



City of Seattle

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Seattle Department of Neighborhoods

Kathy Nyland, Director



UNIVERSITY of WASHINGTON

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- Douglas Campbell
University District Partnership
- Kay Kelly
Laurelhurst Community Club
- Tomitha Blake
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- John Gaines (Co-chair)
Portage Bay/Roanoke Park Community Council
- Joan Kelday
Ravenna Springs Community Group
- Brett Frosaker
Ravenna Bryant Community Assoc.
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- Amanda Winters
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- Matthew Fox (Co-chair)
University District Community Council
- Barbara Quinn
University Park Community Council
- Brian O'Sullivan
Wallingford Community Council
- Kerry Kahl
University of Washington At -Large
- Bry Osmonson
University of Washington Students
- Ashley Emery
University of Washington Faculty
- Jan Arntz
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- Alternates
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- Miha Sarani
Montlake Community Club
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- Jorgen Bader
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- Natasha Rodgers
Roosevelt Neighbors Alliance
- TBD
Roosevelt Neighbors Association
- Jorgen Bader
University District Community Council
- Ruedi Risler
University Park Community Club
- Jon Berkedal
Wallingford Community Council
- TBD
University of Washington At -Large
- Osman Salahuddin
University of Washington Students
- Rick Mohler
University of Washington Faculty
- TBD
University of Washington Staff
- Ex-Officio
- Maureen Sheehan – DON
City of Seattle, Dept. of Neighborhoods
- Sally Clark – UW
University of Washington, Office of Regional Affairs

City of Seattle - University of Washington Community Advisory Committee

Meeting Minutes

Meeting #162

March 14, 2017

Adopted TBD

StartUp Hall
1100 NE Campus Parkway
Seattle, WA 98105
2nd Floor

Members and Alternates Present

Doug Campbell	Barbara Quinn	Miha Sarani (Alt.)
Kay Kelly	Brian O'Sullivan	Barbara Krieger (Alt.)
Joan Kelday	Kerry Kahl	Natasha Rodgers (Alt.)
Brett Frosaker	Bry Osmonson	Reudi Risler (Alt.)
Matthew Fox	Jan Arntz	Rick Mohler (Alt.)

Staff and Others Present

Maureen Sheehan	Sally Clark	Theresa Doherty
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(See attached attendance sheet)

I. Welcome and Introductions

Mr. Matthew Fox opened the meeting.

II. Housekeeping

There was a motion to adopt the February 14 minutes as amended, and it was seconded. The Committee voted and the motion passed.

III. Public Comment (00:01:00)

Mr. Fox opened the discussion for public comments. There were no open public comments.

Mr. Fox read a [comment letter](#) from a community member that summarizes his objections to the University's up zone, and construction of the new Population Health facility. In his letter, he noted that maintaining and improving the University's education quality should be a top priority since it affects the major stakeholders especially the faculty and students. He stated that the University's up zone creates no comparative advantage for learning and construction and the construction of a new Population Health facility can be accomplished by building it outside the City of Seattle.

IV. Innovation Focus (00:04:10)

Ms. Sally Clark mentioned many of the comments on the draft master plan were about what an innovation district is and what does it mean. Tonight's meeting at Startup Hall and listening to the presenters is intended to provide additional information to the Committee about different approaches to an innovation district. She added that the University has not identified its approach to what an innovation district would look like, but introducing what is happening at Startup Hall is one good example on how it can manifest physically.

Ms. Clark introduced Mr. Nate Daum to describe Startup Hall. Mr. Daum opened with Startup Hall was initiated as a possible catalyst for an innovation district everyone would like to see in their neighborhood. Startup Hall is composed of 40 small companies that employs about 150 people.

The purpose of Startup Hall is make the University a #1 public institution for innovation where incoming students would come and explore what the University offers as compared to M.I.T or Stanford and see their future in their next four years. Startup Hall is a great opportunity for students to explore a career, introduce and expose students to entrepreneurship and be well-informed. Startup Hall can provide a future to the University as it connects to introducing excellent innovators in the neighborhood and internship opportunities for students.

Ms. Clark mentioned that building they are currently in is Condon Hall, the former UW Law School. The University has set aside the second floor of this building with the purpose of introducing the micro startups into the University District, and connect them with the education mission of the University and have the students gain experience. She reminded the committee that looking at the Master Plan, the West Campus sector is not a free for all where developers would come in and build their buildings. An innovation district only happens if it adheres to the development standards and connected to the mission of the University.

Mr. Fox mentioned the apartment buildings up on 12th Avenue along 41st and 42nd, which is outside the MIO. He noted these apartment buildings will be potentially demolished once it receives its new assessment because it is not feasible to keep these apartment buildings, and this will lead to more office space for the tech industry to build office buildings. Ms. Clark commented that there has been an ongoing fundamental debate about the U District up zone between the University and the City. In her view, the result of this debate should be having more equitable opportunities and affordability for nearby neighborhoods.

Ms. Theresa Doherty added that they received comments and questions about innovation district and innovation zone concepts in the master plan. Once the final master plan is published, there will be more information about this topic. She was glad that they could invite presenters to talk about what an innovation district could look like and not just talking about the West Campus.

Mr. Brian O'Sullivan inquired if the City of Seattle has an innovation district concept and how do they express it relative to the U District's vision. Ms. Clark noted that there have been different approaches presented by the City. She noted that if CUCAC would like to invite a City representative to discuss more about their approach, they could schedule a presentation.

V. What does innovation look like for UW? (00:21:08)

Ms. Clark introduced Lisa Graulich, Stephanie Harrington, and Dan Schwartz to present their projects and ideas on how to plan for innovation in the short term.

Ms. Lisa Graulich, Dean of College of the Built Environment spent her career at the University of Arizona and studied climate change and its impacts. As a leader in this area, she would go into meetings of resource managers for water, wildlife, wild fires, etc. and some of these managers have thought about the problem and have innovative solutions. They all have in common as they came from the Pacific Northwest and Washington and they were associated with the UW Climate Impact Group that has existed for 20 years.

This group is where the best climate scientists come together to identify innovation solutions about the environment. One of the innovative methods they used is they listen to people and developed a research agenda based on the needs of these communities of practitioners. This resulted that the kind of work they did was innovative because of the applicability based on the conversations that began with the user in mind.

Because of the work and inspiration from this group, that they will be launching Earth Lab. Earth Lab is about taking the lessons learned from the Climate Impact group and expanding them. These topics include climate resilience, ocean health, natural hazards like earthquake preparedness and conservation particularly conservation of people's well-being. An innovation district would allow Earth Lab to convene at one of the innovation spaces here on campus with street level access and have it embedded in a real neighborhood.

She added that students will be part of this and what the students enjoy is their engagement with Earth Lab because it helps them improve their real-world problem solving skills to get them prepared for the job market. She noted that when they think about innovation, think about Earth Lab.

Mr. Dan Schwartz, professor of Chemical Engineering and director of the Clean Energy Institute, added that what he had seen over the years being a professor is the student's desire to have an impact and go and change the world. He added that they do not have time for solutions to a healthy planet by putting research in a paper and in a journal, the handoff is inadequate. He noted that what they need is a better portal for the transfer of knowledge. They need a type of facility or laboratory that can take breakthrough materials and transform.

He sees innovation as having a spot where companies are invested in clean energy research and get to involve and hire students. His vision is to have this type of facility on campus where they can partner with regional and global entities and they can come and do their research, accelerate the process and learn from students.

Ms. Stephanie Harrington, assistant dean of College of the Built Environment commented that innovation is not just software and hardware, but information and how people behave along the same line. The innovation aspect at the College of the Built Environment is not all about engineering products, but information products that provides documentation and consider the social science aspects and how it works with technological and social innovations. She added that the College deals with common good resources, they had to work and partner with the City, County, State and Federal entities for guidance and expertise as well as tribal governments.

Mr. Reudi Risler commented about the emphasis on space and inquired what it would look like once the space at Startup Hall is exported over to the West Campus area. Mr. Schwartz commented that they did predesign work of how floors and spaces would look to accommodate companies, students and faculties that have these laboratories. He added that the space that he is describing will be at West Campus. This is all conceptual and are seeking comments from the community, students, and faculty.

Ms. Harrington commented that the space as she sees it is dependent on the University's mission, and the mission is quite broad.

A comment was made about his understanding on what an innovation district means. He added that the core theme is the knowledge that happens in a formal setting such as a building and informal such as a public realm. The key to innovation is to allow this to happen in a mix of institutional, commercial and housing entities that a public realm could support. He added that what he is hearing from the Committee is some type of assurance and a strong sense of vision, protocol or plan that would suggest that this innovation district will be successful.

Mr. Risler commented about the decline of trade workers and inquired about building their expertise once these specialty labs are built. Mr. Schwartz commented that they have good partnerships with the International Brotherhood of Electrical Workers and they have a regional electricity training center to build their skills. He added that the state is heavily invested in a Solar Storage training center, so there is a concerted effort to partner with these traders to build their skills and experience that would help them grow into leadership roles.

Mr. Doug Campbell questioned whether it is ecologically sound as a center city strategy and to create a concentration of knowledge and innovation here at the University with only a limited amount of land it controls rather than spreading these innovations into various communities around the state. He added that having a concentration on a small plot of land creates an impact to adjacent neighborhoods.

Mr. Daum commented that they are in the process of launching another CoMotion lab in Spokane. It is currently in the exploratory phase, but he added that there is a community in Spokane that is interested in healthcare. He mentioned that the University is a statewide institution and are currently exploring other opportunities.

Mr. Campbell commented that what he heard from the speakers is that there is a gravitational pull around here and they would want to bring the collaborators here and the strategy of the University is to have the

focus of knowledge to be at this location. Ms. Harrington mentioned that on a federal level the, industries are already in Seattle. Alaskan Fishing fleet is already based in Seattle and they would not move that.

VI. How are UW students involved in innovation now? (01:08:30)

Ms. Clark mentioned they have partnered with Mr. Nate Daum and Ms. Elizabeth Scallan of CoMotion Labs at Startup Hall and invited these companies to explain and provide a brief presentation on how they engage in entrepreneurial and start up activities at Startup Hall.

Mr. Daum introduced: John Scrofano, CEO of Garmentory, Grant Farwell, CEO of Matcherino and William Zhou, CEO of EvoEconomics.

Mr. Daum noted that these companies pay rent and their operations are covered by membership fees, and it is about \$350/per person, per month. There are no student fees, and CoMotion Labs always seek new economic developments when it launches new programs. The rental fee is based on market-area price around the neighborhood.

Mr. Scrofano introduced Garmentory. Garmentory is a team composed of 16 people where 8 staff are in Vancouver BC. Garmentory works and partners with local boutiques and emerging designers and they work with designers and stores that are rare and scaled down compared to Nordstrom.

The main thesis of the company is lifestyle and experience retail. Mr. Scrofano gave an example of Airbnb's business model where local network of people have a set of knowledge and creativity because the big retail corporations could not understand. When combined with the power of corporations, it would result with diverse technical expertise, consistency, brand promise, universal policies and bring them back to local merchants. Garmentory is interested in their current location because half of the team went to University of Washington, and recently hired an individual that recently graduated from the UW. Another great benefit of the facility was the access to students and academic thinking, library access, and it is not expensive for startup companies. He added that he would like to grow the company and build an office that can accommodate a 200-300-person company in the University District.

Mr. Farwell introduced, Matcherino. Mr. Farwell is the CEO and co-founder of Matcherino, a platform for the eSports industry where fans can influence their entertainment. Competitive video gaming is currently growing. An average person watches videos more than 20 hours/week and half of millennial male's watches eSports. Fans of eSports are passionately and actively engaged like fans of traditional sports.

The videogames platform, live stream events have shown innovate ways to engage the audience as well as dominates the social media discussions on social websites. The company provides a platform that helps manage all the money for these live stream events. Matcherino started by looking at different forums where fans talk and play each other. Many fans decided to donate to stream these events and a quick solution is to provide a transparent method where these communities can track where their money goes and prize rules. Matcherino works with big eSports events and help payout these players. Through donations and merchandise sales, the company can fund the prize pool. Mr. Farwell also shared some of the feedback and success cases of the company as well as events they help coordinate. The team has a couple of UW students and the company has benefitted from the proximity and access to students that they would want to hire.

Mr. Fox made a comment about what departments within the University the company draw from, and Mr. Farwell mentioned that most of the students comes from the Law School and the School of Business.

William Zhou introduced EvoEconomics. He works on successful mobile games. Currently, the company has seven employees, five of them are at this location. He added that part of what he does is trade stocks to finance the office space. He went to UW for three years, half of his team are graduating seniors this year, and his co-founder graduated from University of Chicago. He noted that he enjoys being here because of the accessibility to knowledgeable people in their industry and could leverage their experience and gain credibility to build a successful business. EvoEconomics provides technological solutions to help businesses increase their waste diversion. There is a problem in greenhouse gas emission; landfills account for 20% of the world's methane production. About 85% of the waste that goes into the landfill can be composted and recycled. The innovation behind EvoEconomics is built upon finalizing a set of smart garbage fixes and

takes this data to determine how much waste is thrown into bins that would empower consumers through user interaction where their waste belong. EvoEconomics is currently working on an object recognition tool that could visualize and identify objects that can annotate videos instead of photos. He noted that the goal is to have a smart garbage tool that will be released sometime next year.

A question was asked about a shift in waste management discussion to packaging materials. Mr. Zhou noted in cafeterias around the UW campus that the materials they used are 99% compostable, and there is a need to inform and engage the public about where compostable waste goes.

A comment was made that was presentation was fascinating and remarkable and excited that these programs are coming here in the UW.

Ms. Sheehan asked about their relationship with other startups and departments. Mr. Zhou mentioned that two of his staff are graduating seniors that have studying Computer Science and Political Science.

VII. New Business (01:46:56)

Ms. Sheehan asked Ms. Doherty to review the schedule for the final Campus Master Plan. Ms. Doherty mentioned that the final Master Plan is on scheduled to be released on June 2nd. CUCAC will have 56 days to review and SDCl will have 120 days to work on its report. The City will notify both parties if they need more information. SDCl will send their draft report to both CUCAC and the University. After the 120 days, the Office of the Hearing Examiner (OHE) will conduct an open public hearing. Ms. Doherty noted that she estimated the hearing process could last up to three months. Once the record is closed, the OHE has 30 days to write its report.

Ms. Doherty commented that CUCAC involvement includes writing its own report to add input to the final report. CUCAC also have an opportunity to go to the Hearing Examiner and speak about the report. Ms. Sheehan mentioned that if that is what this committee would like to do is to begin coordinating who would like to represent CUCAC in front of the Hearing Examiner.

Ms. Doherty added that at the beginning of 2018, the City Council will hold a closed public record hearing. This means that the parties on record that includes CUCAC and the University as well as individuals who were at the Hearing Examiner, can comment.

Mr. Fox asked if individuals who commented on the EIS and the final plan, and not necessarily at the Hearing Examiner, if they are ineligible to the City Council hearing. Ms. Doherty mentioned that is her understanding. She also added that they will notify everyone who submitted their comments when the final Master Plan is released.

Ms. Doherty noted that the City Council will hold its hearing, and this could go for a short or long period. The City Council will then issue their preliminary draft ordinance and it will be submitted to the Board of Regents for review. The goal is to have the new Master plan by May 2018.

Ms. Sheehan commented that the committee's focus around the June/July timeframe is to review the final document and compare it to the final document. The committee will have the opportunity to review what was incorporated in the final document as well as the University response. as well as unresolved items.

She noted that within the 56 days once the final plan is released in June, the committee will have two regular meetings and she suggested to have these meetings scheduled to three hours and hold dates for 1 or 2 more additional meetings. Mr. Fox suggested to have these dates set at the next meeting.

Ms. Clark mentioned that the next meeting will be at the UW Tower.

VIII. Adjournment

No further business being before the Committee, the meeting was adjourned.