

CITY OF BELLEVUE
SPECIAL EVENTS COMMITTEE
MEETING MINUTES

May 8, 2025
8:30 a.m.

Bellevue City Hall
Virtual Meeting

MEMBERS PRESENT:

Susan Freeburg – Parks
Rick Bailey – Parks
Kyle Nelson – Fire
Robert Spingler – Police
Casiano Atienza – Transportation
Christopher Rivera – Transportation
Neal Christiansen – Community Representative - East
Bellevue
Laurie Scott – Community Representative - Downtown
Mike Ogliore – Business Representative - Downtown
Meredith Langridge – Event Promoter, Position 1
Lizzette Flores – Community Development
Eric Stewart – King County Metro
Mia Davison – Development Services

OTHERS PRESENT:

Emily Martella, Parks; Ariel Yat Ming Kam, Stella Guo, Impact for Youth; Maggie Whittemore, Fire; Bethany Kogut, Utilities; Robert Whitehead, King County Metro; Camilo Penuela, King County Metro

RECORDING SECRETARY: Gerry Lindsay

1. CALL TO ORDER

The meeting was called to order at 8:31 a.m. by Chair Freeburg who presided.

2. COMMUNICATIONS: Written and Oral - None

3. APPROVAL OF AGENDA

A motion to approve the agenda was made by Laurie Scott. The motion was seconded by Meredith Langridge and the motion carried unanimously.

4. APPROVAL OF MEETING MINUTES

A motion to approve the April 10, 2025, meeting minutes as submitted was made by Laurie Scott. The motion was seconded by Neal Christiansen and the motion carried unanimously.

5. COMMITTEE REPORTS

❖ Routing and Location Subcommittee Report

Christopher Rivera reported that the subcommittee met to discuss several events, including International Day of Yoga, Night Market, Pacific Northwest Youth Expo, and Flavors of India event. New traffic control plans were discussed related to route adjustments for Flavors of India and there was consensus on extending the existing route rather than creating an entirely new one. Also discussed by the subcommittee were the Chamber Music in the Park and Downtown Movies in the Park events. Transportation, Fire, and Police representatives met to discuss the Bellevue Family 4th event to discuss traffic control. Some minor corrections and changes were highlighted, but no major issues were reported. A security meeting was also recently conducted.

6. OLD BUSINESS - None

6. NEW BUSINESS

❖ 2025 Applications of Intent

A. Fiesta del Maiz

Chair Freeburg noted that the Fiesta Del Maiz event is set for its second occurrence at Crossroads Park on September 27 from 11:00 a.m. to 5:00 p.m., with around 500 attendees expected.

Rick Bailey pointed out that an additional event, the Washington State Martial Arts Festival, is scheduled for the following Monday, September 29, which is expected to have a thousand attendees. Emily Martella confirmed that the Martial Arts event is actually scheduled to occur on September 20, which leaves a week between the two events, alleviating any site preparation concerns.

A motion to approve the date, time and location for the Fiesta Del Maiz event was made by Laurie Scott. The motion was seconded by Kyle Nelson and the motion carried unanimously.

B. Impact for Youth

Chair Freeburg said the children's business fair event is planned for a Thursday in Downtown Park. The new event is sponsored by the Be Bold Girls organization.

Ariel Yat Ming Kam said Be Bold for Change is a non-profit organization dedicated to supporting and empowering women to make changes and to help close the gender gap. Be Bold Girls is the youth branch of the organization. The Impact for Youth Fair is designed to give young people opportunities to showcase their creative projects, sell products, promote charitable initiatives, and recruit volunteers. The event will include live demonstrations and performances by young artists, dancers, and musicians, along with informational panels featuring industry experts and nonprofit leaders. The objectives include fostering community togetherness, civic engagement, and providing essential experiences for youth. There will be some 30 booths and up to 300 attendees.

The event will begin with setup supported by youth volunteers. A few hours before the event there will be an interview session with a panel of accomplished business and other organization leaders who will share their experiences and lessons learned from their creative journeys. Following that, the booths will open to the general public. Music and performances are slated to occur throughout the duration of the event. The target event date is July 17, but that is still to be determined based on the recruitment process and successes in garnering sponsorships.

The event will be entirely organized and managed by youth volunteers, and will be focused especially on empowering underserved and special needs communities. The event will provide a perfect opportunity for young students to invest their time and gain experience from projects that will give back to the local area.

Ariel Yat Ming Kam sought approval for the event venue, financial support through grants to maintain accessibility for all socioeconomic groups, and assistance with spreading awareness to maximize participation. The anticipated outcomes from the event include enhanced civic involvement, community goodwill, and youth empowerment.

Rick Bailey asked for details related to the provision of food at the event. Ariel Yat Ming Kam explained the aim is to involve local businesses in providing sponsored refreshments or pre-prepared food. There will not be any food cooked on site.

Chair Freeburg asked if food will be for sale, and Ariel Yat Ming Kam clarified that food would not generally be sold unless it was specifically part of a youth vendor's business initiative.

Maggie Whittemore asked about the performance stage planned for the event. Ariel Yat Ming Kam said the size of the stage is still to be determined. Maggie Whittemore explained that stages larger than 400 square feet require additional permits, and suggested using a stage under that size for budget efficiency. Kyle Nelson added that a commonly used stage size is 384 square feet.

Meredith Langridge complimented Ariel Yat Ming Kam on an impressive and articulate presentation and then suggested two good sponsors for the event would be Matcha Magic and Coffeeholic.

Meredith Langridge asked for more information about the types of entertainment that will be on the stage at the event. Ariel Yat Ming Kam responded by clarifying that the entertainment will consist primarily of youth performances, including dance groups and possibly singers. Additionally, music will be playing throughout the duration of the event. The informational panel discussion involving local business leaders will be separate and will target the booth participants and other interested attendees seeking insight into entrepreneurship.

Neal Christiansen asked how firm the organization is about the July 17 date, noting that a comment was made earlier about the date being tentative. Ariel Yat Ming Kam explained that securing the venue and financial grants are the current priorities; once confirmed, the date will be finalized.

Chair Freeburg clarified that July 17 is the only date available at Downtown Park, so that is the specific date under consideration for the Committee's approval.

Single family asked about the expected 30 vendor booths and asked if there will be tents for each. Ariel Yat Ming Kam said there will be tents, chairs or tables for the vendors and the organization is looking for a company to supply them. If funding proves insufficient, vendors might need to supply their own.

Kyle Nelson stressed that all tents used must meet NFPA 701 fire safety standards, adding that the requirement will be explicitly stated during the Eproval process.

Meredith Langridge suggested to Ariel Yat Ming Kam that the vendors might want to consider

providing their own tents, which is a common practice for experienced event vendors. Ariel Yat Ming Kam voiced appreciation for the suggestion but emphasized that the organization is committed to accessibility, and recognized that young vendors might lack the necessary resources to provide their own equipment.

Casiano Atienza also commended Ariel Yat Ming Kam on the presentation. With regard to transportation, it was explained that although the projected attendance of 200-300 people is generally below the threshold requiring a formal parking plan, it would still be advisable to prepare contingencies should attendance exceed the expectations. There should be contingencies in place to accommodate any overflow parking arrangements. Attendees cannot park at the mall without explicit permission and the appropriate documentation.

Chair Freeburg added that the Parks Department standards differ slightly and likely will require a parking plan due to the anticipated number of attendees, even if Transportation's threshold is not reached.

Chair Freeburg clarified the role of the Committee in the event approval process, noting that the responsibility of the Committee is limited to approving the date, time, and location of events and ensuring compliance with city safety and permitting requirements. Matters concerning grants and event publicity are managed by other departments. Emily Sherman is the person to reach out to with any questions about grants. While the city provides basic calendar listings for events, any broader publicity will have to be pursued independently through external channels or connections.

Stella Guo asked for further clarification about the permit costs and the special event permit requirements based on the projected attendance numbers. Chair Freeburg explained that the Committee will discuss the event and make a determination as to whether a Special Event Permit is necessary considering all the factors. There will be costs associated with the park space rental and permits for tents or stages, if applicable. All of the details will be clearly communicated once the Committee makes its determination.

Chair Freeburg suggested to the Committee members that the event should go through the Committee given the number of booths. Previous youth business fairs with similar booth numbers were required to obtain a Special Event Permit due to the anticipated impact on the park.

Rick Bailey voiced the opinion that due to the significant number of vendor booths, the presence of a stage, and the requested electrical hookups, it would be appropriate for the event to undergo the formal special events permitting process. Kyle Nelson concurred.

A motion to approve the date, time and location for the event was made by Kyle Nelson. The motion was seconded by Rick Bailey and the motion carried unanimously.

Neal Christiansen asked if the Committee needed to vote separately on the decision to require a special events permit. Chair Freeburg clarified that both Parks and Fire had already determined that a special event permit would be necessary, so a separate vote on this issue was not needed.

Neal Christiansen also asked if waiving the permit fee for the event is an option available to the Committee. Chair Freeburg said that option is not available to the Committee. The event organizer has, however, applied for city grant funding, which, if granted, would cover the event-related costs, including any associated fees.

❖ Post-Event Evaluation

A. All In for Autism

Chair Freeburg noted that the event was held on April 27 at Downtown Park. The event successfully expanded by thirty percent compared to the previous year and proceeded without significant issues. Load-in, load-out, parking, pedestrian management, shuttle service, and overall safety were reported as effective and well-executed. The organizing group was commended for its proactive approach and cooperative relationship with city staff.

Robert Spingler commented that a minor issue occurred regarding late additions to the race; the unanticipated runners complicated reopening the roads. Chair Freeburg acknowledged the feedback as important for future planning to avoid potential safety risks.

Christopher Rivera echoed similar concerns, adding specific observations about traffic management conflicts related to church services occurring simultaneously with the event. Chair Freeburg recognized the recurring concern and recommended that the event organizers should proactively coordinate with the affected churches in future planning to mitigate such issues effectively.

❖ Comments/Follow-Up

Chair Freeburg emphasized the importance of actively engaging with the Eproval system. The Committee members were urged to regularly review event applications, provide comments, approve events, or request further information within the platform. Maintaining communication through the Eproval system is essential to streamline interactions and create a centralized information resource. If assistance is needed, or if there are any questions, Committee members should reach out to Emily Martella or Chair Freeburg.

7. NEXT MEETING

❖ June 12, 2025

8. ADJOURNMENT

Chair Freeburg adjourned the meeting at 9:12 a.m.