

CITY OF BELLEVUE
SPECIAL EVENTS COMMITTEE
MEETING MINUTES

February 11, 2016
8:30 a.m.

Bellevue City Hall
Conference Room 1E-121

MEMBERS PRESENT: Jon Wilson – Parks
Pat Harris – Parks
Dennis Warner – Fire
Lt. Michael Shovelin – Police
Titus Butcher – Transportation
Glenn Bartolome – Metro Transit
Jeanne Grote – Community Representative South
Joann Warren – Community Representative Downtown
Roz Liming – Business Representative, Crossroads
Chris Dunham – Business Representative Downtown
Mike Ogliore – Business Representative Downtown
Meredith Langridge – Special Event Promoter, Position 1
Katherine Ombrellaro – Special Event Promoter, Private

MEMBERS ABSENT: Lt. Dave Sanabria – Police
Reilly Pittman – Development Services
Neal Christiansen – Community Representative East

OTHERS PRESENT: Sharon Franzen, Parks
Carl Vander Hoek, Stu Vander Hoek,

RECORDING SECRETARY: Gerry Lindsay

1. CALL TO ORDER

The meeting was called to order at 8:32 a.m. by Chair Wilson who presided.

2. COMMUNICATIONS: Written and Oral - None

3. APPROVAL OF AGENDA

A motion to approve the agenda was made by Ms. Grote. The motion was seconded by Ms. Warren and the motion carried unanimously.

4. APPROVAL OF MEETING MINUTES

Ms. Warren called attention to the motion to approve the agenda on the first page and noted that “the meeting was seconded” should be changed to read “the motion was seconded.”

Motion to approve the January 14, 2016, meeting minutes as amended was made by Mr. Butcher. The motion was seconded by Ms. Grote and it carried unanimously.

5. OLD BUSINESS

❖ Routing and Location Subcommittee Report

Mr. Butcher reported having met with the Taste of Main organizer from the Bellevue Boys & Girls Club to review the expectations for the closure of 102nd Avenue SE. A meeting is also slated for February 12 with the organizer of the SR-520 event that likely will not be deemed a special event.

Chair Wilson said the SR-520 bridge is set to have its grand opening on April 2. The ceremony includes a big walk with people shuttled to the walk start location.

Mr. Butcher said the subcommittee has been in communication with the Arts Fair organization about 100th Avenue NE. He added that some follow-up will be needed with regard to what the condition of 114th Avenue NE will be at the time of the Chamber of Commerce run.

❖ 2016 Applications of Intent: CRY Holi; Flavors of India; Taste of Main

Chair Wilson reminded the Committee members that the question they had had previously with regard to the CRY Holi event was where the event would be held. The decision was subsequently made to hold the event at Crossroads Park. Parking has been secured at Sherwood Forest elementary school, Highland middle school, and Ivanhoe from which shuttles will be operated to and from the event site. There are 180 parking stalls at Crossroads Park that are available on the weekends, and the event organizers are encouraging attendees to use transit and carpooling. No Event Parking signs will be posted in appropriate locations, and volunteers will be utilized to make sure people are not parking at Crossroads Mall and walking to the event.

Ms. Liming asked if the No Event Parking signs will include notice that violators will be towed. Mr. Butcher responded that there is time to brainstorm the final details ahead of the event. Chair Wilson pointed out that the city does not have the authority to stop people from parking at the mall and walking to the event in the park; enforcement in that regard is up to the mall.

Chair Wilson said the proposed layout for the event is similar to the plan for the 2015 event. He said he will set up a walk-through in the park to clarify details.

A motion to approve the application of intent for CRY Holi was made by Mr. Butcher. The motion was seconded by Ms. Grote and the motion carried unanimously.

Chair Wilson noted that the Flavors of India event is also slated for Crossroads Park on Labor Day weekend. He said the organizer has submitted the required timeline, though a plan for what to do should it rain has yet to be turned in. They understand the parking requirements and are doing all they can to arrange for parking. The school district, however, is not willing to confirm parking lot bookings that far in advance, particularly given that Labor Day weekends is the first weekend of the fall sports calendar and schools will just be getting going. The organizer is wanting to confirm parking at Interlake high school, but they have been asked to contact others, including Unigard, Ivanhoe and Bellevue College. Their parking plan has not, however, been firmed up.

A motion to table approval of the application of intent to the next Committee meeting to allow for follow-up concerning the parking plan was made by Mr. Butcher. The motion was seconded by Ms. Warren.

Mr. Butcher asked if the event organizers will be strategically impacted in any way by holding off on approving the application of intent. Chair Wilson said he did not think so. The event does not really have any sponsors and it is still far enough in the future to market it.

The motion carried unanimously.

Chair Wilson noted that the Taste of Main event had been tabled previously because not all of the paperwork had been submitted and that the it was unclear who was planning the event. He said the Detlef Schrempf Foundation is still involved with the event but is not planning it.

Mr. Butcher said he met with the new organizer and stressed the need to get all affected businesses to sign off on closing the road. He pointed out that the Bellevue Boys & Girls Club was previously actively involved in the process and has now taken on organizing the event, a role previously held by the Detlef Schrempf Foundation. The traffic control plan previously used will be implemented again.

Chair Wilson said the submitted parking plan is very good and has been posted to the event website. It includes volunteer parking at the Boys & Girls Club site and an agreement with a business just south of Main Street. Those who use Uber will receive a 20 percent discount.

A motion to approve the application of intent for Taste of Main was made by Mr. Butcher. The motion was seconded by Ms. Grote and the motion carried unanimously.

❖ Committee Liaisons Assigned to Events

Chair Wilson sent around a list of all the events and asked the Committee members to indicate which events they would like to be specifically assigned to address. He noted that the events shown as having a partnership with the city may not need a liaison from the Committee. Having liaisons offers the opportunity for additional involvement in the planning process.

Mr. Butcher suggested that the liaisons should be focused on explaining the process, particularly for new events. Chair Wilson agreed and said it would also be good for the liaisons to sit in on the meetings with the Routing and Location subcommittee.

6. NEW BUSINESS

❖ 2016 Applications of Intent: Flying Wheels of Summer Century Bike Ride; ChowDown(town) Roundup; Ukrainian Festival

Chair Wilson noted that the three new applications of intent were submitted following the Committee's meeting on January 14. He said the Flying Wheels of Summer Century Bike Ride event has submitted an application every year it has been held. The event passes partially through Bellevue, and since all participants follow the rules of the road, no road closures are required. The event has not in the past been required to obtain a Special Events Permit.

Mr. Butcher indicated that he would be contacting the organizer to verify the route through Bellevue.

A motion to inform the applicant that no further action is needed was made by Mr. Butcher. The motion was seconded by Ms. Grote and the motion carried unanimously.

Chair Wilson reminded the Committee that he serves as the organizer for the ChowDown

Bellevue event. He indicated that there were discussions with the library and the Thursday Farmers Market at the Bellevue Presbyterian Church at Bellevue Way and NE 17th Street. The Farmers Market organizer expressed concerns about the ChowDown(town) event at Ashwood Park competing with their event. The operators of the food trucks that locate at the Farmers Market have indicated their preference to participate in the ChowDown(town) event instead. Accordingly, the food truck event will be moved to Wednesday nights, and the Farmers Market folks will help promote it.

Mr. Butcher asked where the No Parking signs will be posted. Chair Wilson said they will be posted in the parking lot 72 hours ahead of the event. He allowed that the parking lot does get filled up. The volunteers will be directed to park at the Kids Quest Museum. For the most part, those who attend the event live in the downtown and simply walk. Paid parking is available in the area as well.

A motion to approve the application of intent for the ChowDown(town) Roundup event was made by Mr. Butcher. The motion was seconded by Ms. Grote.

Mr. Butcher said his concern relative to parking was having people filling up the lots to the north of NE 12th Street. Chair Wilson allowed that the first year of the event it was reported that people were parking north of NE 12th Street, though the reports were from participants rather than residents. Mr. Butcher suggested advertising directly to those who live in that area; if nothing else, that would give them information about who to contact should they encounter parking concerns. As with Taste of Main, those who arrived by Uber will be afforded a discount.

Mr. Bartolome said the problem with Uber is that they drop off riders wherever they want. The transportation plan for the event should include specific indication of where Uber drivers will drop off and pick up riders. Chair Wilson agreed and said he would do the same for Taste of Main.

Mr. Bartolome also pointed out the need to regularly service the garbage cans at the event as they fill up quickly.

The motion carried unanimously.

Chair Wilson said a request to hold a Ukrainian festival came in after the Committee's last meeting. The request was to be able to use Downtown Park, but that cannot be accommodated. On February 8 the Ukrainian ambassador to the United States met with Mayor Stokes and other top officials at City Hall. One thing sought was a cultural exchange. Ukrainian independence is celebrated in August and there is always a big festival. Mayor Stokes said he would encourage the celebration in Bellevue, but only through the proper process.

Chair Wilson said several options were discussed, and the decision was made to use Crossroads Park. He said the event organizer has been told that parking will be a major issue. He proposed tabling the issue to allow for a meeting with the Routing and Location subcommittee and possible with parks and fire. There is as yet no set partnership in place with the city.

A motion to table approving the application of intent for the Ukrainian festival was made by Mr. Butcher. The motion was seconded by Ms. Liming and the motion carried unanimously.

❖ Post-Event Evaluation: Garden d'Lights

The Committee members reviewed the written evaluation and had no comments to offer.

❖ WSDOT SR-520 Opening Event, April 2

Mr. Bartolome said he has been in contact with WSDOT and the event organizers of the opening of the new bridge. He noted that the both the new and old bridges will be closed to all vehicle traffic on opening day. The April 2 event on the bridge will include a run, a bike ride, and a pedestrian events. The anticipation is that between 60,000 and 70,000 people will attend during the event hours of 10:00 a.m. and 5:00 p.m.

King County Metro will operate shuttles to and from the bridge deck. One shuttle will leave every 15 minutes from the downtown Bellevue core, and one will leave every five minutes from several different park and ride lots.

Chair Wilson allowed that while the event will have an impact on Bellevue streets, it is not a Bellevue event. Parking was one of the biggest concerns but the plan does a good job of addressing the issue. He stressed the need to make it clear to the public where they will be able to park and where they should not park in order to access the shuttle.

❖ Comments/Follow-up

Chair Wilson informed the Committee that the city has established a cultural diversity team. The three members do outreach and work internally with HR on hiring. They also handle all ADA compliance issues. The outreach coordinator will be holding meetings to set up guidelines and policies relative to how to set up partnerships and what they will entail. He said he will be involved and may ask some of the Committee members to join in on the conversation.

Chair Wilson pointed out that while the Committee acted on January 14 to approve several events, the fees for those events were not approved. A sheet was distributed showing the individual fees for approval.

A motion to approve the fees as outlined was made by Mr. Butcher. The motion was seconded by Ms. Grote.

Mr. Butcher asked where the fee revenues go. Chair Wilson explained it flows into the General Fund. The Special Events Committee has a small budget that is paid out of the General Fund.

The motion carried unanimously.

2. COMMUNICATIONS: Written and Oral (Continued)

Mr. Carl Vander Hoek with Vander Hoek Corporation, and a member of the Old Bellevue Merchants Association and the Downtown Bellevue Residents Association, said as both someone who works and lives in the downtown, he knows the degree to which special events impact the downtown. It could be that the Committee thinks all is well only because downtown residents do not know who to reach out to. Meeting agendas are not readily available and the public generally does not know what the Committee does or talks about, or what events are up for consideration. He encouraged the Committee to find ways to open the door a bit wider and to encourage public feedback. The organizers of new events, like the Ukrainian festival should be encouraged to talk to representatives of the Eastside Heritage Center about their experiences in organizing the Strawberry Festival.

Chair Wilson noted that he regularly posts meeting agendas and minutes but will look on how to

make it more accessible. The meetings are also noticed on the city's calendar of meetings and is supposed to be included in the monthly *Neighborhood News* publication.

Chair Wilson asked the Committee members to comment on the notion of holding meetings away from City Hall on occasion. There was consensus that that would be a good idea.

7. NEXT MEETING

❖ March 10, 2016

8. ADJOURNMENT

Chair Wilson adjourned the meeting at 10:04 a.m.