

# On Board Othello

## Participant Packet

*Overview, charter, and expectations for participants of On Board Othello*

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# OTHELLO AREA MAP

**Location:** Othello, Southeast Seattle

**Othello Primary Trade Area:** Neighborhoods and residents within a five-minute drive time of the Othello business corridor (almost all of Southeast Seattle)

**Othello Business Corridor:** (blue area in map below) Martin Luther King Jr. Way South, from S. Juneau St. at the north to S. Kenyon St. at the south

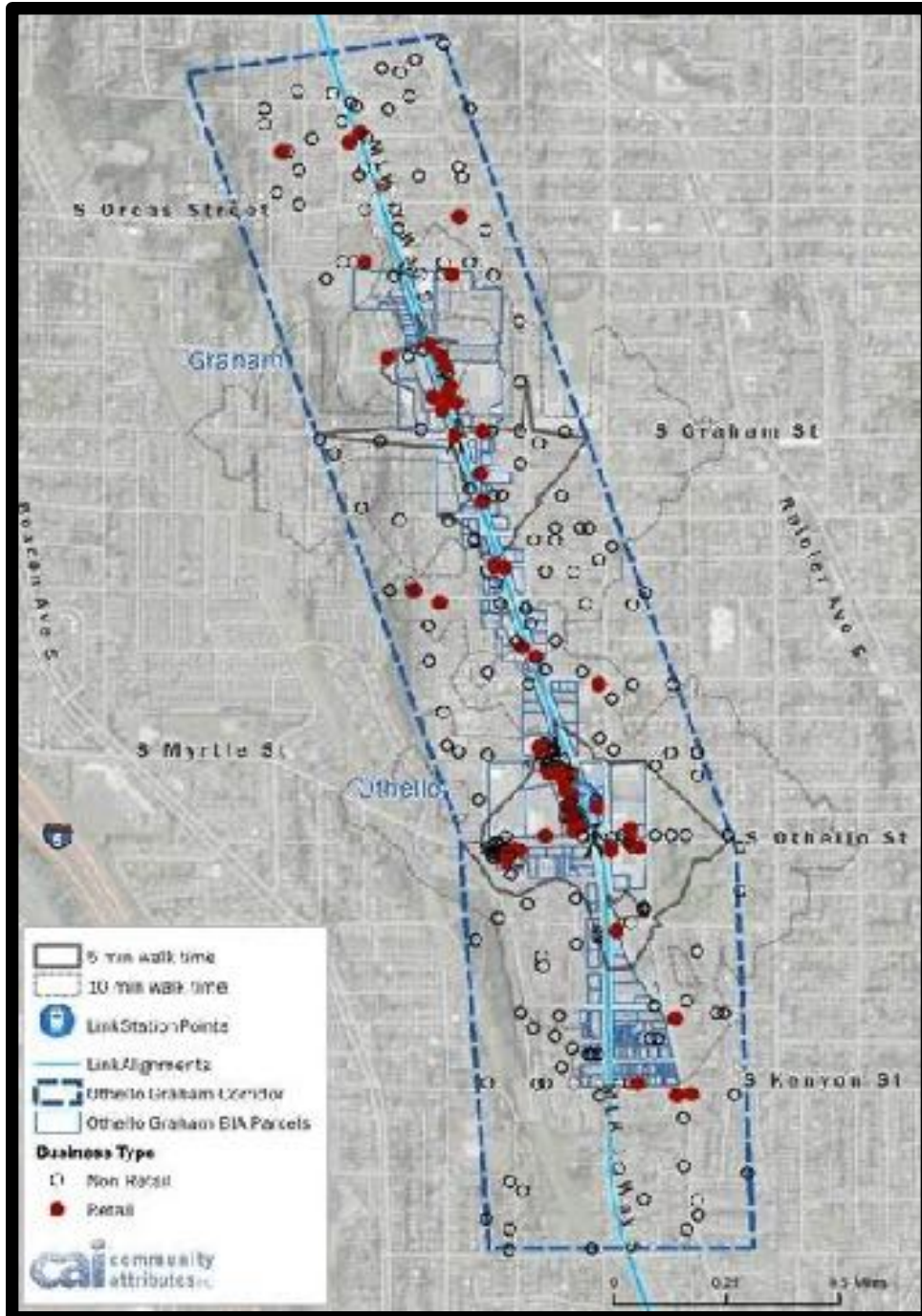


Photo credit: Community Attributes Inc.

# On Board Othello Charter

## I. Introduction and Overview

A coalition of SE Seattle community leaders and partners formed On Board Othello (OBO) in February 2014 to create, coordinate, and implement a shared vision of community economic development.

On Board Othello is focused specifically on fostering strong and vibrant commercial growth in the Othello/Graham MLK corridor. An Oversight Committee and four work groups formed to identify priority actions in three key areas: community economic development, marketing & promotion, and clean & safe. Oversight Committee members represent a diverse range of organizations, business owners, and commercial property owners located in or serving the Othello area.

## II. Vision

### Othello Vision and Priorities for Community Economic Development

**Background and Purpose:** The Othello Vision and Community Economic Development Priorities are grounded in the goals the community developed through the Othello Neighborhood Plan Update in 2009. To further clarify and rally collaborative support for our work, On Board Othello developed this vision statement and a list of priorities that will guide implementation of our goals and create equitable community economic development at Othello. The vision statement and list of priorities were updated through the 2018 revisioning retreat.

**Vision:** Othello is a vibrant and welcoming united multicultural community where businesses, residents, and visitors gather, and are empowered to explore, connect, and grow. This inclusive community generates innovative and equitable opportunities for current residents, businesses and newcomers.

To achieve this vision, On Board Othello and community partners will work together to foster:

#### 1. A Strong Sense of Place: Othello will be a welcoming neighborhood business district that highlights and supports its multicultural character

- Unifying brand that creates and fosters an Othello identity
  - New brand and marketing developed in 2015
- Attractive streetscapes, both natural and built structures
  - Green spaces, trees, walkable, clean and safe, visible signage
- Multiple, affordable indoor and outdoor gathering spaces
  - Parks, community centers, performing spaces, activities
- Community Engagement
  - Engage the community through existing and developing initiatives

## **2. Thoughtfully Designed Development: Othello will attract well designed, quality developments that benefit the existing community and create opportunities for new residents and businesses**

- Developments will be cohesive, with unified look and feel; and aligned with neighborhood plan and design guidelines
- Preserve and build upon cultural, ethnic, economic diversity of residents and businesses; prevent/mitigate displacement
- Develop mixed-use buildings, maximizing transit-oriented development (TOD) zoning capacity and decrease displacement risk
- Develop full range of housing, mixed-income affordable to low- and moderate-income residents at range of family sizes; with a continuum that supports opportunities for families to increase income and thrive in place focusing on areas with highest risk of displacement
- Continue to develop mix of commercial spaces - such as retail, office space, community center, co-working nonprofit space - at sizes that fit community needs, and that are desirable (higher ceilings, light etc)
- Provide expansion/growth opportunities for existing businesses at risk of displacement and attract businesses that are missing and complement existing offerings (respond to retail study)
- Property owners, business owners, tenants, and developers all take ownership over development and have ongoing maintenance plan
- Advocate for safe public and pedestrian transportation
  - Prioritize east west connections

## **3. Equitable Growth Opportunities: Build Othello as a place of economic opportunity for current residents and businesses, and create a destination place for all**

- Use new development opportunities to strengthen business association and create ongoing/sustainable business improvement plan (BIA) to enhance entire district
- Build on Othello's retail strengths in food and restaurant services by creating more diverse food offerings to attract broader customer base.
- Provide technical assistance and expansion support for local businesses
  - Opportunities that create a continuum for business growth
- Diversify current offerings/amenities
- Attract anchor retail, office or professional service tenant.
- Provide jobs (living wage) major/anchor employer
- Community benefits agreements from construction - jobs, community space, etc
- Grow economic opportunities that benefit the existing community
- Promote after 5PM retail and public activities

## **III. Values and Guiding Principles**

On Board Othello members value:

- Community Representation/Inclusiveness/Engagement

- Sharing/Collaboration/Coordination
- Voice/flexibility/learning
- Community Retention
- A diverse coalition of partners and organizations dedicated to working together toward our greater economic development goals and mission.
- Bringing their voice, as well as the voice of the constituents they represent, to the table and regularly reporting back progress to their respective groups.
- Dedication to community engagement and expanding On Board Othello's member base.
- Providing thoughtful analysis, questions, and creativity to the group.
- Collaboration and making connections or natural alliances when appropriate.
- Sharing important news, current events and/or trends that affect our collective work.
- Thinking more broadly about how the different pieces of work connect to OBO's goals and vision and help prioritize the work.
- The importance of working groups and hearing about their progress to ensure our work is coordinated and on track.
- Sharing the progress of OBO work with the broader community.

On Board Othello is a new coalition of Othello area stakeholders committed to equitable economic development. Recognizing the challenges of forming new structures in diverse communities like Othello/Rainier Valley, OBO will use varied and non- traditional means to ensure the voices of Othello constituents are reflected and lifted up in leadership. This requires OBO staying focused, moving forward with set goals and work plans, while also ensuring there is continuous reflection on how we improve engagement and leadership strategies as the needs evolve in the community.

#### **IV. Ground Rules for Working Together**

Participants of this process agree to abide by the following ground rules at Oversight Committee or working group meetings and when they are communicating with one another on OBO-related business via phone, email, and other means. Members of the OBO Oversight Committee and working groups will:

- Recognize that everyone's voice counts. We will take turns speaking. Accept that each perspective is valid. Avoid shutting down others' ideas. Facilitator will acknowledge ideas and opinions, while still reserving the right to respectfully keep things moving!
- Acknowledge the right to pass/ask questions
- Focus on moving forward
- Offer positive solutions

- Take responsibility if we are late-comers to the meeting. Reach out to the facilitator, chair or other members to catch-up. Respect the process that has occurred.
- Exercise professionalism

## V. Participant Responsibilities and Expectations

- Attending meetings regularly in area of oversight
- Promoting positive communication by listening and adhering to values and protocols
- Representing the perspectives of our community and acknowledge any conflicts of interest
- Focusing on execution of the grant activities and/or agreed upon goals.
- Being a resource and helping to leverage additional resources and information
- Serving as a source of institutional knowledge
- Serving as a conduit of information to the broader community about our work
- Acting in a collaborative manner
- Maintaining and recruiting new members as appropriate
- Assisting and volunteering with tasks as possible

## VI. Voting Members

Any non-profit organization, resident or business association, individual business owner/individual commercial property owner, or public/government agency, located in or serving the Othello area, that agrees to and signs the terms outlined within the On Board Othello Oversight Committee Charter Agreement is an Oversight member with voting rights. Individuals not representing an organization, business, or property owner are welcome to participate in work groups and Oversight Committee discussions but are not voting members.

Examples:

- *Non-profit organization:* Southeast Effectiveness Development, Rainier Valley Community Development Fund, Union Gospel Mission
- *Resident Association:* Othello Park Alliance, Othello Station Community Action Team
- *Business Association:* MLK Business Association, Rainier Chamber of Commerce
- *Individual Business Owners:* Rainier BBQ, Platinum Plush

- *Commercial Property Owners Woodbridge, Station at Othello Park*
- *Public or Government Agency: City of Seattle, Seattle Housing Authority, Sound Transit*

Multiple members from organizations are welcome to participate in work groups and OBO Oversight meetings. For voting purposes, each organization has only one vote regardless of their number of participants. Organizational members must work closely to come to a consensus among their teams at the time of a vote.

## **VII. Roles**

### Oversight Committee

The On Board Othello Oversight Committee is comprised of representatives from member organizations, associations, and agencies, as well as individual business owners and individual commercial property owners.

The Oversight Committee is responsible for developing the vision and priorities, identifying and recruiting members to the working groups, providing direction for the work of the working groups, and providing for the material needs and logistics of the overall effort. The leadership group will work with the Convener to prepare and approve the final report framework and eventually the final report for the project (as needed), and will meet minimally once every three months.

There is currently no Chair of the Oversight Committee. The facilitation and agenda-creation role is currently shared by OBO members. In the future, a Chair or Co-Chair role may be created via a Charter revision.

### Convener

The role of the convener is to facilitate the general OBO group process, set Oversight meetings, manage general logistics including documentation and communication, and nurture stakeholder relationships. In addition, convener will support working group leads by communicating high priority issues to other working groups when needed. The convener can also be voting member of the Oversight Committee.

### Working Groups

Working groups will work on OBO priorities and provide recommendations to the Oversight Committee. Working groups will carry out their work consistent with the guiding principles and ground rules for the project as a whole. Working groups will be composed of members recruited by the Oversight Committee but may involve other interested participants. Working groups will meet regularly as needed to carry out their work and review project status and needs.

## **VIII. Quorum and Decision Making**

51% of Oversight Committee (Voting) members constitute a quorum. A quorum must be present in order for a final decision to be valid. In addition, the ratio between those Oversight members present who are ‘community representatives’ versus ‘public or government agencies’ must be 60%:40%.

The Oversight Committee and working groups will operate by consensus and every effort will be made to meet the interests of all its members. “Consensus” incorporates both members who are in full agreement and those who can accept and “live with” the proposal. Members should not block or withhold consensus unless they have serious reservations with the approach or solution that is proposed for consensus. If members disagree with the approach or solution selected by the rest of the group, they must explain the nature of the disagreement and make every effort to offer an alternative satisfactory to all stakeholders. If all efforts have been made to arrive at full consensus, but it appears that the group will not be able to achieve it, the group may choose to issue an agreement with 80% of present Oversight Committee members voting yes (as long as a quorum is present).

### **IX. Removal or Resignation of Members**

All Oversight Committee and working group members are expected to uphold the values, guiding principles, and ground rules outlined in this Charter. Should any member become unable to so, that individual may be asked to resign. In such a case, the Oversight Committee will meet independently to come to a consensus (or the required 80% agreement) for the member’s dismissal. It is recognized and appreciated that the members of the OBO Oversight/working group are primarily comprised of volunteers who are generously donating their time and energy. Should any Oversight/ Working Group members choose to resign they will be asked to notify the convener in writing. In order to continue to serve as a voting member, organizations are responsible for ensuring there is an active representative who is able to regularly attend Oversight meetings.

### **X. Revising the Charter**

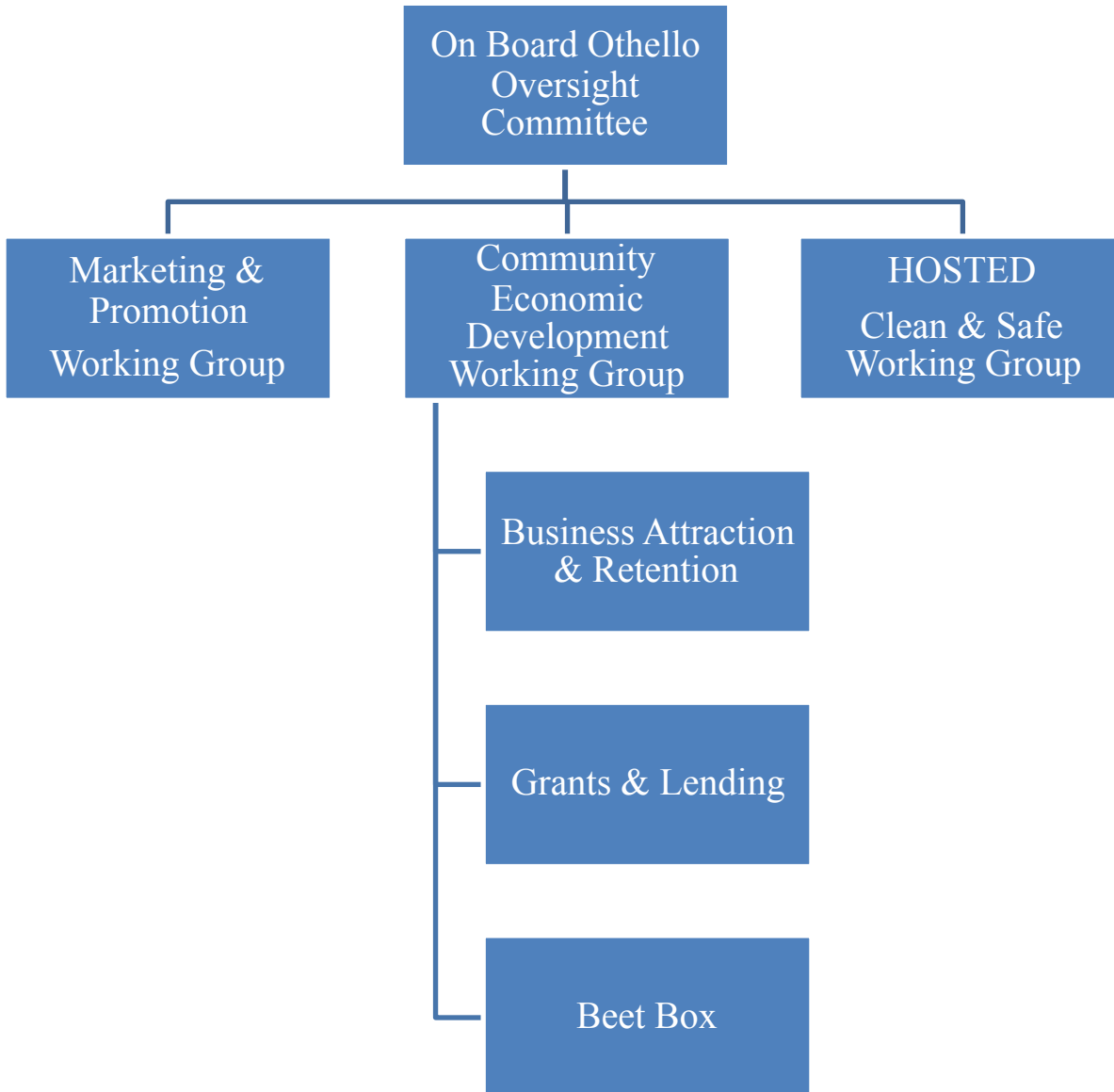
The Charter may be revised upon approval by the Oversight Committee. Member(s) shall request to include the proposed changes as an agenda item at an upcoming Committee meeting. The Member(s) or a temporary working committee will draft proposed changes and rationale for presentation and discussion at an upcoming Committee meeting. If approved, the proposed changes will be incorporated into a newly updated Charter by the Convener. All members will receive new copies of the Charter for their records.

CHARTER APPROVED:

DATE \_\_\_\_ / \_\_\_\_ / \_\_\_\_



# ORGANIZATIONAL STRUCTURE



# On Board Othello Oversight Committee

## Participant Commitment to the On Board Othello Oversight Committee

### **\*\* ACCEPTANCE OF CHARTER BY OVERSIGHT COMMITTEE \*\***

I (print name) \_\_\_\_\_, agree to serve on the On Board Othello Oversight Committee. By agreeing to serve in this capacity, I commit myself to upholding the values and guiding principles as outlined by this charter, and accept the responsibilities that have been asked of me.

Please check one:

- Nonprofit organization
- Resident Association
- Business Association
- Individual Business owner
- Individual Commercial Property owner
- Public or Government Agency

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Signature

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Representing Organization

\_\_\_\_/\_\_\_\_/\_\_\_\_

Date

# On Board Othello Working Group

## Participant Commitment to the On Board Othello Working Group

### **\*\* ACCEPTANCE OF CHARTER BY WORKING GROUP \*\***

I (print name) \_\_\_\_\_, agree to serve on one or more On Board Othello Working Groups. By agreeing to serve in this capacity, I commit myself to upholding the values and guiding principles as outlined by this charter, and accept the responsibilities that have been asked of me.

Please check one or more:

- Marketing & Promotion
- Community Economic Development (Real Estate Development and Business Attraction and Retention)
- Temporary Uses of SHA Site
- Clean & Safe

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Representing Organization

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Date

## **ADDENDUM: 2019 On Board Othello**

### **2019 Annual Goals**

By the end of 2019, On Board Othello will have:

1. - Equitable Growth Opportunities: Build Othello as a place of economic opportunity for current residents and businesses, and create a destination place for all.
2. - Youth and Family: Youth and family needs as identified by the local population will be prioritized in all areas of engagement.
3. - A strong Sense of Place: Othello will be a welcoming neighborhood business district that highlights and supports its multicultural character.
4. - Safety and Space Activation: Othello will be a safer more attractive community through space activation and safety activities
5. - Anti-Displacement: Othello will be a thoughtfully designed community that actively works against displacement.
- 6.

### **2019 Oversight Committee Members**

The list of Oversight Committee members will be maintained separately and updated regularly.

### **Convener**

The lead convener for OBO is currently HomeSight but is subject to change depending on current community priorities and direction.

**Members:**

<b>Working Group</b>	<b>Meeting</b>	<b>Point of Contact</b>
<b>(1) Community Economic Development</b> (Subgroups: 1. Business Attraction and Retention 2. Real Estate Development 3. Beet Box)	MEETS 1 <sup>st</sup> TUESDAY 9:30-11AM @ HomeSight	Sarah Valenta <b>Email:</b> sarah@homesightwa.org <b>Phone:</b> (206) 760-4213
<p><b>Objective:</b> Create and implement a unifying, comprehensive vision for real estate development and business attraction and retention.</p> <ol style="list-style-type: none"><li>1. Prioritize community economic development goals</li><li>2. Work closely with property owners, including Sound Transit, Seattle Housing Authority, and Cubix to foster community supported development</li><li>3. Conduct outreach to potential developers, businesses, and employers to attract complementary businesses that catalyze economic growth</li><li>4. Provide technical assistance and growth opportunities to existing businesses</li><li>5. Promote the space activation project Beet Box to support area nutrition access and education.</li></ol> <p>→ Your work will be setting priorities and guiding the process and outreach</p>		

**Members:**

<b>Working Group</b>	<b>Meeting</b>	<b>Point of Contact</b>
<b>(2) Marketing &amp; Promotion</b>	MEETS ON AS-NEEDED BASIS	Sarah Valenta <b>Email:</b> sarah@homesightwa.org <b>Phone:</b> (206) 760-4213
<p><b>Objective:</b> Promote a unifying Othello neighborhood brand to potential residents, developers and businesses.</p> <ol style="list-style-type: none"><li>1. Promote the Othello brand identity</li><li>2. Expand and maintain website and marketing material</li><li>3. Manage public relations</li><li>4. Promote existing businesses</li></ol> <p>→ Your work will be setting priorities and contributing input into the Othello vision and marketing</p>		

**Members:**

<b>Working Group</b>	<b>Meeting</b>	<b>Point of Contact</b>
<b>(3) Clean &amp; Safe - HOSTED</b>	MEETS MONTHLY	Cyndda Rochester <b>Email:</b> cyndarochester@gmail.com <b>Phone:</b> (206) 355-6481
<p><b>Objective:</b> Improve the perception of safety and implement projects to create a welcoming, safe, and accessible environment for new and current patrons.</p> <ol style="list-style-type: none"><li>1. Use CPTED principles to evaluate and improve Othello</li><li>2. Support businesses to maintain their street fronts.</li><li>3. Coordinate cleanup events with businesses, property owners, and volunteers</li><li>4. Work with Seattle Police Department to address public safety concerns</li></ol> <p>→ Your work will be organizing cleanup and developing ideas for on-going district safety</p>		



**Members:**

<b>Working Group</b>	<b>Meeting</b>	<b>Point of Contact</b>
<b>(4) Temporary Uses – SHA Site (At SW corner of Othello/MLK intersection)</b>	MEETS ONCE MONTHLY BEGINNING IN MARCH	Sarah Valenta <b>Email:</b> sarah@homesightwa.org <b>Phone:</b> (206) 760-4213
<p><b>Objective:</b> Propose feasible and beneficial temporary use projects that could enhance the vacant SHA site until further development moves forward</p> <ol style="list-style-type: none"><li>1. Discuss feasible temporary uses of vacant SHA lot that would enhance neighborhood appearances and benefit residents, businesses and visitors.</li><li>2. Work closely with Seattle Housing Authority to discuss logistics and feasibility of proposed temporary uses.</li><li>3. Raise funds and implement agreed on temporary uses.</li></ol> <p>→ Your work will be contributing input to the group discussions</p>		

Working Group	Meeting	Point of Contact
(5) Grants & Lending	Meets the third Thursday of the month 9:30 – 11:00 At HomeSight 5117 Rainier Ave S Seattle WA 98118	Sarah Valenta <b>Email:</b> sarah@homesightwa.org <b>Phone:</b> 206 760-4213
<p><b>Objective:</b> Taylor funding opportunities to the needs of low-income, refugee, woman and people of color owned businesses in South Seattle who are vulnerable to displacement</p> <ol style="list-style-type: none"> <li>1. Fundraise for, conduct outreach to area businesses, and process Small Business Grants</li> <li>2. Develop a small business lending plan that meets the needs of South Seattle business community</li> <li>3. Develop culturally appropriate technical assistance for South Seattle small businesses</li> <li>4. Provide financial education referrals o trainings</li> </ol> <p>→ Your work will be contributing input to the group discussions</p>		