

Minutes for Historic South Downtown Board Meeting

Tuesday, April 24, 2018

Location of Meeting: Hing Hay Coworks

Attendance: Wren Wheeler, President, called the meeting to order at 5:03 P.M.

Board Members present: Nancy Fulwiler, Maria Batayola, Heidi Hall¹ (phone), Jamie Lee, Wren Wheeler, Heidi Park, Julie Fonseca de Borges, Tom Sang-gu Im, Azar Koulibaly, Becca Camarda

Board Members excused: Chris Arkills, Carl Seip, Kevin Geiger

Action/Approval – Consent agenda presented for a vote by Wren Wheeler including:

* Treasurer's Reports (Feb) Nancy Fulwiler

* Treasurer's Reports (Mar) Nancy Fulwiler

* Approval of March 2018 Kathleen Barry Johnson¹ Meeting Minutes after reading addition of notes explaining the history/audit trail of the PHPDA Contract.

Motion made to add notes as an addendum by Maria Batayola. Heidi Park seconded.

Wren made motion to approve the minutes. All approved to pass minutes and Treasurer's Reports for March and April.

Discussion - Executive Director Report:

County Contract—

This contract was discussed multiple times at different board meetings since at least the beginning of 2018.² At the January 23, 2018, board

¹ Attending via conference call.

² See Board Meeting Minutes from 1/23/18, 2/27/18, 3/24/18 and 4/24/18.

discussed the draft offered by County and requested a new exhibit delineating the discrepancy between the \$8.7M promised in the legislation and the \$8M in the contract. After several negotiating rounds with the county, that exhibit is now included in the final draft version, and it increases the amount from \$8 to \$8,091,000. We also changed the proposed reimbursement schedule to allowing for half of the funding to be dispersed in calendar year 2018, with the remainder in 2019. These changes reflect the changes we have asked for. Nancy Fulwiler moved to approve the County Contract and Jamie Lee seconded. Unanimous vote to approve. Discussion – Committee Updates

* Grant Making Committee— summary presented by Heidi Park as attached report. Maria said that we need to make sure that timing is aligned with goals and objectives from the strategic plan and to create buckets that meet our needs. Also we need to develop consistent branding up front and it should be part of messaging in RFPs.

* External Relations Committee— summary presented by Julie Fonseca de Borges.

* Finance Committee—Nancy asked Board for questions/discussion of the Finance Committee Report that was emailed to the Board for brevity. Action presented by Nancy Fulwiler by asking for approval of Accounting Policy and Procedures Manual. Motion to approve by Maria Batayola and Julie Fonseca de Borges seconded. All voted to approve.

*Discussion Board Retreat & Planning by Maria Batayola

The Retreat is scheduled for June 16 at Union Station. HSD Board SWOT Analysis was completed at Executive Council Meeting. Pioneer Square SWOT Analysis was introduced by Nancy Fulwiler and facilitated by Maria. **Notes on SWOT discussion follow these minutes.**

*Discussion New Items/For the Good of the Board Wren Wheeler – Kathleen Johnson announced that she and Nancy Fulwiler have a meeting with the SAO State Auditor to discuss resources. Kathleen also announced that HSD has hired an auditor Steven Judd, CPA to conduct an audit for the fiscal year ending June 30, 2018.

Wren Wheeler adjourned the meeting at 6:34 pm.

It was announced that May 22nd will be the next Board Meeting at Hing Hay Coworks at 5:00 pm.

HSD Internal Strengths & Weaknesses

HSD Strengths	HSD Weaknesses
Diverse board	High rate of board turnover*
Grounded in community	Lack of cross over knowledge**
Strong business organization and staff	Not that known in community
Incoming funding for next three years	Lack of track record
Board is very aware of need to balance between neighborhoods	Haven't mapped constituents yet
Board advocates for their neighborhoods (identifies/advocates)	Risk of uneven presence, uneven engagement in both neighborhoods
Opportunity to build reputation	Lack of sustainable (beyond next three years) revenue
Bringing new resources to the community	New board member not know their elected yet
Can launch program quickly	
Don't have to raise money from local dollars so not competing with community	
Political support form elected officials	

*Create intentional opportunity to interpersonally and organizationally bond.

** Cross learn about CID and PS neighborhoods so can advocate as a team.

Pioneer Square Neighborhood

PS Strengths	PS Weaknesses
Rich mix of businesses, permanent residents and transients. Growing vibrant young residents.	No neighborhood Plan. Young and renters not have voice.
Local government and not-for-profit social organizations provide shelter and support for the low income or homelessness	Seen as “seedy” neighborhood
Strong sector advocates e.g. Business Alliance, Residents Councils.	
Major tourist destination and adjacent to the state’s two major league sport stadiums. Resident Council	No continuous activation *- daytime workplaces and restaurants for mostly workers closes by 5 pm, evenings and weekends mostly tourists.
Transportation Hub	Lots of concerns and investments provided**
Walkable community with good MID contract to keep sidewalks clean.	Surrounded by non-residential section so seems isolated.
Excellent Police services and communication	
Small town feel/Ownership	Limits growth, viability of businesses and diversity. Lacks amenities than other urban villages.
Big transients – day workers, tourists, sports – weekday v weekend activity	Lots of concern/investments given to these audiences e.g. transportation

*Look to Pioneer Square Neighborhood as a desirable model.

** From previous Board discussion – Pioneer Square and Chinatown ID are separated by the rail station – with idea to consider lid so that can be contiguous.

PS Opportunities	PS Threats
Advocate for more livable public spaces	Increased rent/displacement of businesses
Better lighting/ police	
Gentrification	Gentrification
Strengthen partnerships	Construction impact. Out of town owners.
Support alley improvements	
	Boom and bust cycle

PS Top 2 issues:

1. Fragmented/siloed populations
 - Artists, business owners, residential, empty nester. Techies, homeless, and tourists function separately
 - Residential demographics empty nesters, tech renters, no kids, homeless transient

2. Resiliency during large changes
 - Gentrification
 - Viaduct
 - Construction Disruption
 - Higher cost of commercial and residential rents/properties