

MAKING A
GREAT PLACE
TOGETHER

In this issue...

Charter Now	2
Member Profile	2
Events & Happenings	3
Board of Directors	3
Member Meeting	4

Welcome New Members!

- Deano's Greek Deli
- Diverse Employment, Inc.
- JPC Architects
- The Staubach Company
- Trinity Real Estate
- Wasatch Property Management
- Washington State Rep. Fred Jarrett

For a complete listing of members, visit bellevuedowntown.com.

Membership Drive Kicks Off!

By Charlie Hafenbrack, GLY Construction, Former BDA Chair & Board Member

At our April Board of Directors Meeting, we launched a New Membership Drive, with a goal of making the BDA even more relevant and effective, with broader participation from businesses in the downtown core. With your help we can make this a great success!

Having completed the hard work on branding and strategic repositioning, our organization is stronger than ever. We are focused on a newly defined mission and vision which will define the organization's role in leading downtown's continued evolution.

You can help us achieve our goals:

- Look through your contacts and think about who should belong (you can visit the "About the BDA" tab on our website to view a list of current members).
- Join our New Member Task Force to help drive this effort.
- Familiarize yourself with our updated Mission and Brand Values (available on the newly re-launched website, www.bellevuedowntown.com)
- Share the benefits of membership in the BDA with others (see adjacent list).

Contact Leslie Ota at 425-990-3095, with contacts, suggestions, or to get involved.

A Word From the President

March was a milestone month for the BDA, as we unveiled our new identity at our 29th Annual Celebration, an evening made memorable by the dry wit of Sue Baugh and Bob Wallace. You'll notice we are now using our new identity and updated format in our newsletter. Next we move forward on this platform to grow the organization. In this issue, we hear from Charlie Hafenbrack about our New Membership Drive. The spirit of "Making a Great Place Together" calls for Board members, members and staff to build the Bellevue Downtown Association together. We hope everyone will join in making this effort a success.



Also in this issue you will find an update from our Chair, Sue Baugh on an upcoming ballot measure that is absolutely critical to the future of Bellevue. The Charter Now initiative on the May 20 ballot could completely change Bellevue's form of government. We urge our members to vote against this drastic measure.

Check out our events lineup – we've got an exciting Member Meeting May 2nd, and of course, we are enjoying our Bellevue Live Jazz Series complete with wine and food tastes along with the music. Happy Spring!

--Leslie Lloyd

Member Benefits

- Protect and enhance your investment
- Participate in economic development initiatives
- Have a voice among business and civic leaders
- Contribute to shaping the future of downtown
- Network with community leaders
- Keep informed about "what's happening" downtown
- Provide a venue for your company and employees to give back to the community
- Elevate your company's visibility through sponsorship of meetings and events
- Showcase your commitment to the Bellevue community
- Receive a directory of BDA members

Contact Us

Leslie Lloyd, 425.990.3096
President
lesliel@bellevuedowntown.org

Leslie Ota, 425.990.3095
Vice President
leslie@bellevuedowntown.org

Robert Glann, 425.990.3097
Director, Transportation Services
robert@bellevuedowntown.org

Darbie Kirk, 425.453.3110
Events Manager
darbie@bellevuedowntown.org

Jessica Shambora, 425.453.3113
Communications Coordinator
jessica@bellevuedowntown.org

Barbara Hinz, 425.453.1223
Office & Member Manager
barbara@bellevuedowntown.org

Justin Howley, 425.990.3098
Transmanage Coordinator & Web Administrator
justin@bellevuedowntown.org

Alison Crosier, 425.460.5712
Transportation Services
acrosier@msn.com

Cookie Schlocker, 425.453.3114
Bookkeeper
cookies@bellevuedowntown.org

“If it ain’t broke, don’t fix it.”

by Sue Baugh, Staubach Company, BDA Chair

This old saw fits perfectly when considering the proposal before Bellevue voters May 20 to choose (or defeat) a Charter process for Bellevue. The Board of Directors recently voted to oppose this measure because, contrary to the Charter campaign rhetoric, it would not produce a ‘better Bellevue.’

Quite the opposite. Consider, for example, the claim that dividing Bellevue into districts would mean more direct representation for neighborhoods. There are over 50 active neighborhood associations in Bellevue – is a 50-member Council being proposed? If not, which neighborhoods will be left out? Right now, our at-large system means that all seven Council members have to work together for what’s best for Bellevue. Where they happen to live means nothing.

Consider the pitch for a directly-elected Mayor. We assume this means a full-time position, with supporting staff. Expect a rift in leadership with the rest of the Council, and for every decision to become politicized. You only need to look to Seattle or Redmond for the politics that come with a strong Mayor/Council form of government.

What scares us about the Charter process is the uncertainty. Proponents may espouse the virtues of district elections and a city-wide Mayoral election. But in truth, they could create any number of results, all of which will probably increase the size of government. The logical conclusion on how to pay for that is by increasing taxes. Bellevue has led the way by holding to a single, 2% property tax increase in the last decade. We should cheer our city government for their restraint – not toss it out and start over.

It’s also scary to realize that one must vote to keep the status quo. A simple majority of yes votes on May 20 will start the Charter process. We need all Bellevue voters who are satisfied with our city – and we know that the vast majority is satisfied (over 75% in some surveys) – to do the same. There’s too much at stake here to sit on the sidelines.

Bellevue succeeded over its first 50 years because of professional, smart, and progressive City management. We have strong, healthy neighborhoods to be proud of. We have a vital local economy, good schools, and emerging arts and cultural organizations. We have stable (even declining) property tax rates, and the highest municipal bond rating available in the marketplace. Bellevue also has maintained a wise ethic of planning for the future, even when planning ahead is unpopular with the anti-growth forces behind this process. It’s not perfect, but it certainly ‘ain’t broke.’

On May 20, we urge our members who are Bellevue voters to vote NO

A Conversation with Richard Leider, President, Trinity Real Estate

by Jessica Shambora, BDA Communications Coordinator

While best known as president of Trinity Real Estate, the company managing the development of Lincoln Square on behalf of Lend Lease, Richard Leider moonlights as co-owner of a popular fly fishing destination in the Yakima Canyon, Red’s Fly Shop.

In February of 2002, Leider and friend Steve Joyce purchased 70 acres of property on the Yakima River just south of Ellensburg, the only private property in the center of the canyon, containing the only section of Blue Ribbon trout stream in Washington. The Blue Ribbon distinction is awarded only to the most excellent fisheries, and Leider attributes the superiority of this section of the river to the reliable, arid weather of the Yakima Canyon. The property includes a campground, cabins, convenience store and fly shop and offers boat rentals and fishing guides. Leider and Joyce also have plans to develop the property into a resort, Canyon River Ranch. To find out more and view photos, visit www.redsflyshop.com. Leider got into fly fishing about ten years ago when he just decided to give it a try. Today he describes Nirvana as being “knee deep in a trout stream.”

Spending his early childhood in the Midwest, Leider probably never imagined that he would one day become the proprietor of a fly fishing resort. Born in Ohio, he moved to Seattle at the age of eight. He received both his undergraduate and graduate degrees from the University of Washington, and returned to school to do post graduate work at Oxford during his sabbatical in the summer of 2000. Leider has also lived abroad in Saudi Arabia and the Bahamas and did a stint in the San Francisco Bay Area. He moved to Bellevue in 1987 and currently resides in Beaux Arts Village with his wife and four children (his two oldest sons are already avid fly fishermen).

Leider’s professional career mirrors the diversity of the many places he has called home. He began his career in the oil industry, working for ARAMCO and Chevron, then moved into management as Director of M&A for a “boutique” investment banking and management firm. Prior to founding Trinity Real Estate, Leider served as the regional Vice President for Spieker Properties, responsible for the company’s investment and development activities in Washington and Idaho.

Leider has been on the Bellevue Downtown Association board of directors for two years and believes the association is fundamental to the future success of downtown. “Downtown Bellevue is at the beginning of its next evolutionary cycle. It is not simply a business center, as it has been historically and will continue to be, but it has the capacity for residential growth as there are more places to eat, shop and play,” Leider said. “Ten years ago, a night on the town meant going to Seattle. Now Bellevue is more convenient and preferred.”

Events & Happenings

STARBUCKS COFFEE AND
THE BELLEVUE DOWNTOWN ASSOCIATION PRESENT

bellevue downtown's after hours live jazz series

Wednesday, May 7
Bellevue Art Museum
510 Bellevue Way NE
Nadine Shanti, pop jazz R&B

Wednesday, May 14
Civica Office Commons
205 108th Ave NE
*Cheryl Serio, '60s pop jazz
vocalist*

Wednesday, May 21
Key Center
601 108th Ave NE
*Two Scoops Combo, boogie
woogie swing*

Wednesday, May 28
The Summit
10885 NE 4th Street
*Janis Mann, dynamic jazz
vocalist*

A unique series of seven free evening concerts, connecting downtown Bellevue's growing business and residential communities. Enjoy wine tasting and a sampling of downtown restaurant cuisine amidst the sounds of top local jazz musicians at our upcoming May concerts.

Partners in Planting Program

The City of Bellevue Parks and Community Services Department seeks sponsors to support the citywide flower program. Opportunities are available for several high profile planting beds at key downtown locations. Contact Pat Harris at 425-452-6855 for more information.

Access Downtown Update

Interstate 405 and Northeast Eighth Street will be closed at night during two weekends and possibly two additional weeknights in late May or early June. For details, go to www.AccessDowntown.com.

Bellevue Downtown Spring Issue!

Check out the newest issue of *Bellevue Downtown*, your guide to "what's happening" downtown! Also visit bellevuedowntown.com, for an in-depth online version of this publication and a comprehensive downtown event calendar. The summer issue of *Bellevue Downtown* will focus on restaurants and nightlife and include the first-ever Downtown Dining Guide! If you are interested in advertising in *Bellevue Downtown*, please call Leslie Ota at 425-990-3095.



PSE Energy Conservation Quick Tip

Less frequently used equipment with remote controls such as televisions and VCRs should be unplugged when not in use because they still use some power even when turned off. For additional details, log on to www.pse.com or call PSE, 1-800-562-1482 (option 1).

Seeking Family 4th Sponsors!

The Bellevue Family 4th is the most recognized 4th of July event on the Eastside, with over 35,000 attendees. The event features children's activities, entertainment, food, and the Northwest's only laser light and fireworks display, synchronized to a live performance by the Bellevue Philharmonic. Be a part of this community celebration!



• Top Level Sponsorships: \$10,000, \$20,000 & \$40,000

Includes primary visibility via all marketing and advertising for the event (TV, newspaper, radio, marketing collaterals, PR and on site); logo recognition on 30,000 postcards; all sponsor benefits listed below and more.

• Official Fireworks Sponsor: \$5,000

Two onsite banners; sponsor recognition by MC prior to fireworks display; recognition in media correspondence; logo ID on event t-shirts; ten VIP passes to hospitality area.

• Hospitality Sponsors: \$300-\$2,500

Includes VIP passes; event shirts; recognition in BDA newsletter and on bellevuedowntown.com.

For a detailed proposal or for more information call Leslie Ota at 425-990-3095.

CHAIR
Suzanne Baugh
The Staubach Company

IMMEDIATE PAST CHAIR
Charles Hafenbrack
GLY Construction

TREASURER
Dennis Conrad
Sweeney Conrad

PRESIDENT
Leslie Lloyd

2003
Board of
Directors

Leo Backer
Washington Partners
Richard Bangert II
PACCAR Inc.
Stephen Burnett
U.S. Bank
Arlan Collins
CollinsWoerman
Patricia Daleo
Equity Office
Tim Dore
Bellevue Plaza
Janine Florence
Property Development Corporation
Alan Fulp
Charter Bank
Kemper Freeman, Jr.
Kemper Development
Gerry Geron
Mulvanny/G2 Architects
Ken Graham
Overlake Hospital
Stacy Graven
Meydenbauer Center
Ralph Iboshi
KPFF Consulting Engineers
Dan Ivanoff
Schnitzer Northwest
Ross Jacobson
Williams Kastner & Gibbs
Warren Koons
Davis Wright Tremaine
Bill LaPatra
Zimmer Gunsul Frasca
Richard Leider
Trinity Real Estate
Marc Neumann
Kaylen Investment Company
Jim Peoples
KeyBank
Lisa Picard
Hines
William Pollard
Pacific Real Estate Partners
Grant Ringel
Puget Sound Energy
Ron Rauch
Clark Nuber
Lisa Rowe
Bentall Capital
David Schooler
Sterling Realty Organization
John Su
Su Development
John Valaas
First Mutual Bank
Stu Vander Hoek
Vander Hoek Corporation
Joan Wallace
Wallace Properties
Jack Wiser
Bank of America

500 108th Avenue NE, Suite 210
Bellevue, WA 98004

Bellevue Downtown Association Mission:

To lead the continuing evolution of Downtown Bellevue as the economic and cultural heart of the Eastside.

May Membership Meeting
City Happenings: A Conversation about Exciting New Initiatives

Friday, May 2, 2003
Noon – 1:30pm
Meydenbauer Center
11100 NE 6th Street
Downtown Bellevue

Presenting Sponsors:



Auction Sponsor:



Join us to hear from our city council and city manager about new initiatives and issues the city is working on such as economic development, Charter Now, regulatory reform, and regional transportation. The speakers will also address the BDA's long held Civic Center vision for the east end of downtown. Attendees will have the opportunity to provide input to the City Council on the design and re-use options for the city's new downtown building.

To register, email barbara@bellevuedowntown.org, call 425-452-1223, or visit www.bellevuedowntown.com.

***Special Auction at May Member Meeting!**

Don't miss your chance to bid for a Deluxe Ski Vacation, courtesy of Harbor Properties and Alaska/Horizon Airlines, for two at Schweitzer Mountain Resort including two tickets for round-trip travel between Seattle and Spokane, two days of skiing or snowboarding, rental equipment and lessons as well as two nights accommodations at the newly renovated Selkirk Lodge. Winners will also enjoy a personal tour of the mountain before the crowds! Proceeds go to support Downtown Bellevue Events Fund.