

MID Ratepayer Advisory Board

Hybrid Meeting

June 24, 2025 | 8-9:15 a.m.

8:00	Call to Order	Sabrina Villanueva, Chair
8:02	Guest Ratepayer Comment	
8:10	Chair's Report <ul style="list-style-type: none"> ✓ ACTION: Minutes from May meeting 📄 Annual Business Meeting Requirements 	Sabrina Villanueva, Chair
8:15	Proposed 2025-2026 Work Plan <ul style="list-style-type: none"> 📄 2025-2026 Work Plan ✓ Recommendation of Work Plan to City 	Jon Scholes, DSA President & CEO Sabrina Villanueva, Chair
8:25	2025-2026 MID Budget <ul style="list-style-type: none"> • Budget narrative (separate attachment) 📄 2025-2026 MID budget ✓ Recommendation of budget to City 	Matt Gurney, COO Sabrina Villanueva, Chair
8:35	Approval of Program Manager <ul style="list-style-type: none"> 📄 Program Manager Memo ✓ Recommendation of Memo to City 	Sabrina Villanueva, Chair
8:40	MID Board Governance <ul style="list-style-type: none"> 📄 Slate of nominations (provided separately) ✓ Approval 	Sabrina Villanueva, Chair
8:45	Program Manager Report	Jon Scholes, DSA President & CEO
9:00	MID Program Update	Jennifer Casillas, VP Public Realm & Ambassador Operations
9:14	New Business	Sabrina Villanueva, Chair
9:15	Adjourn	Sabrina Villanueva, Chair

Meeting Minutes

MID Ratepayer Advisory Board

April 1, 2025

Presiding: Sabrina Villanueva, Chair

Attending: Lars Pedersen, LJ Humisto, Mark Astor, Tim Kuniolm, Adam Bowser, Anita Shah, Cary Clark, Marshall Johnson, Rebecca Uusitalo, Steve Van Til, Sally Bagshaw, Aaron Blankers, Ross Peyton, Courtney Jolicoeur, Andy Bench, Valerie Heide Mudra, Lisa Nitze, Amy Baker, Collin Madden

Staff: Jon Scholes, Jennifer Casillas, Ryan Gockel, Emily Bailor

CALL TO ORDER

Sabrina Villanueva, Chair

Sabrina welcomed the group to the May meeting.

CHAIR'S REPORT

Sabrina Villanueva, Chair

Sabrina provided the Chair's report for May. She asked for any guest comments and reviewed the agenda. She called attention to the minutes from the April meeting and asked for a motion to approve them; a motion was made and seconded; no discussion, approval by consensus. She reminded the group that the next MID Board meeting would be held June 24th where the ordinance required actions would be taken on MID program manager, budget and workplan.

Finally, she reminded the group of the DSA/MID Annual Meeting being held June 12 at Victory Hall.

MID PROGRAM MANAGER REPORT

Jon Scholes, DSA President & CEO

Jon provided a program manager report. He introduced Matt Gurney as the new Chief Operating Officer. He updated the group on the work to relocate operations to the 2Pine building. He informed the group that the initiative to place Ike Kiosks throughout downtown us making progress and will be in front of city council this spring.

FINANCIAL REPORT

Matt Gurney, COO

Jack McCarthy, Director of Finance

Matt introduced himself and turned to Jack to review the financials.

DRAFT BUDGET

Jon Scholes, President & CEO

Matt Gurney, COO

Jon provided a high-level introduction of the budget. He noted that the organization stands

in a strong financial position and the budget reflects sustained MID services for the 25/26 fiscal year. Matt provided the background and context for the budget. He reviewed main objectives. He detailed expected revenue and expenses and reviewed upcoming tasks and actions related to ensuring a balanced budget for presentation in June.

MID PROGRAM REPORT

Jennifer Casillas, VP Public Realm & Ambassador Operations

Jenn provided a MID moment for May. She highlighted the ambassadors of the month. She reminded the group that the MID program dashboards are live on the website and provided additional updates for each program.

NEW BUSINESS

None.

ADJOURN

9:00 a.m.



June 24, 2025

TO: MID Ratepayer Advisory Board
FROM: Sabrina Villanueva, Chair
RE: MID Ordinance required actions

At our annual meeting we are required by City ordinance to approve the following:

- ✓ Budget for the operating year commencing July 1, 2025 and ending June 30, 2026
- ✓ A work plan outlining the planned services and programs for the 2025-2026 fiscal year
- ✓ The Downtown Seattle Association as the Program Manager

Please refer to Section 17 of Ordinance #126817 for more information (clipped below)

At the annual ratepayers' meeting, the Board shall present its proposed work plan and 8 budget for the next year, and its recommendation regarding whether to continue with the current 9 Program Manager. The work plan, budget, and recommendation regarding whether to continue 10 with the current Program Manager must be approved by a vote of the ratepayers and submitted to 11 the OED Director for review and approval.

Program	Cleaning & Maintenance	Community Safety & Hospitality	Public Space Operations & Events	Economic Development & Planning, Transportation & Access	Communications & Marketing	Management & Operations
<p>Program Description</p>	<p>Provide daily cleaning services throughout the district. Coordinate with public agencies to address maintenance of public infrastructure in the right of way (utility boxes, clogged drains, leaf pick-up, illegal dumpings, tree grates, light poles, etc.).</p>	<p>Provide daily concierge and street outreach services throughout the district.</p>	<p>Manage select parks and public plaza and provide daily programming, park staffing, security, events and investments in amenities.</p>	<p>Develop and maintain economic, demographic and market data on downtown's overall competitiveness and provide information to brokers, developers, media, ratepayers and policymakers. Fund commute services for property owners and tenants to make MID properties easy and affordable to reach from across the region through transit pass sales, transportation consulting and events.</p>	<p>Provide communications, marketing, media relations, social media and creative services to support MID program activities.</p>	<p>Provide high-quality program administration and excellent customer service, as well as financial contract management services and legal services.</p>
<p>Service Detail</p>	<ul style="list-style-type: none"> - Provide ambassador services 7 a.m.-9 p.m. 362 days a year - Sweep sidewalks and curbs - Remove debris, gum, and human and animal waste - Remove graffiti tags and stickers on public property - Syringe removal - Additional cleaning equipment and services, including contract pressure washing - Remove and compost leaves - Deploy mechanized sweeping and cleaning equipment - Track daily ambassador activities and conditions of right of way utilizing handheld technology - Survey ratepayers on satisfaction with cleaning services - Respond to online and telephone service requests - Coordinate with public agencies to address maintenance issues with public infrastructure - Coordinate with private buildings for graffiti removal as permitted. - Track infrastructure in poor condition - Develop reports on maintenance needs 	<ul style="list-style-type: none"> - Provide ambassador services 7 a.m.-9 p.m. 362 days a year - Provide directions, customer service and assistance to members of the public - Provide safety escorts as requested through dispatch - Provide daily staffing of select parks and public plazas - Assist individuals in need in finding services, shelter and housing - Assist in implementing the Conditions of Entry Program for businesses/properties - Track daily ambassador activities and core services utilizing handheld technology - Conduct regular visits with ground level businesses and property/security personnel - Provide information on City regulations related to the public right of way - Provide trainings and classes to external partners (ex: de-escalation classes) - Manage additional investment in extra SPD patrols in focused areas - Manage and oversee private security contract providing ambassador protection and ratepayer response 	<ul style="list-style-type: none"> - Provide ambassador services 7 a.m.-9 p.m. 362 days a year - Provide professional staffing to coordinate programming, events and engage the public and partner agencies - Provide daily amenities and programming in Westlake Park, Occidental Square, Pioneer Park and Bell St. Park - Activate First and Pike Plaza, McGraw Square and Westlake Square with amenities, beautification, art installations and staffing - Produce summer live music/concert series, Downtown Summer Sounds, throughout the MID - Produce holiday events and beautification initiatives, including management of the Downtown Tree Lighting Celebration - Invest in public space programming and beautification in public areas, to include art installations, murals, lighting and plantings - Track daily ambassador activities and core services utilizing handheld technology - Conduct user-experience survey for Westlake Park, Occidental Square, Pioneer Park and Bell St. Park - Observe, monitor, track and report public/private amenities in need of maintenance within the public realm 	<ul style="list-style-type: none"> - Collect data and conduct economic trend analysis; report out to stakeholders and media - Track demographic data - Provide businesses and property owners access to MID databases and market information - Assist businesses and ratepayers in communicating with city departments, elevating concerns and issues and obtaining information on city services - Track and analyze development activity in downtown - Develop plans and initiatives to enhance public infrastructure, public spaces and pedestrian corridors - Provide transportation consulting services to property owners to attract and retain tenants - Support property managers with transportation survey data collection. Provide analysis and recommendations. - Provide discounted transportation programming including Commute101 Events and Adult Learn to Bike Ride for tenant employees - Consult on bike rack & E-bike facilities - Shape planning efforts to enhance transportation access and the public realm - Consult with ratepayers on world-class commute facilities and commuter benefits to recruit & retain top tenants - Advise on parking policy and parking management strategies - Support with City of Seattle Transportation Management Plan regulations, including collection of program reports - Provide analysis of commuter trends for individual properties based on Seattle Commute Survey - Provide 1:1 Commute Consultations for tenants' employees to support return to office initiatives - Offer guidance to mitigate major transportation construction (Revive I-5, ST Link Light Rail) - Support tenants sustainability goals with transit pass and e-bike parking consultations 	<ul style="list-style-type: none"> - Produce, post and boost regular social media content to raise awareness and increase visibility of MID ratepayers and MID-funded programs (ambassadors, events, testimonials, etc.) - Produce collateral material to support MID-funded programs (including event promotion and point-of-service materials, signage, giveaways, etc.) - Produce an annual meeting for ratepayers - Provide media relations support of MID-funded activities and events - Produce a periodic newsletter for MID ratepayers - Produce and distribute periodic eblasts to property owners and managers, notifying them of possible disruptions downtown (protests, marches, etc.) - Manage the DSA/MID website, including a section about MID services, boundaries, ratepayer information and more - Maintain a downtown community events website to help draw visitors back downtown - Assist with branding of MID uniforms and equipment, including trikes, trucks, buckets and more 	<ul style="list-style-type: none"> - Support and manage MID Ratepayer Advisory Board and committees - Conduct annual financial audit and 401k audit - Provide legal support for program implementation and operations - Provide government relations services in support of MID-funded programs - Prepare assessment billings in partnership with the City - Risk management and insurance coverage - Manage space leases and all contracts - Utilize technology to track and report on ambassador activities - Produce and distribute as-needed ratepayer alerts on disruptive downtown activities and events - Host periodic ratepayer engagement events - Conduct program analysis, surveys and reporting - Administer all human resource, payroll and accounting services, tax filings, regulatory compliance - Provide housing assistance, personal development training and other support to ambassadors - Recruiting, onboarding and training - Employee engagement and professional development

DBIA

	24-25 Forecast Total	25-26 Budget Total	\$ Change	% Change
Ordinary Income/Expense				
Income				
Contribution Income				
4000 · Assessments	19,451,000	20,792,000	1,341,000	6.9%
4010 · Voluntary	221,000	225,000	4,000	1.8%
4130 · Part Fund- Donor Restricted	228,000	-	(228,000)	-100.0%
4400 · Sponsorship	213,000	594,000	381,000	178.9%
4600 · Interest Income	-	-	-	#DIV/0!
Total Contribution Income	20,113,000	21,611,000	1,498,000	7.4%
Fees for Services Taxable				
4700 · Private Fees for Services	135,000	90,000	(45,000)	-33.3%
4720 · Public Fees for Services	481,000	1,599,000	1,118,000	232.4%
4900 · Misc Income	6,000	(312,000)	(318,000)	-5300.0%
Total Fees for Services Taxable	622,000	1,377,000	755,000	121.4%
Total Income	20,735,000	22,988,000	2,253,000	10.9%
Expense				
Salaries/Benefits				
5000 · Salaries Management	2,501,000	2,757,000	256,000	10.2%
5010 · Benefits Management	279,000	299,000	20,000	7.2%
5020 · 401k Retirement Management	96,000	117,000	21,000	21.9%
5030 · Salaries Line Staff	8,091,000	8,238,000	147,000	1.8%
5040 · Benefits Line Staff	1,680,000	1,678,000	(2,000)	-0.1%
5050 · 401k Retirement Line Staff	76,000	41,000	(35,000)	-46.1%
5060 · Payroll Taxes	1,144,000	1,206,000	62,000	5.4%
Total Salaries/Benefits	13,867,000	14,336,000	469,000	3.4%
Professional Services				
6000 · Accounting	9,000	10,000	1,000	11.1%
6010 · Consulting	124,000	99,000	(25,000)	-20.2%
6030 · IT Support / Websites/ Domains	346,000	347,000	1,000	0.3%
6050 · Management Services	1,993,000	2,079,000	86,000	4.3%
6060 · Payroll Services	57,000	65,000	8,000	14.0%
6070 · Temp Staffing	75,000	-	(75,000)	-100.0%
6100 · Other Prof Services	15,000	14,000	(1,000)	-6.7%
Total Professional Services	2,619,000	2,614,000	(5,000)	-0.2%
General & Administrative				
7000 · Bank / Credit Card Fees	4,000	6,000	2,000	50.0%
7010 · Computers / Technology	5,000	1,000	(4,000)	-80.0%
7020 · Dues / Subscriptions	12,000	5,000	(7,000)	-58.3%
7030 · Employee Recognition	84,000	83,000	(1,000)	-1.2%
7040 · Insurance	125,000	122,000	(3,000)	-2.4%
7050 · Leasing & Maint	17,000	17,000	-	0.0%
7060 · Licenses & Permits	8,000	22,000	14,000	175.0%
7070 · Meeting & Board Exp	28,000	29,000	1,000	3.6%
7080 · Misc	5,000	4,000	(1,000)	-20.0%
7100 · Maintenance & Repairs Office	4,000	4,000	-	0.0%
7110 · Office Supplies	40,000	42,000	2,000	5.0%
7120 · Postage & Delivery	-	-	-	#DIV/0!
7130 · Printing	12,000	1,000	(11,000)	-91.7%
7140 · Recruitment Staff	39,000	40,000	1,000	2.6%
7150 · Rent / Storage	448,000	637,000	189,000	42.2%
7160 · Tax Expense	24,000	27,000	3,000	12.5%
7170 · Telecom - Internet	149,000	168,000	19,000	12.8%

7180 · Training	55,000	39,000	(16,000)	-29.1%
7190 · Travel	5,000	15,000	10,000	200.0%
7900 · Bad Debt	-	-	-	#DIV/0!
Total General & Administrative	1,064,000	1,262,000	198,000	18.6%
Program Expenses				
8000 · Activitation	1,571,000	2,346,000	775,000	49.3%
8010 · Equipment - Programs	293,000	244,000	(49,000)	-16.7%
8020 · Marketing & Promotions	110,000	178,000	68,000	61.8%
8030 · Outreach	12,000	11,000	(1,000)	-8.3%
8030Dep · Security Deposits	3,000	-	(3,000)	-100.0%
8030Rnt · Outreach Rent	14,000	22,000	8,000	57.1%
8040 · Radios	18,000	30,000	12,000	66.7%
8050 · Leasing / Rentals	13,000	72,000	59,000	453.8%
8060 · Security / SPD	671,000	923,000	252,000	37.6%
8070 · Services - Program	1,155,000	1,226,000	71,000	6.1%
8080 · Supplies - Programs	260,000	294,000	34,000	13.1%
8090 · Trash Removal / Water Clean-up	345,000	342,000	(3,000)	-0.9%
8100 · Uniforms	156,000	171,000	15,000	9.6%
8190 · Other Program Exp	10,000	8,000	(2,000)	-20.0%
Total Program Expenses	4,631,000	5,867,000	1,236,000	26.7%
66900x · Reconciliation Discrepancies	-	-	-	
9901 · Depreciation	199,000	167,000	(32,000)	-16.1%
Total Expense	22,380,000	24,246,000	1,866,000	8.3%
Net Ordinary Income	(1,645,000)	(1,258,000)	387,000	-23.5%
Net Income	(1,645,000)	(1,258,000)	387,000	-23.5%



June 24, 2025

TO: MID Ratepayer Advisory Board
FROM: Sabrina Villanueva, MID Ratepayer Advisory Board Chair
RE: Recommendation for DSA to continue as MID Program Manager

The downtown community formed the Metropolitan Improvement District in 1999 and the Downtown Seattle Association has acted as the Program Manager for the entirety of the MID's existence. We seek a motion to approve the recommendation to the City of Seattle that DSA continue as the Program Manager for the fiscal year commencing July 1, 2025 and ending June 30, 2026.

Please refer to Section 16 of Ordinance #126817 for more information (clipped below)

Section 16. Program Manager. The Director of the Office of Economic Development or 12 designee ("OED Director") is authorized to contract with a local non-profit entity operating 13 primarily within the City with experience in BIA management to act as the Program Manager. 14 The Program Manager's duties, subject to the approval of the ratepayers at each annual meeting, 15 will be to manage the day-to-day operations of the Metropolitan Improvement District and to 16 administer the projects and activities. The Program Manager shall exercise fiduciary 17 responsibility to spend the special assessment revenues exclusively for the benefit of the 18 Metropolitan Improvement District and only for the purposes identified in Section 5 of this 19 ordinance. The Program Manager shall abide by City ordinances and state law related to business 20 improvement areas. 21 Meetings of the Program Managers' board or



TO: MID Ratepayer Advisory Board
FR: MID Board Development Committee
RE: Slate of returning and new nominees for 2025-2026

The MID Board Development Committee is pleased to present the below slate of nominees for the 25/26 class of board members. The Committee did a careful and thorough analysis of the existing board roster and current assessment breakdown by ratepayer types and recruited nominees based on the areas where representation was non-existent or low.

Returning Board Members:

The committee recommends the following returning board member to serve a three-year term commencing July 1, 2025 and ending June 30, 2028:

- Lars Pedersen (Hotel Andra)
- Mark Astor (Martin Smith, Inc)
- Ed Leigh (Equity Residential)
- Gina Grappone (Recovery Café)
- Jennie Dorsett (Hudson Pacific Properties)

New Board Members:

The committee recommends the following new nominees to the board to serve a three-year term commencing July 1, 2025 and ending June 30, 2028:

- Jeff Myter (Wright Runstad)
- Nathan Hards (Washington Holdings)
- Jerry Ringenberg (CWD Group)

Jeff Myter, SVP & General Manager

Wright Runstad

Jeff Myrter is responsible for the company's property management portfolio with over 3.5 million square feet of space in seven properties. He oversees and mentors six different property staffs consisting of chief engineers, building engineers, property managers, assistant property managers, property accountants and property administrators. Jeff also leads the company's Energy & Environmental Stewardship effort, with over 2 million square feet of LEED certified managed space in the portfolio.

Prior to joining Wright Runstad & Company, Jeff was Manager of Facilities Services at Children's Hospital of Pittsburgh for almost nine years. He developed long-range master space plans for over one million square feet of urban campus properties housing clinical, inpatient, administrative, support and research facilities.

Jeff is a board member of the Building Owners and Managers Association as well as a member of the 5th Avenue Theatre Corporate Council.

Jeff received a Bachelor of Science, Corporate Communications, from Point Park University in 2000.

Nathan Hards, Senior Property Manger

Washington Holdings

With 10 years in commercial real estate in Seattle, I currently oversee operations for 1.8 million square feet at One and Two Union. This work involves managing daily operations, coordinating capital projects, and fostering positive tenant and vendor relationships. I've also had the opportunity to contribute to sustainability initiatives, including the LEED Platinum certification for these buildings. Being a property representative within the MID boundaries and a frequent visitor, I have a practical understanding of the daily dynamics of downtown. I am interested in contributing to the MID's mission and supporting efforts that benefit the downtown community.

Jerry Ringenber, Incoming President

CWD Group

Jerry Ringenberg has worked with Condominium Associations for almost 35 years in various management positions, and he has been with Fifteen Twenty-One Second Avenue, next to the Pike Place Market, as their Building Manager since 2011. He recently accepted the position of President of CWD Group and intends to follow the direction and footsteps of the company founder/President Marshall Johnson which includes providing unwavering support to the MID and the efforts to improve the downtown. Jerry received an undergraduate degree from Illinois State University where he majored in economics and received a Master of Social Work degree from the University of Illinois. He has been a resident of the Puget Sound region since 1987.

