020

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ATTENDANCE** |  |  |  |  |
| Egan Orion | BIA Director | Present | 206.328.6646 | [egan@bestplaceever.org](mailto:egan@bestplaceever.org) |
| Tamara Asakawa | Co-Chair | Absent | 206.329.5792 | tamaraa@lifelong.org |
| Chasten Fulbright | Secretary | Present | 206.963.9213 | cfulbright@blantonturner.com |
| Gregg Holcomb | Co-Chair | Present | 206.669.3853 | greggholcomb@hotmail.com |
| Frank Alvarado | Treasurer | Absent | 206.576.0986 | frank.alvarado@homestreet.com |
| Heather Strock | Director | Present | 206.661.7499 | strockhl@gmail.com |
| Lindsey Jensen | Director | Present | 425.442.6311 | lindsey@hunterscapital.com |
| Jeff Keever | Director | Present | 425.478.6875 | Jeff.keever@seattlecolleges.edu |
| Theresa Sindelar  Heather Caldwell Kasey Frix | Director Rate-Payer Rate-Payer | Present Present Present | 402.440.4002 NA NA | [Rocketfizzseattle@gmail.com](mailto:Rocketfizzseattle@gmail.com) NA NA |

Tamara called the meeting to order at 1:03 pm.

1. Meeting Minutes – October 2020 Minutes. Heather motioned to approved; Gregg seconded. Motion passed.
2. Director 2020 Update
   1. Showed photo of 2019 in-person annual meeting
   2. BIA continued work on tree wells late 2019
   3. BIA had lights up from November 2019 to March 2020
   4. BIA continued work on daily cleaning until late March 2020
   5. When pandemic hit, BIA commissioned murals on boarded up buildings, mainly on Broadway Market but in a couple other places along Broadway too
   6. BIA lowered cleaning to 3x a week in April, 4x a week in May, up to 5x a week in June (still at that level of service), with the director filling in on the other days.
   7. BIA did several campaigns throughout the year to attract people to Broadway
   8. BIA continued to communicate with rate-payers via print inserts and e-mails
   9. In October 2020, board committed to new social media branding and launched Instagram page that with Heather’s help has gotten hundreds of followers. Egan has pushed the Facebook page with 800% increase in people seeing posts and 200% increase in interactions. Will continue to build social media in the next year
3. Director – the year ahead
   1. Hired a new cleaning service (Seattle Surface Cleaners) to start December 1
   2. Frequency of service will go up to 6x a week at almost half the cost of current service
   3. Main objectives are to support businesses in the re-opening process
4. Director – 2021 work plan review (see work plan for specifics)
   1. Tamara motioned to approve, Jeff seconded. Work plan motion passes.
5. Financials (see approved budget for details)
   1. Frank explains decisions and projections in 2021 budget
   2. Projections estimate a 30% reduction in 2019 income to start, but easing over the year until the end of the year when only a 5% reduction is expected plus extra income from new Capitol Hill Station businesses.
   3. Budget approved. Frank motioned to approve. Tamara seconded. 2021 budget approved.
   4. Board also signaled that if we got down to $25,000 cash on hand, that would be our “break glass in case of emergency” level and the director would convene the board to decide the way forward.
6. Rate payer intros
   1. Kasey from Vivace wanted to get a better idea of the Broadway BIA
   2. Egan indicated the Vivace block was a little dirtier these days because Community Lunch brought big crowds to All Pilgrims to feed (not bad garbage, just something to be mindful of)
   3. Frank said he is on the board of Community Lunch and would talk to leadership there about how to mitigate the trash, which often overflows.
   4. Heather from Kismet Salon was there too but she didn’t have a working microphone and just wanted to listen in.
7. What’s up on Broadway
   1. Concern from board about Jay Inslee announcement at 5:30pm. Gregg especially concerned it will be a shut down of in-person dining at restaurants.
   2. Lindsey brought up concerns about no power in Cal Anderson Park (and thus no lights) and encouraged the board to speak up to the city about it.
8. Adjourn at 2:03 pm

Minutes submitted by: Egan Orion