



Pike Place Market Preservation and Development Authority (PDA)

PDA COUNCIL MEETING MINUTES – January 26th, 2012

Council Members: Patrick Kerr, Matt Hanna, Gloria Skouge, David Ghoddousi, Ann Magnano, Bruce Burger, Bruce Lorig, John Finke, Gerry Kumata, Jill Andrews, Jackson Schmidt

Staff Present: Ben Franz-Knight, Ryan Yale, Teri Wheeler, Steve Nelson, Ryan Hostetler, Matthew Holland, Jay Shallow, Scott Davies, Marlys Erickson, John Turnbull, Jennifer Maietta

Others Present: Ernie Sherman

The meeting was called to order at 4:00 p.m. by John Finke, Vice Chair.

I. Administration

- A. Adoption of Agenda
The amended agenda was approved by acclamation
- B. Review and Approval of Minutes of December 15th, 2011
The minutes were approved by acclamation

II. Public Comment Including the Market Community

Mathew Steinbrueck commented on the concerns his own business and other tenants in the Market who have a problem with the yearly increase in rent that the PDA requires. He noted that the increase is unfair and would like the PDA to address this issue and explain the reason for the yearly increase, especially during the recession.

John noted that the issue of the cost of rent can be addressed through the Asset Management committee and added that it is a very important matter that has been and will continue to be addressed by the PDA.

Ben stated that the rent increase issue has been brought up by the Asset Management committee and the PDA Staff will return to the committee to address the policies and reasoning behind the annual rent increase including operations, maintenance, and the costs that the PDA incur.

III. Reports and Information Items

- A. Council Chair Report
The Council Chair was not present and his report will be postponed until the February Council meeting.
- B. Executive Director's Report
Ben stated that December was a very strong month for the Market, which includes the parking revenue and initial sales reports. He noted that the Hand Made for the Holidays and the parking promotion contributed to the positive revenue during the month of December. Ben stated that the electrical shutdowns in the Soames Dunn and Economy Building went very well in the first two weeks of January and both shutdowns were completed ahead of schedule. Ben commented on the remainder of the Phase III renovation and noted that the Stewart House work is advancing, all the demolition work is

complete, and the entire project will be completed by March. He added that the Soames Dunn seismic work will also be completed by March. Ben stated that the Waterfront planning efforts have been very productive during the initial meetings with JCFO and the ongoing design efforts of PC-1 and the connection to the waterfront has been received favorably. He added that the focus is now on the connection and fold, which should include a key component of the Market's residential housing. Ben introduced Kelly Lindsay as the new Director of Marketing and Programs. Ben noted that 2011 was a good, productive year with one minor exception of the underperformance of revenue from Residential Housing, which was entirely based on the renovation efforts. Ben updated the Council on the progress of the Preschool lease negotiations and he stated that all issues will be resolved shortly and that the Preschool will open their new facilities this Sunday. Ben updated the Council on the mobile application from MS/Bing, which will support the Market's vendors and wayfinding throughout the Market. He added that Bing will be doing this work free of charge.

C. Committee Chair Report

Bruce Burger stated that the Market Programs committee discussed the mission statement and ongoing responsibilities for the committee. He added that there is also a tentative calendar of issues that the Market Programs committee will follow and they will be discussing the Marketing Strategy in the upcoming months in conjunction with Kelly Lindsay.

D. Other Reports

Ben distributed a letter from Chryse LeBlanc, a city resident, who contended the issue of discontinuing her subsidized garage parking monthly rates. It was noted that the PDA does not offer any individuals subsidized monthly rates.

IV. Key Issues Presentation and Discussion:

A. 2012 Metrics for Success

Ben gave an overview of the 2012 Metrics for Success, which was one of five Strategic Issues that the Council wanted to address in 2012. Ben stated that the Metrics are made up of overall Council goals, the individual PDA department goals, and current metrics and new opportunities. The Metrics included Finance, Farm & Craft, Commercial & Residential Leasing, Marketing, Operations, and Social Services. Ben added that the metrics will allow us to further understand the nature of the Market in order to ensure the preservation of values, uniqueness, heritage, social, cultural, and economic health of the Market. Ben continued to present the metrics as it related to each department and noted that there will also be a reporting period for each metric to the committees and Council. Ben stated that as we establish and refine the metrics outlined here it is important to remember that the Market is the kind of place that cannot be understood by numbers and charts alone. He noted that the metrics established for marketing in particular begin to capture some of the more intangible aspects, however, none of the metrics should be substituted or explicitly interpreted absent the historic perspective we can draw from the community, direct personal experiences and individual knowledge gained over years spent in the halls, arcades, alleys and streets of the Market. There will consistent tracking of appropriate Metrics for Success will allow us to establish a baseline from which we can track progress in achieving strategic goals and measure success for preservation of the Values, Uniqueness, Heritage, Social, Cultural and Economic Health of the Market. Ben noted that this effort is also is a key element in supporting the restructure council committees, streamlined reporting and greater alignment between staff goals, responsibilities and council initiatives. Finally, consistent reporting of metrics will also support enhanced communication of PDA efforts to key Market stakeholders, constituents and the general public. He added hat on an annual basis all the metrics will be reviewed by the committees and Council and he welcomed any feedback. A question and answer period followed.

John Finke stated that the metrics will be sent to their respective committees, which will then be reviewed and returned to the full Council with their recommendations. In addition, during the review of the metrics, the committees will also advise PDA Staff if the metrics are relevant and request additional metrics, if necessary.

B. Blia Xiong Appeal – Findings and Recommendations of the Ad Hoc Appeals Committee

John Finke, Chair of the Ad Hoc Committee gave an overview of the appeals process and stated that testimony was heard from Blia and PDA Staff. The ad hoc appeal from Blia Xiong was denied by the committee and requested a motion for the Council to accept the decision of the appeals committee Jackson moved, David seconded

A discussion of the hearing followed

For: Patrick Kerr, Matt Hanna, Gloria Skouge, David Ghoddousi, Ann Magnano , Bruce Burger, Bruce Lorig, John Finke, Gerry Kumata, Jill Andrews, Jackson Schmidt

Against: 0

Abstain: 0

The motion to accept the Ad Hoc committee’s decision to deny the appeal of Blia Xiong was passed unanimously.

V. Resolutions and Other Action Items (Old and New Business)

A. Consent Agenda

Action Item: Proposed Resolution 12-06: Lease Proposals: January 2012

Motion to approve the Consent Agenda

Jackson moved, Bruce seconded

For: Patrick Kerr, Matt Hanna, Gloria Skouge, David Ghoddousi, Ann Magnano , Bruce Burger, Bruce Lorig, John Finke, Gerry Kumata, Jill Andrews, Jackson Schmidt

Against 0

Abstain: 0

The consent agenda passes by unanimously.

B. New Business

Action Item: Proposed Resolution 11-101: 2012 Annual PDA Council and Committee Meeting Schedule

John introduced the resolution, which stated that the PDA Council and Council Committee meeting schedule is currently determined by setting the meeting of the full PDA Council generally on the last Thursday of each month with standing Committee meetings scheduled prior to that date throughout the month as follows:

Waterfront Redevelopment:	1 st Tuesday of the Month – 5:00 pm to 6:00 pm 3 rd Thursday of the Month – 5:00 pm to 6:00 pm
Asset Management:	2 nd Monday of the Month – 4:30 pm to 6:00 pm
Market Programs:	2 nd Thursday of the Month – 4:00 pm to 6:00 pm
Finance:	3 rd Tuesday of the Month – 4:00 pm to 6:00 pm
Executive:	Wednesday, One week prior to PDA Council – 8:00am to 9:00am

There will be certain Council and Committee meeting dates have been adjusted for holidays, which will include;

- September Finance Committee – September 25th
- December Full PDA Council Meeting – December 20th

It was requested that that the PDA Council hereby amends its meeting schedule by setting the meetings for the year (an example of which is attached to this resolution as Exhibit A – 2012 PDA Council and Council Committee Meeting Calendar).

Action Item: Proposed Resolution 12-03: Authorization for Contract Authority – Design Consulting Services with SRG Partnership

Ben introduced the resolution, which requested that the PDA Council authorizes the PDA Executive Director or his designee, to enter into contract with SRG Partnership for design consulting services for PC-IN, Central Waterfront Design and Development and the Alaskan Way Viaduct Replacement Project for an additional amount of \$25,000 and not to exceed \$50,000. The funding for the committee expenditures will be drawn from the Capital Replace Reserve Fund (CRRF).

Gerry moved, Bruce seconded

For: Matt Hanna, Gloria Skouge, David Ghoddousi, Ann Magnano , Bruce Burger, Bruce Lorig, John Finke, Gerry Kumata, Jill Andrews, Jackson Schmidt

Against Patrick Kerr

Abstain: 0

Resolution 12-03 was passed by a vote of 10-1

Action Item: Proposed Resolution 12-05

Tyler Jameson introduced the resolution, which stated that in order to maintain the viability of the Pike Place Market buildings the PMPDA has determined that the wood windows and wood siding have deteriorated and needs to be repaired. The PMPDA has executed a public bid process for the repairing of the wood windows and wood siding. It was requested that the PMPDA Council authorizes the PMPDA Executive Director or his designee to enter into contract with **In-Store Services, Inc.** in an amount not to exceed **\$227,977.27**, for the execution of repairing the wood windows and wood siding at the Fairley Building.

Bruce Lorig stated that he felt the siding and windows are in need of repair, but added that there should be a more comprehensive study done for Pike Place. He added that the resolution should be put on hold in order to reevaluate the design and uses of the Pike Place area, which may alter the areas of repair proposed in the resolution.

Ben noted that the need for the repair has been discussed and budgeted for since 2010. He added that upon the removal of the recycling bin it was clear that repair was needed especially with the tremendous amount of rot, broken windows and doors. There is substantial work that needs to be undertaken, which means the entire wall needs repair and not just in certain places. Ben stated that if Council does choose to wait on repairing the areas in need and move forward on the extensive uses and design of Pike Place it may delay the project by a another year as well as losing the current bids and pricing from the proposed contractor. Ben added that if Council chooses to postpone the project and move forward on overall Pike Place uses and design then it would affect the five strategic issues that were approved by Council for 2012.

Bruce Lorig moved, Patrick seconded.

A discussion of the project and resolution followed.

For: Gloria Skouge, David Ghoddousi, Ann Magnano, Gerry Kumata, and Jill Andrews
Against: Patrick Kerr, Matt Hanna, Bruce Burger, Bruce Lorig, John Finke, and Jackson Schmidt
Abstain:

Resolution 12-05 did not pass by a vote of 5-6

Jackson stated that he would like to have our current public bidding process reviewed to ensure there is no collusion.

Jackson Schmidt left at 5:35pm

Council went into closed session at 5:36pm

VII. Discussion, Information and Possible Action Item

A. Carol Binder's Compensation Request (including *Closed Session Per (RCW 42.30.110(1)(b) regarding legal advice*)

Council returned to open session at 5:48 pm

VI. Further Public Comment

VIII. Concerns of Council Members

IX. Adjournment

The meeting was adjourned at 5:48p.m. by John Finke, Vice Chair

Meeting minutes submitted by:
Ryan Yale, Executive Assistant