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## **APPROVED MINUTES COMMISSION SPECIAL MEETING JANUARY 28, 2021**

The Port of Seattle Commission met in a special meeting Thursday, January 28, 2021. The meeting was held remotely in accordance with the Governor's 'Safe Start' order and Proclamation 20-28. Commissioners Bowman, Calkins, Cho, Felleman, and Steinbrueck were present.

### **1. CALL to ORDER**

Pursuant to RCW 42.30 and Article IV, Section 8, of the commission bylaws, the meeting convened at 12noon to conduct a planning retreat session.

#### **Attendees**

- Seattle Port Commissioners Peter Steinbrueck, Stephanie Bowman, Ryan Calkins, Sam Cho, Fred Felleman.
- Executive Director Metruck and the Executive Leadership Team
- Commission Staff; Barb Wilson, Aaron Pritchard, Pete Mills, LeeAnne Schirato, David Yeaworth, Erica Chung, Michelle Hart, Aubree Payne, Tyler Emsky, and Patti Ward

#### **Goals & Objectives**

- Discuss 2021 Milestones
- Review Communications Plan and Community Engagement Alignment
- Review Port of Seattle Recovery Focused Programs
- Deep Dive on Cruise Recovery and Current Status

#### **Executive Director Overview**

Executive Director Metruck provided an overview of major issues and milestones – actions taken in 2020 and accomplishments. He further presented key priorities for 2021 and spoke regarding ongoing uncertainty, and adapting to that uncertainty, as it relates to economic recovery and the pandemic. Members of the Commission discussed consolidating some of the smaller issues into the larger ones, such as capital delivery contributing to economic/Covid-19 recovery, or social programs into equity. Discussion also ensued regarding succession planning for the Executive Leadership Team and other career veterans at the Port.

*Digital recordings of the meeting proceedings and meeting materials are available online – [www.portseattle.org](http://www.portseattle.org).*

Minutes of January 28, 2021, submitted for review on February 19, 2021, and proposed for approval on February 23, 2021.

## **External Relations 2021 Overview and Communications 2021 Recovery**

### Presenters

Pearse Edwards, Director External Relations

Kathy Roeder, Director, External Communications

Kathy Roeder, Director of External Communications, provided a report regarding the objectives (equitable recovery, sustainability, customer experience), insights, priority campaigns for 2021, a 2020 year in review, and monthly website/blog/social media traffic statistics. She discussed the communications strategy, including marquee events on equitable recovery and consistent storytelling, and newsletter/podcast launches.

Members of the staff and Commission discussed:

- communications metrics;
- highlighting efforts of the Port in the past year of the pandemic to make the customer experience safer, not only at the airport;
- describing the Port's strategy and strengths as an agency in the recovery efforts;
- coordination with the Northwest Seaport Alliance (NWSA) with regard to T46 and the need for visibility for purposes of the NWSA budget;
- with respect to survey responses – focusing work more on areas where respondents have lower associations;
- tracking and holding the Port accountable with respect to the aspiration of being “the most accessible airport;”
- coordinating efforts on a more direct customer benefit with respect to the airport dining and retail marketing fund; and
- the potential of a ‘welcome back’ campaign at the airport and focusing the message on how the Port of Seattle has addressed Covid-19 and health-security, with a possible tenant/small local business story included.

## **Community Engagement**

### Presenters

Sally Del Fierro, Director, External Engagement

Keri Pravitz, Eastside Gov Relations Manager

Marco Milanese, South King County Gov Relations

Members of staff provided a presentation regarding:

- 2020 overview of engagement efforts;
- 2021 program focus;
- Seattle-area focus;
- the Duwamish Valley Community Equity Program;
- South King County Economic and Environmental Grants Programs;
- cruise in 2021;
- Support for capital investments;

- economic recovery outreach;
- community outreach programs;
- countywide partnerships;
- eastside engagement;
- SEA eastside business access engagement;
- airport communities engagement;
- temporary noise monitoring programs;
- career awareness programs;
- the Seattle Southside Chamber relationship;
- continued representation on the Highline Schools Foundation; and
- flight corridor safety program status.

Members of the Commission and staff discussed:

- receiving a community engagement calendar for the year; and
- whether or not summaries of noise reports will be provided to cities.

Commission President Felleman requested a briefing on the results of the noise monitors and to know when the Vashon noise monitor is installed and when a fence is constructed at Seatac cemetery. He would also like for Commissioners to be alerted in outreach meetings where members of Congress or other elected officials are present.

### **Economic Recovery**

#### Presenters

Dave McFadden, Director, Economic Development

Members of staff provided a presentation regarding:

- Commission Recovery Motion 2020-06;
- an equity framework for recovery;
- 2020 – from planning to action;
- an economic indicators dashboard;
- a 2020 port economic relief/recovery review;
- the 2021 port economic recovery strategy summary;
- capital project investments;
- a 2020 capital projects review;
- the 2021 capital project pipeline - \$508 million in planned investments;
- 2021 capital work boosts economic recovery – capital projects support jobs, workforce development and WMBE opportunities;
- tourism recovery investments;
- workforce development recovery investments – 2020 review;
- workforce development recovery investments – 2021;
- South King County Fund recovery investments;
- leveraging grants and partnerships;
- regional economic recovery plans;
- five major goals of the regional economic recovery framework;

- making the regional framework actionable; and
- the 2021 port economic recovery strategy summary.

Members of the Commission and staff discussed:

- advancing equitable recovery through the Port's art program;
- expanding/promoting economic recovery and workforce development in communities that are not served by the South King County Fund;
- being strategic about the Port's approach to recovery as it thinks about planning for the 2022 budget – hearing from Greater Seattle Partners with respect to what they are doing – and conducting listening tours in the community to assist in determining what the Port can do to make a greater impact, are ideas;
- support for broadband initiatives and access to childcare; and
- receiving a report back from the Executive Director by June 2021 with respect to alignment.

### **Cruise 2021**

#### Presenters

Stephanie Jones Stebbins, Director of Maritime

Stephanie Jones, Stebbins, Director of Maritime, presented updates to the Commission regarding 2021 cruise preparations.

Members of the Commission discussed:

- access of crew members aboard cruise vessels to the Covid-19 vaccine;
- status of cruise internationally and nationally;
- anticipating that the cruise season may start later than June 2021; and
- future demand for cruise facilities.

### **3. ADJOURNMENT**

There being no further business, the meeting adjourned at 4:36 p.m.

Prepared:

Attest:

Michelle M. Hart, Commission Clerk

Sam H. Cho, Commission Secretary

Minutes approved: February 23, 2021.