

**Special Events Committee Meeting Minutes**

November 14, 2024

Via WebEx Meeting

Member and Partner Representatives in Attendance:

<b>Agency</b>	<b>Representatives</b>	<b>Noted in Minutes</b>
Department of Neighborhoods	Sonny Nguyen	DON
Finance and Administrative Services Licensing	Toner Eren	FAS
King County Metro Transit	Jonathan Rose	METRO
King County Metro Transit	Michael Andersson	METRO
King County Metro Transit	Eric Stewart	METRO
Mayor's Office	Israel Rios	MAYOR
Parks and Recreation	Carl Bergquist	PARKS
Seattle Center	N/A	SC
Seattle Fire Department	Lt. Keith Wyatt	FIRE / SFD
Seattle Police Department	Lt. Joshua Ziemer	POLICE / SPD
Seattle Dept of Construction & Inspections	Dean Greenleaf	SDCI Struc
Seattle Dept. of Construction & Noise Abat	James Dasher	SDCI Noise
Seattle Department of Transportation	Jack Bighorse	SDOT
Seattle & King County Public Health	N/A	SKCPH
Seattle Public Utilities	Pat Kaufman	SPU
WA State Liquor & Cannabis Board	Beth Lehman	WSLCB
Special Events Office:		
Special Events Office	Kiah Patzkowsky	CHAIR
Special Events Permit Specialist	Hannah Tyo	SE
Special Events Permit Specialist	Alex Mielcarek	SE
Special Events Permit Admin II	Leslie Kodish	SE

Additional Attendees:

- AV Consulting - Alma Villegas and Eliza Carrington
- Fastsigns & Shoreline Chamber of Commerce – Jess Brammer

*Note: As always, these are "raw minutes notes" based on the discussion of the 11/14/2024 meeting and do not include every word spoken - not a literal transcript - merely a summary of ideas.*

### **Public Comment**

- Wesley Ziegler - Bold Hat Productions (BHP) Vendor Manager; produces Fremont Fair. Event vendor programs help small businesses, some with no store front, often one person with a passion. Every city fee impacts whether a vendor can participate in special events. 2024 Fremont Fair 334 vendors, 222 vendors were minority owned & BIPOC. University Street Fair 75% of vendors minority-owned. Supporting diversity and representation which is crucial to support micro business. Request lowering fees for these businesses.
- Phil Megenhardt - Bold Hat Productions President (BHP); produces Fremont Fair and other events. Twenty-six years' experience producing events. Concern with increasing fees and the impact on the Seattle community and events. We help small incubator business, minorities, new immigrating families starting a business. Food, soap, candles and all products. Ask Committee to be aware vendor also owes other fees such as business license fees before festival fee is paid. Small businesses impacted by all fees and cost determines if they can join a Seattle Festival. A \$2.00 increase does make a difference for businesses. Booth fees passed on to vendors. Urge committee to realize impact of fee impact on small businesses. Request no fees be raised. Advocating for our vendors.

### **Roundtable/Announcements**

- METRO: Downtown Seattle Holiday Concert Series - confirming location in the park and not the streets.
- CHAIR: I show them just in the Park. I will verify.

### **Review Previous Meeting Minutes**

- CHAIR: Do we have a quorum?
- SE: Yes

### **Meeting Minute Approval**

- CHAIR: Vote to approve October 10, 2024, minutes.
- SDOT moves to approve minutes, SDCI seconds. Meeting minutes approved; All in favor, none opposed.

### **Race & Social Justice Special Event Fee Impact Study - Findings & Recommendations**

- AV: AV Consulting - Alma Villegas and Eliza Carrington
- CHAIR: Investigated how fees impacted underserved community. Conducted listening sessions and surveys, reached out to event organizers.
- AV: Analysis focused on specific communities, BIPOC, LGBTQ+ underserved communities.
- AV: Stakeholders represented underrepresented communities; first listening session participants had previous experience navigating the Special Events Process, second listening session participants were emerging special events coordinators with no prior Special Events permitting exposure. Had two deep dive listening sessions, with 15 participants. Survey that went out to special event producers who produced events over the last few years received 96 responses. Collected feedback on the permitting process and process intersections with other agencies. Participants responded that permit fee increases would significantly impact

underrepresented communities. Most impactful fees are vendor fees, SPD, street use, and late fees.

- AV: New events are hoping for grants to help with any fee increases. Responders felt vendor fees are too high. Lack of a representative on the special events committee that understands disabilities - adding this representation could help events be more accessible. Consistent feedback received is the Special event team is understaffed.
- AV: Some event organizers were not aware of the fee estimator and suggest we educate about this resource. Event producers shared that events are lacking consistent understanding of fees and requirements and want distinction between Special Events Office and other intersecting departments. Need an electronic portal to maintain application from prior events. Propose hosting more educational workshops. Event organizers felt late fees are excessive and inappropriate especially for BIPOC groups and small organizations. Suggest re-assess late fees. Suggest providing a check list of all vendor compliance needs or a handbook to help vendors navigate requirements. Fees penalize vendors with low sales at events. Participant quote shared as this was a common theme: "There are other cities that underwrite the cost of activating neighborhoods and downtowns. There should be a sliding scale for groups that are based in Seattle and are nonprofits."
- AV: Suggestions: One application that encompasses all departments. Provide SEO liaison to help with cross-departmental support, act as mentor, hire additional SEO staff. Cap the number of events so existing staff can handle volume. After-hours or emergency number to provide day-of event support. Propose an after-event evaluation tool. Frustration with receiving the special event permit at the last moment. Can SPD be available in certain neighborhoods. Education on when events need SPD for an event. Additional support with street closures.
- METRO: Did you cover non-ticketed events or only ticketed?
- CHAIR: Community, ticketed events and athletic events.
- AV: Shared list of participants in the listing sessions.
- BHP: A Seattle Special Events Team (ASSET Group) could be resource for 2025 for leveling up information to event organizers.
- AV: We contacted ASSET/WFEA for assistance with event producer contacts. We targeted smaller events vs. larger events for outreach.
- BHP: These small events become later larger events which is our future.
- CHAIR: We plan to have an educational session in 2025 through the Washington Festival and Events Association (WFEA).
- AV: We can share on our report back to participants. Goal is December 10.
- CHAIR: We need to navigate the vendor fees.
- SDCI Structures: I can help outreach - my department can help, include in our newsletter.
- CHAIR: SEO will meet with leadership to determine how to share this material, make improvements, and will develop a racial toolkit piece. Could influence fee structure considerations for the future. We will share the presentation to the committee members.
- AV: We also have a draft report we can share but will update after report backs.
- DON: Agreed, SEO needs more resources and works hard.
- CHAIR: Want to acknowledge that Committee members' teams are under-resourced also. Aware of the problem.

### **2025 Special Event Fee Adjustment Process, Introduction**

- CHAIR: Seattle Municipal Code 15.52.070 is required to be adjusted per the inflation rates. Fee increases capped at 10%.

- SPD: We updated our contracts, payrate for SPD staff is 23% higher than in past.
- SDOT: If we help underserved community, who pays the fee then? Does the Event Coordinator then pay the fee and charge the vendor? Price break goes to event organizer who is for profit but not the vendors.
- CHAIR: In our code, we don't have flexibility for discounts/waivers implementation. Would need a code adjustment.
- BHP: City Fees directed at the event organizers and some to the vendors. We keep our vendor fees as low as possible. Some fees are a transparent passthrough such as the \$24 vendor fee for special events.
- SDCI Struc.: Want to offer equitable opportunities to underserved communities. If same fee we help all and not targeting those who need it.
- CHAIR: Vendor fees are impactful based on the survey. Want to understand what the city as a whole and other agencies are charging vendors, not just special events office fees. Will workshop fee adjustments in subcommittee meeting next week and will vote on adjustments December 12 – please prioritize to reach quorum.

**Review Recent Events**

Name of Event	Permit Number	Event Start Date
<p>Water Lantern Festival –</p> <p>SFD: food vending side went well, some issues with fire extinguishers. Speaker cords went over main pathway, missing wire ramps. Tried to use tape on dirt and grass.</p> <p>SE: Was unsafe getting to the water due to poor lighting and crowd. Concrete steps by bathhouse crowded and not lit. Recommend line management to move crowd along after placing lanterns. People launching after the time period allotted to them. Traffic was a nightmare. Neighbors placed lawn chairs along curbs to prevent street parking. Heard event was cancelled at another location and they moved those attendees to this event. Was very crowded.</p> <p>SFD: The lights were on the main pathway.</p> <p>SE: When shoreline has too many people you can't see the steps. Used our cell phones for lights. Needed crowd management to keep people moving along. Volunteers not managing the crowded areas.</p> <p>PARKS: It was a two-day event. Curious if had SPD support for traffic. Choke point at intersections. Need 'no park' signs. Some streets are one way access only.</p> <p>CHAIR: Two officers at parking lot entry. Issues with public looking for parking. Will invite them to a subcommittee meeting.</p>	S24OC020	10/11/2024
Dawg Dash 5K10K Run Walk (2024)	S24OC318	10/13/2024
White Cane Day Walk	S24OC359	10/13/2024
Indigenous Peoples Day Celebration March	S24OC332	10/14/2024
Indigenous Peoples Day Rally, March, and Round Dance for Peace	S24OC364	10/14/2024
<p>Making Strides Against Breast Cancer</p> <p>CHAIR: Event wants to shift to the waterfront. Any feedback?</p>	S24OC325	10/18/2024

PARKS: Event wants to expand attendance.		
Snowvana	S24OC367	10/18/2024
Ian Cox Memorial Dick's-A-Thon	S24OC326	10/19/2024
I Can and I Will Run!	S24OC327	10/20/2024
Fall Lantern Festival	S24OC377	10/25/2024
T'Challaween — A Tribute to Our Heroes SDOT: Event needs to address other streets for traffic control.	S24OC351	10/26/2024
Halloween in the Junction	S24OC337	10/27/2024
Trolloween 2024	S24OC116	10/30/2024
Catrinas Festival	S24OC352	10/30/2024
Save Our Schools - Save Sacajawea Rally – free speech event	S24OC384	10/30/2024
Magnolia Village Trick or Treat	S24OC286	10/31/2024
Georgetown Halloween Parade	S24OC335	10/31/2024
Head of the Lake	S24NO334	11/3/2024
2024 Election Ballot Box Access SDOT: At some locations they didn't follow setting up the traffic control plan. CHAIR: Location coordinator had an issue with business owner removing no park signs and stated they didn't have authority to no-park curbs. What is their next step? SDOT: It is against RCW if someone moves a sign. It is a violation that SPD would need to enforce.	S24NO369	11/5/2024
Best of the Northwest Fall Show (36th Annual) - Magnuson Hanger 30. PARKS: Beer garden not in the right location. They didn't follow the submitted maps. SFD: I agree CHAIR: I will give them post event feedback	S24NO342	11/6/2024

Anything Else

- SDOT: Events looking at the Waterfront need to consider ADA access. Some routes do not have ADA accessibility.
- CHAIR: All areas or from downtown?
- SDOT: Concern is does the permitted route have ADA accessible crossing at the locations event is using. March or run goes up the stairs which isn't ADA accessible. The Waterfront is different layout than using Fourth Avenue. Any event moving to the Waterfront please invite to a Special Events meeting.
- CHAIR: We cannot permit Waterfront events until construction is complete. Do we want the Lion Dance events invited to a safety meeting?
- SFD: Yes
- CHAIR: I will reach out to event organizers to plan a safety meeting.
- SFD: I will meet with them in person.

- FAS: Trade Show application fee in 1993 were \$5, 2017 rate \$10 and has not changed since. Code would need to change to alter this. Trade Show license is \$10 a day. Unlicensed vendors, out of city, need to pay \$10 to the organizer.
- CHAIR: Upcoming meetings: Looking at permits within permits – runs within bicycle weekends along Lake Washington Blvd and safe streets programs. Will invite the new Hot Chocolate organizer to a future meeting. Fee adjustment discussion. Let me know if you have ideas for future meetings.

ADJOURNED