



**Seattle Center Advisory Commission Meeting
Tuesday, September 17, 2024 | 3:00 p.m. – 4:30 p.m.**

Hybrid Meeting

Armory Loft 4 / WebEx (link below)

Join meeting

Join by phone

+1-206-207-1700,,24991073652## United States Toll (Seattle)

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Meeting number (access code): 2499 107 3652

Meeting password: SMYPePCQ333

Commissioners

- Mark F. Dederer – Chair
- Holly Golden – Vice Chair
- Sally Bagshaw
- Eric Berlinberg
- Lara Mae D. Chollette
- Gloria Connors
- Michael George
- Stacey E. Hutchison
- Meral Kandymova
- Koichi Kobayashi
- Will Ludlam
- Matthew Mead
- John Olensky
- Sarah C. Rich
- Kamala Saxton
- Joy R. Shigaki

AGENDA

3:00 – 3:10	Welcome/Review & Approve August Minutes	Mark Dederer, Chair
3:10 – 3:15	Public Comment (Instructions on the second page)*	Mark Dederer, Chair
3:15 – 3:25	Director’s Report	Marshall Foster, Director
3:25 – 3:40	Mid-year Budget Review	Diamatris Winston, Deputy Director Barb DeGroot, Budget Manager
3:40– 4:10	Conversation with Megan Ching	Megan Ching, President Seattle Monorail Services
4:10 – 4:15	Good of the Order	All
4:15 – 4:30	Summer Events Report	Chelsea Riddick-Most, Director Programs & Events
4:30 – 5:00	Break & Walk to Chihuly’s Arbor Room SCAC/SCF Social from 5:00 to 6:30pm	



***Public Comment Guide**

We accept public comments on matters pertaining to our agenda.

- Speakers should register either 1). by emailing the commission or 2). by signing up in-person at the meeting itself in order to be recognized by the Chair.
 - 1). To register, send an email to centercommission@seattle.gov with “public comment” in the subject line **before 2:00 pm on Tuesday, September 17, 2024.**
 - 2). Alternatively, sign up to speak on the public comment sign-up sheet located inside the meeting room at least 15 minutes prior to each Seattle Center Advisory Commission meeting.
- Each speaker may be allotted up to two minutes to speak.
- In addition to topics on the agenda, the Chair may allow public comment on other topics.
- If you are unable to attend the meeting in-person or remotely, please submit written comments to centercommission@seattle.gov



Seattle Center Advisory Commission (SCAC) Meeting
Thursday, August 1, 2024 | 12:00 - 1:30 p.m.
Armory Conference Room 301 / WebEx

DRAFT

ATTENDEES

Commissioners: Mark Dederer, Will Ludlam, Eric Berlinberg, Gloria Connors, Michael George, Matthew Mead, Koichi Kobayashi, Joy Shigaki, Stacey Hutchison, Lara Mae Chollette

Absent Commissioners: John Olensky, Holly Golden, Sarah Rich, Meral Kandymova, Kamala Saxton

Seattle Center Staff: Diamtris Winston, Rose Ann Lopez, Karin Butler, Janet Chapman, Kaori "Kiyō" Kiyono

Guest: Ellen Walker – Executive Director of Northwest Pacific Ballet

Welcome/Review & Approve April Minutes - *Mark Dederer, Chair*

- Vote to approve July meeting minutes: approved

Public Comment – *Mark Dederer, Chair*

- n/a

Director's Report – *Diamtris Winston, Deputy Director*

Action Item: Commissioners are invited to attend Bumbershoot and participate in a tour led by SC staff as VIP guests. Please email Kiyō to coordinate the VIP passes and tour.

- The success of the waterfront operations includes increased security, reduced crime, and upcoming events and festivals in the area.
- During the Bite of Seattle event, parking revenue was approximately \$330,000, nearly three times more than the previous year (\$133,000). Monorail ridership also increased by about 18%, with 62,000 riders this year compared to 52,000 last year.
- Blast Fest attendance increased by 15% compared to the previous year, with last year's attendance at approximately 5,000. The event has the potential for further growth next year.

Monthly Financial Report Through June – *Diamtris Winston, Deputy Director*

- Refer to PowerPoint slides (attached)
- Revenue and expenses are on track, with positive trends in both losses and revenue.
- The Bloomberg Green Festival, held at McCaw in June, had a great turnout with approximately 25,000 attendees. The event may possibly expand across the campus in the future.
- We will provide a deeper analysis in our mid-year financial report in September.

Capital Projects Update – *Rose Ann Lopez, Director of Facilities, Planning, and Operations*

- Refer to PowerPoint slides (attached)



- We received a memorial request from the Consulate General of India in Seattle to place a bust of Mahatma Gandhi in the Seattle Center Peace Garden. The request was initially submitted to the City of Seattle Mayor's Office and the Office of Intergovernmental Relations before being routed to Seattle Center.
- Mahatma Gandhi, as the Father of the Nation in India, symbolizes the values of non-violence and world peace. The Consulate proposed that placing a memorial in his honor at the Seattle Center Peace Garden would further amplify his legacy. Similar busts have been installed globally, including one at the entrance to the United Nations, inaugurated last year at the UN Headquarters in New York City. The Seattle Center Guidelines for Memorial Installations were followed to review the request. The Seattle Center Advisory Commission supported the proposal, and the Seattle Center Director approved it.

Strategic Plan Update – Karin Butler, Strategic Advisor for Organizational Development

Action Item: Commissioner Ludlam will lead a conversation with other Commissioners to contribute SCAC's ideas and perspectives to Seattle Center's strategic planning process.

- Refer to the PowerPoint slides "Launch of Seattle Center Strategic Planning Process" (attached)
- We launched a strategic planning process for Seattle Center in partnership with the Seattle Center Foundation, focusing on stakeholder engagement and the development of a comprehensive plan to ensure the Center's ongoing safety, vibrancy, and inclusivity.
- The goal is to present a 10-year vision and action plan to the Mayor and City Council in early 2025, with strong community support.
- We are working with the consulting firm MIG and have invited fourteen diverse community leaders to serve as members of an advisory group called the "Kitchen Cabinet."

Good of the Order – All

n/a

Conversation with Ellen Walker, Executive Director of Pacific Northwest Ballet

Action Item: Represent interests of Resident Organizations in the strategic planning process.

- The pandemic was incredibly challenging. Pacific Northwest Ballet (PNB) adapted by shifting to digital programming and prioritizing diversity and equity. Their digital season continues alongside their onstage season, providing a strong platform to share PNB's story.
- While audience numbers have mostly returned, contributed support remains lower, with fewer subscribers compared to pre-pandemic levels. PNB serves about 200,000 people annually.
- There has been a shift in the audience, with 30 to 40% of attendees at any given program being either new to PNB or returning after an absence of five or more years.
- PNB operates two ballet schools. Pre-pandemic, they had 1,250 students, but that number is now around 900. They are slowly rebuilding the schools. Walker emphasized the school's community impact, noting that 40% of its audience comes from outside King County.



- Currently, 52% of the 48 company members are non-Caucasian, making PNB one of the most diverse ballet companies in the U.S. They are particularly focused on creating space for Black ballet dancers, addressing a long-standing gap in the ballet world.
- There has been a significant reduction in support. Government funding constitutes less than a quarter of 1% of their operating budget, and corporate and individual support has also declined. PNB has responded by offering accessible pricing options, such as the “Pay What You Can” program.
- Performing arts organizations struggle for media coverage and visibility within the larger, independent, and diverse arts and culture ecosystem. They are constantly vying for attention.
- Seattle's arts and culture community is concerned about being sidelined in favor of the tech industry.
- As the City grapples with competing priorities like mental health and housing, how can Seattle maintain a balance between culture, arts, and sports? Are there once-in-a-lifetime opportunities for arts and culture to seize?
- Centering arts and culture in the city requires strong leadership, media support, and a collective acknowledgment of their importance. How do we create spaces for inspiration, human connection, and belonging? These are essential to the sector’s humanity. Art and culture are more important than ever.
- The arts play a crucial role in revitalizing communities, driving economic growth, and securing funding.
- Resident Organizations are integral to Seattle Center's identity. We must be assertive about our values—there is no world-class city without art and culture.

1:30 p.m. Meeting adjourned