

3.1 Qualifications for Board Membership

A member of the Board shall be a Ratepayer of the MID or a representative of a Ratepayer of the MID. Members of the Board must not be delinquent in assessment payments. The City can appoint a Board representative who shall be an ex-officio member of the Board. The Board may also appoint as voting members up to five (5) non-Ratepayers to the Board who represent property owners in the MID who are making voluntary assessment payments.

Street Level Retail & The MID

A central tenet of the MID is that ratepayers have control over the funds that they pay, so the intent is that the MID Board be made up of ratepayers. The Board did acknowledge during the formation in 1999 that street level retailers are essential partners, and their health is not only a goal of the MID, but an important indicator if MID services are effective. Realizing this the MID put into place several initiatives to communicate with, support and engage retailers and track retail health.

Neighborhood Marketing Task Forces, Support and Funding

The MID works with existing neighborhood retail committees – like Pioneer Square, Waterfront, Retail Core and West Edge - and created a new one where needed –in Denny Triangle. The MID supported each organization with dedicated funds and staff time to help them create events and marketing campaigns. Each of the neighborhoods sponsored at least one annual open meeting for retailers to network and brainstorm about neighborhood needs and plans. The Chairs of these neighborhood retail committees were also invited members of the Downtown-wide marketing committee for communications and resource leveraging purposes. In the new MID retail neighborhoods will continue to have access to marketing funds for local retail events.

Ambassador Outreach to Retailers

As part of their job, safety ambassadors are required to check in regularly with retailers in their district, to ask how things are going and if they have any public safety or maintenance issues. The visits are noted in the ambassador's daily reports.

Annual Retail Survey

The MID does an annual inventory of street level retail. We track retail trends and vacancy by neighborhood and type to identify problems and quantify impacts. This enables the MID Board to see where retail strengths and weaknesses, such as a decline of local owners or restaurants in a specific neighborhood. This data is shared widely with property owners, brokers and neighborhood retail.