



Historic South Downtown Board Meeting- Minutes 01.28.14

January 2014 Board Meeting: Called to order @ 5:15 p.m.

- Board members present: Jan Drago, Brendan Donckers, Tija Petrovich, Stephanie Wascha, Gary Johnson, Don Blakeney, Jim Kelley, Al Poole, Elaine Ko
- Members absent: Phil Fuji, Maiko Winkler-Chin, Liz Stenning
- Staff: Marlene McIntosh
- Visitors:

December meeting minutes- Action: Jim Kelly made a motion that the December minutes be approved as written and Don seconded. The motion passed unanimously.

Committee Reports

1. Finance

Don provided financials for 2013. \$51,425,91 was spent during the year leaving a balance of \$232,912.99. Don will create a financial reporting format with lines of business including Administration, Washington Landings Project and Unreinforced Masonry Project.

Action: Gary made a motion to approve the finance report and Al seconded. The motion passed unanimously.

2. Access and Mobility

Don reported that there is no movement on the project at present. SDOT is the lead on the project and the change in Mayoral Administrations necessitates a need to reconfirm SDOT's participation. DSA may lead a mid-year push for SDOT staffing to coordinate transportation projects and mitigation discussions. HSD will likely need to decide whether continued participation makes sense at that time.

3. Bridge Committee

Tija noted that Leslie Smith from the Alliance for Pioneer Square has asked that we provide information on our projects for inclusion in the APS neighborhood blog. This is a great way for us to raise our profile.

Website Update- several board members participated in interview sessions prior to the Board meeting with two firms interested in working with HSD on branding, website design and media strategy- Likely Arts and Studio5innovation- Lynn Schirmer from

Likely Arts presented three logo designs she created and an update to the HSD website. Funding for both items was approved at the December Board meeting. Lynn also provided a quote of \$1,600 to create a new website. Studio5innovation presented a proposal for a full “brand development” media strategy including logo/website/social media for a discounted price of \$2,500. This price includes development of a new brand, website and management of a social media presence (for one year). They emphasized that the price included recognition of HSD’s non-profit status and their desire to be good neighbors.

Action: Jim Kelly made a motion that “if Studio5innovations’ full proposal meets the board’s understanding of services to be delivered and a post 2014 plan, including either an affordable opportunity to continue with service provision or training to enable HSD to manage the media presence, we approve entering into a contract for services in the amount of \$2,500”. Don seconded the motion. The motion passed with Elaine abstaining.

4. **Washington Landings Project**

Gary provided an update on the process to select a consultant to serve as project manager for HSD’s portion of the Washington Landings Project. The committee recommends a partnership between Hansen Public Affairs and Natalie Quick Consulting.

Action: Brendan moved and Tija seconded a motion “to empower the Washington Landings Project committee to contract with Hansen Public Affairs and Natalie Quick Consulting if they provide a satisfactory plan for outreach and engagement in the Chinatown/ID neighborhood and a budget that includes a \$15,000 contingency”. The motion passed unanimously.

5. **URM**

We are ready to begin the contracting process with SCIDPDA. Brendan and Gary will look at HSD’s contract forms to ensure suitability.

6. **Election of Officers**

Action: Jan Drago made a motion that the proposed slate of officers be approved. Al Poole seconded the motion:

President- Brendan Donckers

Vice President- Jan Drago

Secretary- Gary Johnson

Treasurer- Don Blakeney

The motion passed unanimously.

7. **Other Business**

By-laws- Jan asked everyone to review the organizational by-laws and propose potential changes (ex. electronic voting, 3 year terms) to be discussed at next month’s meeting. Gary was asked to e-mail copies of the by-laws, enabling legislation and Hugh Spitzer’s

letter of recommendations. Stephanie offered to scan the by-laws and e-mail them to board members.

The meeting was adjourned at 6:25 p.m.