

Special Events Committee Meeting Minutes August 14, 2019 Seattle Municipal Tower, Floor 16, Room 1600

Member Representatives in Attendance:

Agency	Representatives	Noted in Minutes As
Citizen Representatives	Tom Anderson	Citizen Representative
Department of Construction & Inspections	Dan Powers	DCI Noise Abatement
Department of Neighborhoods	Angela Rae	DON
Finance and Administrative Services	Brenda Strickland	FAS
King County Metro Transit	Not Present	Metro
Parks and Recreation	Not Present	Parks
Seattle-King County Health Department	Rosemary Byrne	Health
Seattle Center	Gretchen Lenihan	Seattle Center
Seattle Department of Transportation	Mike Shea	SDOT
Seattle Fire Department	Tom Heun	SFD
Seattle Police Department	Lt. Joel Williams	SPD
	Phillip Hay	SPD
	Bryan Clenna	SPD
Seattle Public Utilities	Not present	SPU
Special Events Office	Chris Swenson	Chair
	Meli Darby	SE
	Jonelle Mogi	SE
WA State Liquor & Cannabis Board	Lt. Rob Rieder	WSLCB

<u>Additional Attendees:</u> A/C Steve Hirjak, Andy Fife, Katy Willis, Luke Sillonis, David Doxtater, Jamie Fullen, Mary Bararella, Randy Stegmeier, Aubrey Jimerson, Kate Jarvis

<u>Note</u>: As always, these are "raw minutes notes" based on the discussion of the 8/14/19 meeting and do not include every word spoken - not a literal transcript - merely a summary of ideas.

Post-Event Evaluations/Comments:

DATE	EVENT
Jul 10, 17, 24, 31	Happy Hour in the Park - Westlake
Jul 11-14	Northwest Wake Surf Open
	 SPD Harbor staffed Thursday to Saturday; No staffing on Sunday; There were some staffing issues on 7/12 on SPD fault, recommending not charge the organizers for the staffing issue Special Events Office worked with SPD Harbor for staffing hours to initiate refund
Jul 12-14	Ballard SeafoodFest 2019
	 SPD staffed each day; No issues
Jul 12-13	Queen Anne Days Festival

Jul 12-14	West Seattle Summer Fest
JUI 12-14	 Noise issues with loading in overnight and early morning;
	• Noise issues with loading in overlight and early morning, Amplified sound at 5am
	 Talking with organizers for plans for 2020; There is a high-rise
	• Taiking with organizers for plans for 2020, There is a high-lise residences in the area of load in
	 Noise Abatement and SE will work on updating the Special
	Events Handbook on requirements for TNV
	 SPD staffed; No issues but congested with participants
	 One suggestion is to close the intersection of SW Oregon St to
	• One suggestion is to close the intersection of SW Oregon St to east west traffic
	• SDOT keeps open because, it is an arterial street and if we have
	to close and detour, the detour is not close
	• The detour has come up in years past; Organizers reached out to
	change footprint for 2020, so SE will put together a
	subcommittee meeting
Jul 13	Annual Church Celebration
Jul 13	Fat Salmon Open Water Swim
Jul 13	Kaiser Permanente Seattle to Portland Presented by Alaska Airlines
Jul 13	Queen Anne Days Kiddies Parade
Jul 13	Run for Home 5.5K
	• This use to be known as Crown of Queen Anne Run; Run is a lot
	bigger now, so a lot of streets that are not covered by SPD
	• For future events, SPD is requesting organizers hire more
	staffing – either SPD officers or PEOs
Jul 13	Run Like a Viking 5K
Jul 13	Seafair Milk Carton Derby
	Organizers were very late to get information including vendor
	list to SFD
Jul 13	Wallingford Family Parade
Jul 13-14	Wedgwood Art Festival
Jul 14	Bastille Day Dinner
Jul 14	Cafe Campagne's Bastille Day Celebration
Jul 14, 17, 21; Aug 4, 10	Sounders FC March to the Match
_	Capt. Powell worked them, there were problems with smoke
	during one or more event
	• On July 21 st there were smoke bombs used and SPD unable to
	make arrest
	• On Aug 4 th upstaffed SPD due to threats of the protestors
	• Sgt. Baily has touched based with Sounders; SE will need to
	follow up with Capt. Powell
Jul 14	SummeRun & Walk
	Went well, someone complained about the noise; SPD brought
	up to organizers attention and fixed speaker placement on site
Jul 15-22	Bite of Seattle [Street Use]
	• Requested street closure of 2 nd Ave was very helpful for the
	operational standpoint and safety
	• SDOT confirms closure of 2 nd Ave is an annual request, but
	organizers actually closed the street this year; The plan is to
	close the street during event hours at least

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Jul 27	Alaska Airlines Seafair Torchlight Parade
	• SDOT had issues with the staging; There was confusion with the
	stage location and the run
	The staging around Seattle Center had issues; There were areas
	they were not supposed to use and were not keeping certain
	areas clear; For 2020, organizers will need to be clear on street
	use and timing
	• The Gates foundation garage and 5 th and Harrison garage both
	faced access issues; Seattle Center garages are heavily impacted
	by events; The street closures pushing to east side of campus
	and more impactful
	Organizers promised to open east of Mercer, but that never
	happened due to staging
	 Organizers could be more efficient in their staging area
	SPD will want to discuss earlier for additional fencing and route
	options for the event
	Over the years, the crowds have been diminishing; Double the
	staffing for event with lower participation than pride
	Torchlight is one of the events where Seattle Center could pull
	back fencing on 2 nd Ave during the construction phase; Going
	forward, could utilize 2 nd Ave; There are 8 sets of dates where SC
	requires construction company to pull back the fencing
Jul 27	Alki Art Fair
Jul 27	Corson Building Wedding
Jul 27	Othello Block Party
	Received email citizen complaint about the noise, smell of
	marijuana during the event; Another complaint regarding
	incident with a firework not during event date; Citizen
	recommendation is to move the event to the park
	DON looked at parking and was curious if the church or Chase
	would allow parking in the lot
	SPD did have assigned staffing for event
Jul 27	Seafair Torchlight Run
	• The route is a part of the problem if keeping traditional parade
	route
	Battery St was an issue due to the fire station, construction, and
	apparatus in the area; Rout should be taken off Battery St.
	 Understaffed for monitors; No one showed up, so there was a delaw in the start.
	delay in the start
	The delay with the start delayed traffic clearing out
	 Equipment was not set up properly; More space between
	closures, so traffic want through the running land
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Jul 27	 Impact to the Gates foundation was communicated that it would be 15mins, but the garage could not exit for 1 hour Use the same route as the parade Sesame Street 50th Anniversary Road Trip Event was at Lincoln Park, SDOT approved staging of production

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	 On Friday, needed to move staging since could not park during peak hour restrictions; SPD helped with the queuing around the trucks to flow the SPD helped with the staging on Fauntleroy Good communication between Special Events, SPD, and SDOT once the issue was raised There was a lot of pre-event feedback that there was a lot of people expected in attendance for that park
Jul 27	South End Heritage Festival
	 Family friendly event; South end activated in a positive way with community gatherings SPD – One of the fears that came out was the threat of shots fired, there was an actual shooting that night; The shooting was unrelated that took SPD resources; If there is a shooting, then officers are taken off of the street, so unable to respond at the event especially in beer gardens Checked in with Capt. Grossman and had no issues Organizers reduced footprint and left streets open; Worked with the organizers since this date was the one date that wouldn't work due to SPD staffing
	SPD connected with organizers and worked out logistics
Jul 28	Pista sa Nayon
Jul 28	St Gebreal Ethiopian Orthodox Church annual Celebration
Aug 2-4	Magnolia Summerfest
Aug 2-4	 Seafair Weekend Festival Seafair needs to do a better job coordinating with DON; There were some communication and notification with organizers, but organizers could not stick to notification plan as required for the permit No staff on Genesee which impacted SPD Signage on Rainier would be helpful to direct participants to parking locations 2020 probably revamp the Seafair plan for the staffing and street closures There were communication and coordination issues with the organizers and city agencies; Could have one liaison to help with the coordination The east beer garden did not reach inland, LCB caught a minor in the beer garden; There was a pretty big opening, so anyone could enter beer garden; Organizers didn't miss the fencing, it was not there Organizers cancelled the Seward Park beer garden, but SPD didn't receive notice until a day before; there were no prior communication of changes Had similar communication issues with the organizer as in 2018
Aug 2	Umoja Fest Africatown Heritage Festival Rally
	 Well attended; This event is starting to feel like a regional event; Suggesting looking at Umoja fest and see where things are now SFD – first year that they got all the information needed ahead of time

	 FAS – Inspectors in the field; Felt larger than years past
	Good communication with organizers and received information
	well in advance
Aug 3	Chinatown-International District Block Party
	 West precinct staffed with 1 squad
	 Several noise complaints and issues with homeless near I-5
	Beer garden issues
	 Requesting subcommittee meeting prior to next event
Aug 3	Lake City Summer Festival
Aug 3	Lake City Summer Parade
Aug 3	Magnolia Summerfest Seafair Parade and Kid's Parade
Aug 3	Recess
Aug 3	Substation Block Party
Aug 3	The Greatest Party Known To Humankind (GPK)
	• SFD had everything under control but it was the same as every
	year; SFD can follow up with medic if any major injuries
Aug 3	Umoja Fest Africatown Heritage Parade March
	 East precinct; No issues but ran a bit longer than last year
Aug 6	Tunes and Brews
Aug 7	Happy Hour in the Park - Occidental
Aug 8	Food Truck Taste Off
Aug 8	Imminent Mode: Fast Forward
Aug 9-10	Obliteride
Aug 9	South Lake Union Block Party
	 Upstaffed by west precinct in coordination with precinct and
	Vulcan team due to large headliner
Aug 10	Live in D5
Aug 10	Soufend Art Show
Aug 11	Dog Days of Summer 5K
Aug 11	Lake Union 10K
	 Went well, less walkers; Off of Westlake pretty quick
	Both Obliertide and Lake Union 10K were able to use the
	Fairview bridge
Aug 11	Magnolia Village Car Show
Aug 11	Othello International Festival
Aug 11	Raising our Voices in Grief and (Peaceful) Protest

Meeting Minute Approval

- Reminder committee voting members are the agencies represented; One vote per agency
- Comments: One change, James Dasher attend 7/19 meeting for SDCI Noise Abatement
- Meeting minutes approved as amended

Applications Review / Discussion

Event:	Concert at Pike Place Market
Date(s):	Sunday, August 25, 2019
Location:	Pike Place Market
Organizer(s):	David Doxtater, Jamie Fullen, Mary Bararella, Randy Stegmeier

Event Notes:

- 2nd ever rooftop concert at Pike Place Market (PPM)
- Footprint will remain the same from previous event held on PPM rooftop
- Same set up as Raw Power; Same rooftop facing and staging
- Pike and Pike Place to Pine closure at 3pm; PPM security will handle closure
- 1st Ave will close at 5pm
- Show starts at 7pm; Showtime about 45mins
- The difference for this show is that there will be a livestream which requires some parking
- Using the same street closures, security plan, etc.
- Working with Pike Place Market for office space within the Market
- Load-in Friday, Saturday, Sunday morning 6-9am; There is a late load-in Saturday night
- Pike Place Market security team and operations will have central command post
- Expecting 9,500 attendees
- 50 positions of Staff Pro provided by organizers; PPM will have some positions of peer security and the rest will be distributed within footprint
- Band is a local, but played a show in Seattle for 3 years
- Public announcement is Aug 19th

Committee Discussion:

SPD – (Clenna) – 3pm street closure from 1st to PPM and PPM to Pine; When place barricade, PPM will use own Pike Place security; At 5pm moving the gate, so SPD officers will be there by 5pm; Sporting event happening ahead, so will come from that event

DON – Notification plan received; Will need to do extraordinary notifications in the area and will need to get signatures from businesses within the footprint; Will send out notification template

SDCI Noise – On Sunday when de-loading, the concert will end at 8, put up to 1am for de-loading; Not running any sound after 8, but will be taking down the stage

SDOT – Same plan; The vendor parking location on Western will be just north of the rollaway garages, looking for 70 ft; Parking on top of the bike lane; Closing the bike lane and merging the bikes with traffic
 SPOC – Will take a look at security plan and have recommendation for homeland security and public safety; PPM command post on 2nd floor of the building, Sgt. Bailey was there at 2015, PPM open to have SPD in command post

SE – From 2015, there was a recommendation for street sweep post event and port-a-potties; Organizers will use infrastructure inside of PPM; The volume of traffic in PPM on Saturday and Sunday doesn't look as intense during that time; The infrastructure in the market seems adequate, signage for the restrooms could be helpful

SDOT – The PPM vendors load out between 4-5pm; The vendors on Pike St and will be notified that will need to load out earlier in the day

Chair – Street sweep on 1st Ave and Pike Place; PPM street sweeps Pike Place and will include 1st Ave

Event:	Chase Jarvis Book Release
Date(s):	Friday, September 20, 2019
Location:	Thomas St between Dexter Ave N and 8 th Ave N
Organizer(s):	Kate Jarvis

Event Notes:

• Book launch party for Chase Jarvis; Same event done about 10 years ago; Re-boot of event with another street use

- Desire to close Thomas St between Dexter Ave N and the Alley
- Expecting 400-700 attendees
- Friends with food, music and alcohol service
- In past, hired 3 acts to preform, still deciding on programming
- The offices on Dexter and Thomas, so within closure there is a garage door for indoor and outdoor access
- The building directly across is vacant right now; None of the business' entrances will be impacted
- The alley will be activated for staging

Committee Discussion:

SFD – Organizers hoping to have round tables set up within street closure; 5 - 3ft roundtables are fine, generally would like nothing in the fire lane; If want more, can have on the other side of fire lane; There needs 3 large exits in the gate for the anticipated attendance, if 2 large exits the maximum capacity is 499; Organizers will send list of vendors once confirmed; One inspector will likely come out to the event
DON – Notify the neighborhoods and tenants; No businesses impacted directly in the street closure, more information than signatures required; Encouragement for building mangers to send to residences
SDCI Noise – Will need TNV for construction piece of the takedown; Can get more information about the stage take down, if taking longer than 20mins then will need TNV; Organizer will need to follow up with Noise Abatement

Citizen Representative – If neighbors come down, need to be mindful of the messaging to the residences since it is a private event

WSLCB – Since private event, cater can use own license for the liquor service; Once cater is decided on, will follow up with LCB for rules/regulations; Alternative is could get a banquet permit, but can't have notification or promotion online about event or won't qualify for banquet permit; If just 21+ then fine the way it is, but if there are minors then LCB don't like minors mixing with

SDOT – Facebook just opened 2 buildings, so there is pedestrian traffic in the area, wondering if could keep sidewalk open on Thomas; Organizers don't seem to see pedestrian traffic coming down that street, if can figure out a time to close the sidewalk then can work around the impacts; Detour pedestrians are pretty long; Notification for the alley use is needed; SDOT need to see access and impact to the alley, fine as long as notifying anyone who has access to the alley

SPD – No officers or resources assigned, there are resources assigned in the area Public Health – No permit needed since private event

Event:	Big World
Date(s):	Saturday, September 21, 2019
Location:	8 th Ave N between Harrison St and Thomas St
Organizer(s):	Aubrey Jimerson

Event Notes:

- Internal private event for Facebook employees and guest
- 2 buildings located at 300 8th Ave N and 333 8th Ave N; The street in between are where they are hosting the event
- In the street itself, setup will include 6 food trucks, some yard games, and face painting
- Activations will be inside of the buildings
- Accommodating for will be met for ADA access on the sidewalk; Talked to SDOT representative onsite to see logistics
- The sidewalks will be open to public use, there will be Facebook security managing the ingress and egress of employees

Committee Discussion:

SDOT- 8th Ave N is a 2-way street, 2 – 9 ft lanes, travel lanes is 18ft, no curb so there is a little more room **SFD** – Since it is a street, need a fire lane through the closure; Organizers will remove the inflatables from the activation, there will be some lawn games and steel drum bands; The fencing will be chain lined and unlocked; Requesting the food vendor list be sent to Special Events once finalized **SPD** – Parking garages under the building for Facebook employees have 390 spots in each garage; Expecting 2000 total attendees with 600 being children; Impact to the streets and if it will require traffic control to the garages, it is a weekend event so might want to think about traffic control, people won't be happy if stuck in the garage trying to get in/out; First time holding event on Saturday, so could impact the attendance **SPOC** –SPD is prepared to send 2 officers, organizers will touch base with Facebook security and SPD **DON** – 30-day notification going out tomorrow, not many residential spaces, but mostly businesses Seattle Center – Pretty busy day at Seattle Center, expecting 13,000 people for events in addition to summer traffic; Same day as Seattle Children's Festival at Seattle Center that event goes until 4pm **SDOT** – Mike will do TCP for street closure and will send copy of TCP to National Barricade **Public Health** – With food vendors, vendors will need access to restrooms and handwashing station; No permits needed since private event

Special Events Project Update

Andy Fife, Fife Consulting

- Fife Consulting has a focus on Culture policy & Civic leadership; Nonprofit Strategy & Governance
- Worked with many other community and non-profit partners including Friends of the Waterfront, Northwest Film Forum, Delridge Neighborhood, Pratt Fine Arts Center
- This study is focused on Parade, Festivals and Special Events
- Looking at 12 other cities to compare
 - New Orleans: firsthand look, separate detail within their police department for extra activities; One of the things you can do in New Orleans is hold a parade for less than \$1,000
 - San Fran: Bay to Breakers largest foot race; There is a large festival and programming that has been integrated with the neighborhoods along the route
 - Chicago –Many self-produced events; 50-60 free concerts held downtown, City of Chicago produces many of the farmers markets and festivals
 - Austin: SXSW 3 events intertwined film fest, tech and design, and music festival; Heavily supported by the City and Organizations itself
- Purpose and objectives: Develop an integrated, comprehensive citywide plan for developing programs, services and policy that support and advance Special Events in the public realm which further Seattle's identity, visibility, and sense of belonging
- Assessment: Analyze City Programs, Research national models
- Engagement: Internal City department leadership and staff, External event organizers, partners and Neighborhoods
- Planning: Long-term vision, mid-term plan, immediate priorities
- Project timeline

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- April May: Discovery and scoping, national research, historic research, project planning
- June July: Focus groups, case studies, interviews
- o August: 2020 budget memo, draft plan, presentations
- September October: Executive Summary/Vision, full report and plan, research report, presentation deck
- Current City Services
 - Funding
 - Capacity building
 - o Space
 - Direct Event Production

- Technical Assistance
- Key Issues
 - Lack of dynamic strategic capacity
 - No central promotions and communications
 - o Industry and community are disconnected
 - Safety and security under resourced
 - Organizers under prepared for emergencies
 - Over emphasis on transactional/cost recovery
 - Rising cost, declining access, growing inequity
 - $\circ\quad$ Opportunities for integration and alignment
- 5-year objective
 - Portfolio of signature and searchlight events
 - Community development through events
 - Regular program evaluation and impact study
 - Industry and workforce development
 - Safety, security capacity, and policy
 - Adjust event classification, tiers, and fees
 - Committee, office and interdepartmental team
 - Public-private partnerships
- Questions/Comments:
 - SPD The more we get events, the less staffing and safety we can provide; SPD big part of the events, but very limited pool for staffing; During this time, the need for safety and security in the nation is going up, events going up; Elevation and escalation of need but there is no path for change, will need leadership and investment in the city
 - Seattle Center Is there side by side comparison of events in other cities? The organizer put together a 25-question rubric grid when researching each City that will be published with report; Reaching out to individuals to see what other information that can obtain
 - Visit Seattle Will this report be public and then what will happen next?
 - Recommendations for 2020, some tied to budget and some not; Directly tied to operations and liaisons, likely 2020 year of planning for major implementation for changes in 2021
 - Strong feedback with Arts, OED, Seattle Center that there is interest in the investments

Citywide Billing My Macy's Parade

Chris Swenson, Chair Special Events Office

SFD, SPD, Noise, SC, Tom, WSLCB, SDOT, PH, FAS

- Special Event categories currently are Athletic, Commercial, Community, Parade, Free Speech, Mixed Free Speech, and Citywide
- Citywide Events
 - Ordinance names five Citywide Events: Fremont Solstice Parade, My Macy's Holiday Parade, Seafair Weekend, Seafair Summer 4th, and Seafair Torchlight Parade
 - These events are large, historic, and significant enough to the City that if Special Events billed organizers at an established rate (Commercial, Athletic, Community, Parade) organizers would either be billed an unaffordable fee, or the City would be subsidizing the event at too high of a rate
 - Ordinance allows Citywide Event organizers to negotiate Special Event Permit fees with the City
- Chair, Mayors Office and SPD are allowed to negotiate fees; Agreement must be approved by Chief of Police and Police Department
- Organizers sent letter and met with Special Events staff and SPD

- A/C Hirjak moves forward with proposal; Would also like to make it clear this is not the current rate for the officers, this rate is special for event; Current rate is \$87/hr for officers, while Special Event organizers are billed \$67/hr per officer for events with a Special Event Permit
- Committee Vote: In Favor