

**WSCC PFD Board Strategic Planning Retreat
October 29-30, 2019**

Washington State Convention Center Public Facilities District
Board of Directors Strategic Planning Retreat
October 29-30, 2019
The Westin Seattle, 1900 Fifth Avenue, Seattle, WA 98101

Monday, October 29, 2019, 1:20 p.m. to 5:00 p.m.

In attendance:

Frank K. Finneran	Chairman, WSCC PFD Board of Directors
Deryl Brown-Archie	Vice-Chair, WSCC PFD Board of Directors
Robert Flowers	Director, WSCC PFD Board of Directors
Susana Gonzalez-Murillo	Director, WSCC PFD Board of Directors
Nicole Grant	Director, WSCC PFD Board of Directors
Jerry Hillis	Director, WSCC PFD Board of Directors
J. Terry McLaughlin	Director, WSCC PFD Board of Directors
Denise Moriguchi	Director, WSCC PFD Board of Directors
Craig Schafer	Director, WSCC PFD Board of Directors
Jeffrey A. Blosser	President & CEO, WSCC PFD
Linda Willanger	Vice President – Administration / A.G.M, WSCC PFD
Jon Houg	Vice President – Operations, WSCC PFD
Chip Firth	Chief Financial Officer, WSCC PFD
Michael McQuade	Director of Sales, WSCC PFD
Krista Daniel	Director of Event Services, WSCC PFD
David Cononetz	Acting Director of Operations, WSCC PFD
Paul Smith	Director of Information Systems, WSCC PFD
Shannon Leahy	Director of Security & Public Safety, WSCC PFD
Daniel Johnson	Administrative Services Manager, WSCC PFD
Lorrie Starkweather	Assistant to the President, WSCC PFD
Michael Murphy	Project Coordinator, WSCC PFD
Loni Syltebo	Communications Specialist, WSCC PFD
Matthew Hendricks	General Counsel to WSCC, Hendricks & Bennett
Melinda Altamirano	District Manager, Sports & Entertainment, PNW Region, ARAMARK
David Dolquist	Executive General Manager, ARAMARK
Keith Hedrick	General Manager, ARAMARK
Rebecca Bogard	Government Affairs Consultant, Bogard & Johnson LLC
Fred Eoff	Financial Consultant, Public Financial Management, LLC
Tom Norwalk	President & CEO, Visit Seattle
Ali Daniels	SVP / Chief Marketing Officer, Visit Seattle
David Blandford	Vice President – Communications, Visit Seattle
Kris Cromwell	Vice President – Finance, Visit Seattle
Troy Anderson	Director of Sales, Visit Seattle
Patrick Smyton	Senior Director - Convention Strategy, Visit Seattle
Sean Fulton	Applied Wayfinding
James Henderson	Applied Wayfinding

Matt Rosauer	Pine Street Group
Jane Lewis	Pine Street Group
Arnetta Libby	Pine Street Group
Jason Foley	Pine Street Group
Brenda Baxter	Pine Street Group
Deborah Ross	Pine Street Group
Chris Eseman	LMN Architects
Lori Naig	LMN Architects
Margery Aronson	WSCC Addition Art Advisor
Cathy McClure	WSCC Addition Collaborating Artist
Cath Brunner	4Culture
Rebekkah Sant	Technical Supervisor, PSAV at The Westin Seattle

A. Chairman’s Welcome

At 1:20 p.m., Board Chairman Frank Finneran welcomed attendees to the WSCC PFD Board of Directors Strategic Planning Meeting and provided an overview of the schedule and agenda. The Chairman reminded the group that as a quorum of Directors were in attendance, the meeting is considered a “special meeting” under the Open Public Meetings Act. Mr. Finneran advised that there would be no public commentary nor Board actions, other than the action items listed on the agenda, taken at the Retreat meeting. Any decisions other than the action items listed on today’s agenda would be moved to the November 26, 2019 Regular meeting of the WSCC PFD Board.

Mr. Finneran paid tribute to Mr. James R. Ellis, Chairman Emeritus of the WSCC Board, who had passed away at the age of 98. Mr. Ellis had a long-lasting relationship with the Convention Center, having been involved in the planning and construction of the existing facility, and the work required to get the project off the ground and underway. Mr. Ellis was instrumental in many ways in the success of the WSCC. Mr. Finneran and other members of the Board shared stories of their personal and business interactions with Mr. Ellis over the past 35 years. Discussion of building areas named in Mr. Ellis’s honor occurred. A moment of silence was given in Mr. Ellis’ honor. May he rest in peace.

Mr. Finneran introduced Ms. Diane Holliday Germain, General Manager of The Westin Seattle. Ms. Germain welcomed the WSCC Board and attendees to the hotel and extended her wishes for a successful meeting.

Retreat attendees introduced themselves and noted their relationship to WSCC.

B. Action Items for Board Approval:

1. Ratification of Additional Facility Project Contract List, October 2019
2. Approval of Additional Facility Project Draw Schedule #59 (October 2019)

Mr. Finneran presented the two action items to the Board. The Additional Facility Project Contract List for October and the Additional Facility Project Draw Schedule #59 (October 2019) had been sent to the Board for review prior to today’s meeting.

Mr. Hillis made a motion to approve the Action Items as presented. Ms. Brown-Archie seconded and the motion was carried by the unanimous affirmative vote of all Directors present.

C. Naming / Branding Discussion (Marketing Committee)

New Arch Exterior Signage:

Mr. Schafer, Chair of the Marketing Committee, introduced Mr. Sean Fulton and Mr. James Henderson from Applied Wayfinding, WSCC’s signage/wayfinding consultants. Mr. Fulton and Mr. Henderson provided some background information on Applied Wayfinding, information on the project to date and what the next steps are for moving forward with Phase 1 and Phase 2 of the

signage/wayfinding project. A presentation of the building and façade signage was provided, along with some information on proposed wayfinding options for WSCC. Phase 1 timeline outlined from start date (kick-off site visit) in August through to tentative delivery date by Q3 2020, dependent on approvals to proceed being received by end of November. Classification of sign types, location of signs, and a sign-by-sign overview of proposed signage were provided. The address configurations for the buildings were discussed. Both the main building and the Conference Center will now be the Arch building, with specific addresses listed at entry points. The lettering will be 3-dimensional to have depth to it and stand out against the concrete façade of the building; lettering for Seattle Convention Center in “white” with Arch in “black” – both to enhance legibility. Seattle Convention Center signage would be illuminated at night for visibility, and Arch would be halo-illuminated to receive a sophisticated “glow” feature. All the signage for garage entrances will be part of Phase 2. Ms. Gonzalez-Murillo asked about the signage at the front of the main building and whether the sign was ‘hanging’ or attached to the building, and if there will be other signs showcasing our current events and our retailers visible from the exterior of the building. Mr. Blosser advised that there may be digital boards on the columns at the front of the building in order that we can showcase what’s happening in the building and to ensure we advertise our retailers in the building as an option we are reviewing.

Ms. Grant recalled a conversation with the Marketing Committee about the establishment of a new logo and that it would utilize a color palette of different turquoises and teals. As there are none of these colors in the exterior signage presented, Ms. Grant asked if the colored logo was scrapped, or is it just not being used for the exterior signage but will still be used on swag and what-not?. Mr. Blosser advised that, for the exterior signage, the approved logo colors don’t show up as well, but the pallet for the logo brand will be utilized on the Center’s collateral materials such as letterhead, website, business cards, marketing materials, etc. Mr. Blosser advised that, from the signage standpoint, it made more sense to go with this timeless look and let the signage stand out. The samples of the signage using colors did not show up as well as this current white and black theme, and we wanted to be consistent with the Summit building relative to how the two buildings play together.

Mr. Finneran requested to know if staff and Applied Wayfinding have coordinated the specifications of the proposed Arch exterior signage, as to the fonts, materials, sizes, etc., with the Summit? Mr. Blosser advised that the Summit signage information was received from the Summit team. Discussion was held regarding the gray or silver or metal coloring of this and Summit signage. Mr. Rosauer advised that the Summit signage is stainless, with a question being asked if it was ‘brushed’, ‘polished’ or “patina”. Mr. Eseman advised that the font presented matches Summit. Mr. Fulton advised that the white of the proposed exterior signage is made from opaque plastic, and the black lettering is painted. Discussion occurred regarding the use of the white lettering against the concrete (gray) color of the Arch building, with Mr. Blosser and Mr. Schafer commenting that the backing of the concrete is not conducive to a gray or stainless lettering, as neither would be legible. The white allows the signage to have contrast and readability up close or from a distance. Mr. Finneran reiterated that the signage for both buildings, Arch and Summit, ought to be coordinated so as not to be different. Mr. Blosser advised the gray of the Summit signage will not stand out on the concrete, and Mr. Schafer stated it is the backing we are dealing with in terms of being conducive for either color. Further discussion took place regarding the color and material differences for the signage. Mr. Eseman acknowledged that the background colors of both buildings are quite different. Mr. Finneran asked Mr. Eseman if the difference in the two buildings’ background colors justifies a change in the basic color from his point of view, to which Mr. Eseman responded “no”. Mr. Finneran stated he is not tied to the stainless finish on the signage, however wished to have the architects’ endorsement with regards to the proposed exterior signage from an architectural standpoint as the two buildings are completely different, architecturally and in a variety of other ways. Mr. Blosser stated that, to the Chairman’s point, he agrees that the two

buildings are different, and the font size, style, etc. of the exterior signage of both buildings should match as much as possible, in order that no matter where people are going, they will see the same type of signage and know they are at Seattle Convention Center campus.

Mr. Blosser spoke to the address signage and the placement of same at the individual building entrances, with signs on the buildings, on glazing, and on the canopies. Discussion occurred with respect to the sizing of the signage and the placement, with Ms. Brown-Archie advising the current signage can be confusing and asked if the new signage be consistent to assist with people finding the right building for their events. Mr. Blosser replied that the team is working to find the biggest contrast possible so that addresses are visible as people go by either on foot or in vehicles based on background colors and environment.

Mr. Blosser advised that, if the Board is comfortable with the proposed signage other than the changes we've talked about confirming with the architects, staff and Applied Wayfinding would like to finalize this phase of the project to bring back to the Marketing Committee in November in order that we can get started with the contractor. In November we can answer some of today's questions and go through the Marketing Committee, with the intent to bring a recommendation to the full Board at the November Board meeting to stay aligned with the decision-making process.

Ms. Brown-Archie inquired about electronic signage boards outside of the buildings to basically show what events are being held inside and wanted to know if this would be consistent with both buildings. Mr. Blosser stated that there are no plans at the moment for any digital signage at the Summit, and Mr. Rosauer concurred. Mr. Blosser said that at the Summit there will be more emphasis on retail signage as the retail outlets are visible from the outside of the building. Arch retail is all on the interior which makes it a lot more difficult to be able to showcase or let people know what services/retail outlets are located inside the building. The digital board signage being considered for installation on the columns at the front of Arch will help to guide people to the Arch building retailers. Mr. Blosser advised that the specific event information will be shown on the interior electronic signage in the buildings.

Ms. Brown-Archie wished to make it easier for an event/conference attendee to locate where they are supposed to be for their event. Mr. Fulton advised that Applied Wayfinding is working with LMN Architects and Studio Matthews to ensure there is a seamless transition between the two different buildings, and making sure that when you arrive to one of the buildings you understand that you are in the right place, or if you need to be at the other building, that the wayfinding just flows and there is a natural way to move between the two buildings. Applied Wayfinding has not had the opportunity to tackle all the questions asked today but will be working over the next three to four months to delve deeper into the wayfinding in Phase 2 of the project. Ms. Brown-Archie asked if this would be part of the interior wayfinding, as opposed to exterior, to which Mr. Fulton responded yes. Ms. Gonzalez-Murillo stated that discussion had occurred at a previous Marketing Committee meeting regarding the wayfinding apps such as Google Maps, Mapquest, GPS, etc. and how people will find the entrances of the buildings. Mr. Blosser advised that the team will ensure the wayfinding is in place so that the address(s) can be easily located at each building entrance having a unique identifiable address, for example if someone is searching for the Convention Center it shows as 705 Pike. The Arch building (former TCC) will be 800 Pike. Mr. Finneran requested to know if we have a way to deal with the address concerns, to which Mr. Blosser replied yes, we just need to establish the specific addresses, for both the Arch and Summit buildings.

Mr. McLaughlin and Ms. Grant asked if the timeline has been established for the roll-out of the new name of Seattle Convention Center for the convention center. Mr. Finneran advised that an exact date has yet to be determined and further discussion is necessary as there are political and public ramifications to the name change. Mr. Finneran feels it is necessary for the Board to select an ad hoc committee to assist with the establishment of an appropriate roll-out date. Mr. Finneran advised that Mr. Schafer, Mr. Blosser, Mr. Norwalk, Mr. Blandford, Ms. Bogard, and others from the

Marketing Committee may be the right people to work on this. Mr. Blosser stated that staff and the Marketing Committee have been working towards a roll-out date to coincide with the new brand launch. Mr. Blosser said with the detailed processes and procedures that go with the change in signage and installation, especially where it involves the freeway signage and the approvals of WSDOT and SDOT, this was deemed the first task. It is hoped that all the pieces can be put into play in a short period of time which would allow for the whole brand to be changed almost simultaneously, eliminating confusion for our clients, stakeholders, neighbors and visitors. Mr. Hillis asked if WSCC are coordinating with WSDOT and SDOT on the updated highway signs and Mr. Blosser replied that we are required to work with both entities. With WSDOT's requirements being limited in terms of the amount of signage we can utilize, the requirement for WSDOT / SDOT to do the installation of the signs, and the various documentation approval that is required, Mr. Blosser said it was important for us to begin the steps necessary with the state as soon as possible. Further discussion occurred regarding making a determination of other locations for highway signage, for example to route trucks from the marshaling yard on Martin Luther King Jr. Way to the loading docks at both buildings, and to minimize the impact of event attendee traffic in the downtown area.

D. Addition Overview

- Addition Update

Chairman Finneran asked Pine Street Group to provide a progress report on the Addition Project. Mr. Rosauer provided a general overview on the Addition project, with the intent of diving in deeper to Schedule, and ultimately ending with a presentation on Retail and an overview of the building with more focus on the ballroom and adjacent finishes by Mr. Eseman and Ms. Naig from LMN Architects.

Mr. Rosauer stated that the Schedule is tracking consistent with last month and tracking to end of November/early December. We are working towards a Temporary Certificate of Occupancy (TCO) in 2021, and a Certificate of Occupancy will likely fall later. PSG is working with the city to better understand the city's time limit on the TCO's. A time lapse video of the current construction site was shown to highlight the work underway to date. Mr. Rosauer advised that erection of the building's production steel has started. It began a week late but is anticipated to finish earlier than originally planned. While it is an 8.5 acre site, there is quite a bit of equipment and materials being staged which has been a concern as it relates to productivity. To help combat that, PSG has recently put in process a lease to rent the parking lot at the corner of 8th and Pine. PSG hopes to start excavation for the loading dock in the next 6 months. Mr. Rosauer said that former inhabitants of that piece of property appear to date back to the late 1800's to approximately the 1950's. A question was asked about the types of items being found on the site and Mr. Rosauer spoke to there being not much historical data available in the City records for this period of time in Seattle, and working to gain a better understanding of the foundations and structures that were on the site to better understand how they lived and who they were. The two primary areas of focus for the archaeologists are previous water wells and what they would call a "privy" (outhouse). When the privy hole would start to smell or become close to full, the people would put fill the hole with their trash, and that trash is of particular significance to the archaeologists. Mr. Rosauer advised that a plan is being developed to reduce operational or construction impacts if additional archaeological items are encountered on the north portion of the site.

Ms. Brown-Archie asked if any Indian artifacts have been found on site, and Mr. Rosauer responded that to date, no Indian artifacts have been located on site and although it is not expected to find any, but we clearly need to make sure that those items, if found, have extra importance tied to them.

Mr. Rosauer provided some worksite statistics:

- Currently over 200 people on site;
- Expected to grow to about 350 people on site;
- There are 18 sub-contractors on site;
- About 10,000 tons of steel currently stored up in Everett;
- Have 604 components of the roughly 2,300 components necessary for the exterior skin.

PSG continues to closely monitor sub-contractor capacity and an awareness of when we need people and how many it will take to get the work done.

Mr. Rosauer provided some ‘fun facts’ that are interesting to note:

- There will be 380,000 yards of dirt excavated from the hole.
- There is 95,000 yards of concrete (size of a football field 53’ deep), and 10,000 tons of rebar.
- 21,000 tons of steel, essentially 3 Eiffel Towers.

Also related to the Schedule regarding permits, there is one key permit still required as it relates to building the project and that is the plumbing permit. As mentioned previously, PSG had some design issues which caused a delay in the permitting process. PSG is working with King County to obtain a temporary permit. The Child Care documents are complete and PSG are waiting for the City’s approval of the letter of credit in order to complete this process. The Urban Design Merit component for the Summit art goes back to the Seattle Design Commission in Q1 of 2020. A question about steel was raised and Mr. Rosauer advised that there are a total of 6 shipments of steel; 3 shipments are onsite and the last shipment is scheduled to arrive in March. The steel prices are locked in, but PSG is still concerned about the repercussions of trade wars and are doing everything they can to get that steel State-side and ultimately erected as quickly as they can to hopefully mitigate any more uncertainty tied to it.

On Budget & Finance, Mr. Rosauer advised that the focus is still on costs and a number of outstanding project cost issues. PSG’s goal is to get those in hand, reviewed and back out in order that sub-contractors, contractors, and contracts are stabilized so that everyone knows where they stand. The team is committed to being caught up by end of November., and looking to get those resolved by December. There is currently \$29 Million in the project contingency.

Mr. Rosauer advised for Quality, the ballroom is the last outstanding issue needing to be resolved. Meetings have been held with Mr. Finneran and Mr. Blosser and PSG believes the requested refinements are in hand.

On Contracts, Mr. Rosauer advised that the Camlin has signed the agreement for lighting the building. PSG has been working with the Seattle Building Trades to update the parking plan for the onsite workers, and Mr. Rosauer believes this new agreement also meets with Mr. Blosser and WSCC’s approval. Ms. Gonzalez-Murillo asked if the number of construction workers fluctuate and will impact the amount of parking that they will use. Mr. Rosauer advised that the numbers will fluctuate based on the number of workers onsite. He explained that, as part of the Project Labor Agreement with the Building Trades, one component requires the WSCC to provide parking for the workers on site. There is a ramp up period of workers coming to site and then there is a peak period. We are currently in the ramp up. We expect to hit maximum capacity in approximately one year. As the maximum capacity peaks, WSCC will not be able to accommodate both those workers and the Convention Center business. As a result, an agreement has been reached with the Building Trades that they will park offsite when the Convention Center needs that parking for its customers.

- Review of Retail & Mixing Zone

Mr. Rosauer and Ms. Ross presented an overview of the WSCC Addition Retail & Mixing Zone Plan, and advised that the Retail includes approximately 21,000 square feet divided into 8 to 10 spaces and is intended to add energy and activity to the front door of the Convention Center; will consist primarily of restaurants and food service; aiming to appeal to the neighborhood

with the thought being if the locals like it, the convention center customers should like it; create an experience with potentially adding music and other entertainment; and with local, independent contractors. The Mixing Zone itself, is intended to be more of an historic or less-refined shoe box inserted into this modern state-of-the-art sophisticated Convention Center. The Mixing Zone sneaks underneath the more modern façade of the Convention Center and is primarily a wood façade which is unusual in the downtown retail. Two proposed spaces have Letters of Intent (LOI's) attached to them. There is a space intended to be a Market with two or more retailer that caters to the customers however does not have a street front connection. PSG is currently exploring a concept to have flex space between the 2 larger retail spaces to possibly have programmed entertainment a couple nights of the week, be it an acoustic guitar or something else. It is hoped that by creating these spaces it would add an energy to the area and local residents and workers would have an opportunity to spend some time after work and enjoy the space. Mr. Rosauer stated that one of the challenges/opportunities with the Mixing Zone space is a concern that the locals may not want to come to the Convention Center to hang out, and PSG is looking at ways to create the type of space and environment, perhaps with it's own branding (9th Avenue Market) and then have an opportunity to close off some of the volume and the light that may result from the Convention Center during the evening hours or when the Convention Center itself is not as occupied. Mr. Rosauer showed a screen design that would function as both a security barrier to keep people out of the Convention Center space and could be utilized to close off the Convention Center side and create more of an intimate space. PSG ideally wants to promote the energy around the edges to encourage the customers to enjoy the common areas as often as possible. Mr. Rosauer highlighted the retail space at Boren and Pine, referred to as the "Boren Beacon"; this space is cantilevered over I-5 and is intended to close the gap between Capital Hill and Downtown, and is envisioned to be a brew house or some other food & beverage business. Also highlighted were the Pine Street Walk Up spaces, approximately 300 to 600 square feet, and are seen as likely food & beverage – a way to promote the energy and activity on the Pine Street sidewalk. Ms. Gonzalez-Murillo advised she would like to see some type of ethnic food & beverage outlets in this space, similar to those businesses near the Amazon campus, that could possibly be put together by our contractor, ARAMARK. Ms. Ross advised that she envisions the purpose of the Pine Street Walkups is to activate the sidewalk on Pine, and to offer that 'quick bite' of food for convention goers and passersby who are in a hurry, and this potential mix of food styles could be a fit in the spaces. Ms. Brown-Archie asked if thought had been given to the types of Walk Up outlets that would complement the Paramount Theatre across the street. Ms. Ross advised that PSG is taking this into consideration as they go through the process and are thinking of restaurant options for theatre patrons to dine or have a drink before/after attending the Paramount, keeping in mind that the established food & beverage businesses in the area are very busy with theatre attendees. Ms. Grant asked if the retail leases are going to be structured similar to the current leases at Arch, who is the landlord, are the leases market rate, and is there any contractor acting as a go-between for the business operator and WSCC management? Ms. Ross advised that the Convention Center is the landlord, and that PSG is working to find tenants and helping with lease negotiations, but the Convention Center is the signing authority for the leases. Ms. Moriguchi asked if there has been any thought given to having some retail for convention goers to pick up gifts or Seattle/Washington State souvenirs to take home. Ms. Ross hopes to have a strong selection of retailers offering local 'everything' that can be purchased and feels the 9th Avenue Market would probably cover that. Mr. Finneran advised that the focus has been to activate the Mixing Zone with local representation, and to do that we've looked at price points in the middle to upper middle area rather than being too high or too low. We want the spaces to be comfortable and inviting, not off-putting or intimidating. Ms. Ross says they definitely want the customer to know they are in Seattle. Mr. Rosauer spoke about the space at Olive & Boren that will be the Convention Center's bakery, which will also offer items for sale. Mr.

Rosauer advised that Ms. Ross currently has a list of potential businesses for each Walk Up space and a schedule is being laid out on how we move from now to opening of the Summit. PSG is working towards having the retailers open to coincide with the first events to take place at Summit.

- Presentation on the Summit Building Interiors

Mr. Eseman and Ms. Naig provided an update on the Summit building interiors. The design team has been working closely with the contractor on priority items. Mr. Eseman provided a reminder that the color pallet ties together the exterior and interior of the building. There is a lot of transparency in this building so you'll experience the interior finishes even when you're outside. The materials are generally naturally finished and tie into the finishes to be contained in the Mixing Zone. Ms. Naig spoke to the types of finishes and described them as being developed with 3 basic ideas in mind: Warmth - and the use of wood strategically placed throughout the building in all different forms, with natural finishes to highlight the different species; Material & Craft – expressing the materials in their simplicity and with craft, how they go together and transition from one to another; and finally, Light – the use of light both external and from within to the outside. The building will transition from day to night, and when it is dark earlier in December people outside will be able to see inside and experience some of the interior finishes. Ms. Naig spoke to the significant use and showcasing of wood throughout the building, for example the ceiling in the ballroom, the ballroom prefunction space walls and ceilings, Signature meeting room, the Hillclimb and the Mixing Zone. Ms. Naig highlighted the palette for the Ballrooms and advised LMN has been working with Mr. Finneran, Mr. Blosser and Pine Street Group to get to these final decisions on materials. Terrazzo flooring is being utilized for the Prefunction space, with a small portion of carpet leading into the Ballroom. Mr. Finneran recalled having a discussion with Mr. Reddington about a change in this flooring from carpet to wood in the foyer. Ms. Naig advised that Mr. Reddington is still contemplating this item and Mr. Rosauer stated that this item is still under review and will be brought to the next Finishes meeting for Mr. Finneran's review/approval. Further discussion on the types of woods being utilized in the Summit building. Ms. Brown-Archie asked a question about the carpet, in particular in the Ballroom, and how the carpet patterning, the edges, and other color details are being coordinated. Ms. Naig gave some details regarding pattern size and how the patterning can be laid out in the immense size of the Ballroom, and the team's continued work to refine the finishes details. Ms. Naig commented on the significant use of light within the spaces, and the outside views from inside the building, as well as looking into the building from outside. There are some critical orientations in the building that will require sun control and the Ballroom is one of them and so there will be a sunshade as well as a black-out screen. The Hillclimb continues to amaze as it becomes a reality, and with its wood and glass features and the magnificent views will be a showstopper. The wood is thought to be the signature element at the entry to the meeting rooms.

E. Discussion of Addition Art:

Ms. Gonzalez-Murillo introduced Ms. Lewis, Ms. Brunner and Ms. Baxter. Ms. Lewis provided an update on the Summit Art Program, advising that there are multiple artworks in various stages of processes and approvals. An overview of the full program was presented, much of which has been shared with the Board over the past year, but this will provide the Board with a better sense for how all the pieces fit together, and that there is still a lot more to come. The intention is to have all the artworks in place when the Summit opens for business in 2022. There are 17 artists working on the projects presented today; all have been selected through open call and invitational processes. Ms. Lewis stated that it is a very diverse group of artists, with over half representing people of color. Almost all of the artists are from the Puget Sound area, and a few have national and/or international reputations, but many are emerging artists who are creating their first permanent public artworks

with the Convention Center commission. Ms. Lewis reminded the Board that the vision focuses on the cultural bounty of the Pacific Northwest and the transformation of the primary parcel where the Addition is rising. It's a place where for decades people just passed through on their way to someplace else and we are hoping through the Art Program that we will inspire people to pause, communicate and connect. The four areas of art that is being worked primarily in: Public Benefit Artworks, established during the work with the Seattle Design Commission (SDC); Urban Design Merit, that was also with the SDC process and is primarily functional pieces of the buildings can have a nice influence; King County Agreement Artworks, are the artworks that were part of the agreement with King County for the sale of Convention Place Station; and the Marketing Signature Artwork, is the wow piece that will provide a great marketing tool for the Convention Center. Ms. Lewis provided a breakdown on the Art Budget. The roles and responsibilities were presented, to show that the Art Advisors are the threshold for the program to help vet the processes, the artists and the concepts and participate in artist selection panels. The Board Art Committee members, WSCC staff and Art Consultants also participate with the Art Advisors and manage the resulting work. On the Art Advisors, the plans and approvals move to the Board Art Committee. In addition to guiding this work, these Committee members are also participating on artist selection panels. From the Art Committee, work progresses to the full Board where we have a two-step process: first with an art concept at about 30%, and then coming back to the Board for final approval. The WSCC Art Foundation is also being engaged in the project. Ms. Lewis and Ms. Brunner provided an overview/update of the different components and their artists:

- Public Benefit Artworks include Boren Avenue (Sheila Klein), Olive Way (Chris Jordan & Kenji Stoll), and Ninth Avenue & Pike Street (Pendulum, Christian Moeller).

- Urban Design Merit (the Graphic Doors and Walls at Boren/Olive Way/Terry Ave/Howell St.,) with artists Lauren Iida, Sheila Klein, Claire Cowie, Romson Bustillo and Ryan Feddersen.

Discussion occurred regarding the security of the artwork to be placed on the exterior of the Summit building and sidewalks, especially concerning the benches and water fountains, etc., and the destructive behaviors of some people in the Seattle area.

- The King County Agreement Artworks: CPS Interpretive Display (Kate Clark); The Pine Street Walk Ups (Robert Hardgrave, Maki Tamura, Ulises Mariscal, Satpreet Kahlon); and The Pine and Olive Entries

- 2-D and 3-D Artworks – (Commissioned, acquired, loaned, donated, etc.).

Ms. Lewis advised that a set of priority interior locations has been identified for artwork. These areas have been selected because of their high visibility, both within the building and a lot of them are visible from the exterior of the building. We have made sure to avoid circulation issues, wayfinding signage, and areas where conventions would want to display. These are locations for 2-dimensional and 3-dimensional artwork, as well as some casework. The Art Committee has approved locations. WSCC currently has a roster of approximately 100 artworks that it owns, that it loans, or that it has in process.

- Additional items in the King County (\$4.6 Million) Artworks:: Pine Street Sun Garden; Potential Artist in Residence

- Marketing Signature Artwork (Artist: Dale Chihuly)

Ms. Lewis asked Ms. Aronson to provide an explanation of the Marketing Signature Artwork. Ms. Aronson advised that last spring, Chairman Finneran directed the Addition Art team to begin working with internationally renowned artist and Tacoma native, Dale Chihuly, to create a signature artwork for the Addition in a highly visible location to engage meeting attendees and the public. The goal for this Board-driven initiative is to develop an iconic artwork that is quintessentially Seattle and that provides a wow factor identifier for the Summit, that WSCC and Visit Seattle can utilize in marketing and promoting the Addition and the Pacific Northwest for national meeting planners. In July, our team met at LMN with Dale Chihuly and his team

from Chihuly Studio and we established a location above the Flex Hall level for a 40 to 50' tall commissioned suspended sculpture. It is to be sited at the foot of the escalator core, centrally located, and will have perspectives from lots of different places. Since that meeting, the Art team met with LMN, MKA, and Chihuly to address structural considerations, lighting and operational issues for the artwork. PSG, WSCC and our attorneys at Foster Garvey have been engaged and working with Chihuly Studio on design, commission and copyright agreements. As of today's date, these agreements have not yet been signed, but we are optimistic. Dale Chihuly and his studio team are actively involved with research and development and requisite creative processes for this Addition commission of a legacy Chihuly sculpture. We expect to share Mr. Chihuly's initial presentation before year end.

Discussion took place with respect to installation requirements for the hanging sculpture, as well as cost of the commission. Ms. Aronson advised that the 'not to exceed' number is \$2Million which includes everything – installation, engineering, lighting, everything. Ms. Gonzalez-Murillo reiterated the importance of a signature piece of artwork for the Summit building and that Dale Chihuly's work is known throughout the world. This piece will be customized specially for the Summit location and will be truly a legacy piece for Mr. Chihuly.

- F. Chairman Finneran presented closing remarks for the first day of the Board of Directors Strategic Planning Retreat, and thanked Board, staff, contractors and guest speakers for their contributions to an informative afternoon. Mr. Flowers made a motion to adjourn and Mr. Hillis seconded. Meeting concluded at 4:52 p.m.