



Pike Place Market Preservation and Development Authority (PDA)

COUNCIL MEETING MINUTES – February 28th, 2012

Council Members: Patrick Kerr, Matt Hanna, Gloria Skouge, Jill Andrews, David Ghoddousi, Jim Savitt, Bruce Burger, Bruce Lorig, Jackson Schmidt, John Finke

Staff Present: Ben Franz-Knight, Ryan Yale, Teri Wheeler, Jay Shallow, Scott Davies, Marlys Erickson, John Turnbull, Jennifer Maietta, Kelly Lindsay, Sabina Proto, Dianna Goodsell

Others Present: Ernie Sherman, Sharon Mukai, Joan Paulson

The meeting was called to order at 4:00 p.m. by James Savitt - Chair.

I. Administration

- A. Adoption of Agenda
The amended agenda was approved by acclamation
- B. Review and Approval of Minutes of January 26th, 2012
The minutes were approved by acclamation

II. Public Comment Including the Market Community

None

III. Reports and Information Items

A. Council Chair Report

Jim discussed this month's agenda and the tentative agenda for the following three months. He indicated that next month's council meeting would include an amended resolution on the scheduling of Strategic projects. He added that there will be a resolution on Daystall Rules and Regulations next month. A presentation on the Renovation and the Market Foundation will be given in May. He commented on a discussion from last month regarding the uses of Pike Place and the need to deal with Pike Place Uses hopefully at this month's Executive Committee meeting. He added consideration on some of the Strategic Capital Projects would likely be moved back as well.

Jim commented on the PDA'S Role in Social Service Policy, which is a function of the PDA and the committee responsible for that would be Market Programs. He concluded his report by noting that the substantial completion date of Renovation work, which formally began on April 29, 2009, would be completed on April 29th, 2012. He wanted to ensure the PDA will give significant thanks to the City of Seattle for supporting this tremendous project.

Jim officially introduced Dianna Goodsell, the new Administrative Services Coordinator for the PDA.

Bruce Lorig commented on the substantial size of the Council packet. He expressed concerns about absorbing all the information in the packet and recommended more discipline in what is sent out for the future. Jim added that the packet ought to be categorized with mandatory and optional reading.

B. Executive Director's Report

1. Update on Phase III Renovation

Ben gave an update on Phase III of Renovation stating it has been another busy month in the Market. He noted Renovation will be largely completed by mid-March, with Turner maintaining onsite to finish up some operations. He summarized the status of several projects including: the elevator connecting to the Economy Atrium and Arcade is on schedule, the Soames Dunn's restrooms are completed, the work on the basement is on schedule, the scaffolding around Stewart House will be removed within 1-2 weeks and lastly, the gate to the South Arcade will be open on March 15th. He added that the most of the residents are back into Stewart House. Ben stated the last piece that will need to be address next fall will be windows on Western. Ben commended the Council and staff for doing a tremendous job on bringing Renovation to a close. He noted that next month there will be discussion with Market Programs about plans to than Seattle. Overall Renovation has been a success, on time and on budget.

2. Pike Place uses

Ben discussed that a subcommittee of Asset Management is taking up Pike Place Uses. He added that this is a huge issue with a host of components coming into play. These components include capital projects, management, the use of the street itself and ultimately various government and jurisdiction issues. He made a note to Council and the public the need for considerable input regarding this issue.

3. Waterfront

Ben gave an update on the WRC and stated that next month there will be a significant presentation on the waterfront. He added that the WRC has done a tremendous amount of work making great progress with the City, but noted that there is still some work to do with Corner around the overall design, ensuring it is fitting with the Market. He added that there has been success in getting a lot of attraction and support for the replacement parking. He stated it was critically important to try to realize some of that replacement parking before the Viaduct comes down and that there would be more detailed discussions at next month's meeting.

Ben discussed concerns regarding incorporating housing in to the building program. He added that there has been some resistance to date. He said there will be continued effort to make sure the full component of PC-I program goals are realized; That there is parking, storage, housing, retail and social services. He mentioned there have been some conversations with the City regarding PC-I ownership, development and design responsibilities which will be discussed at WRC next month.

A question and answer period followed

4. Other Items

Ben discussed a few additional items including description of Dianna's unique role for the PDA. He said this is part of a number of things that are changing in the PDA office. He added the new position would give someone dedicated focus to Council meetings/support and allow 7 day a week presence at the PDA office. He noted tonight will be the last time Council will be meeting in the PDA Conference Room due to Daystall relocating there. The Council meetings would be moved upstairs where the old Top of the Market used to be. The new space has already been prepped with minimal costs and includes an impressive projection system for future presentations.

Matt Hanna asked Ben if the new meeting room would serve as a dedicated space for PDA use or eventually be used for tenant space. Ben said the issue would likely be approached in stages. As of now, the initial plan is to make priority for the room to serve as a community meeting place.

C. Committee Chair Report

None

D. Other Reports

IV. Key Issues Presentation and Discussion:

A. 2011 Daystall Annual Report – Presentation

Ben gave a brief introduction on the Daystall program and commended Teri and her team for the efforts they have placed with the Daystall functions.

Teri presented the 2011 Daystall Annual Report, which detailed the activities, events, and sales for the FARM, Crafts, Buskers, and Rummage. Some key topics that were covered were;

- Farm Events
- New Farmers
- Truck Makeover
- Wine Program
- Farm Intern
- Seed Program
- Farm to Chef Connection
- Chef Demos
- Flowers on the Street
- Farm Info Booth
- Farmers Permits
- Vendor Sales for Satellite Markets
- Craft Attendance
- 10th Annual Buskers Festivals
- Rummage Hall Relocation & Impact on Rental Rates
- New Opportunities for 2012

Matt Hanna inquired about the current status of SNAP at the Market. (51)Teri added that the Market currently has not implemented the program back but would benefit by doing so. Matt suggested that the Council follow up and respond on this issue. He commented on the further discussions of SNAP, noting it would improve the presence/message of the Market and support the farmers and customers as well.

A question and answered period followed

B. Daystall Rules & Regulations Update

Ben gave a brief update on the Daystall Rules and Regulations, which was presented to the Market Programs Committee. The review of all the rule change proposals will be discussed more in depth with staff recommendations next month. There will be a resolution next month for Council on the Daystall Rules. He noted a hot issue regarding a suggested rule change that would change the start time for roll call. There is concern right now within the community about the suggested rule change. The roll call times vary throughout the week, so there is desire to have more uniformity.

C. Metrics for Success - Presentation

Ben gave a brief presentation on the Metrics for Success which reinstated the overall goals for the program. The Metrics included Finance, Farm & Craft, Commercial & Residential Leasing, Marketing, Operations, and Social Services. Ben discussed that the metrics will permit 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.

I. Action Item: Proposed Resolution 12-13: Adoption of the 2012 Metrics for Success

Ben introduced the resolution which states the PPMPDA has undertaken an effort to identify and address Metrics for Success associated with the recommendation of the PDA Full Council during the October 21, 2011 Council Retreat. The inclusion of the Metrics for Success were discussed and agreed upon to be part one of the five key issues that were unanimously agreed upon to represent the 2012 Strategic Plan. The PPMPDA Committees have established the Metrics for Success during their respective February 2012 committee meetings and the PPMPDA Committees have discussed and agreed upon the reporting schedule for the Metrics for Success to establish the way in which the Metrics for Success will be monitored and reported on by PDA Staff.

Jackson Schmidt moved, John Finke seconded

For: Patrick Kerr, Matt Hanna, Gloria Skouge, Jill Andrews, David Ghoddousi, Jim Savitt, Bruce Burger, Bruce Lorig, Jackson Schmidt, John Finke

Against 0

Abstain: 0

Resolution 12-13 passed unanimously

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

A. Consent Agenda

Action Item: Proposed Resolution **12-07:** Authorization for Contract Authority- Consulting Services with Steinbrueck Urban Strategies

Action Item: Proposed Resolution **12-08:** Authorization for Contract Authority- SRG Partnership, Inc. Architectural Services

Action Item: Proposed Resolution **12-09:** Authorization for Contract Authority- Public Seating

Action Item: Proposed Resolution **12-07:** Lease Proposals - January 2012

Motion to approve the consent agenda

John Finke moved, Bruce Lorig seconded

Approve: Patrick Kerr, Matt Hanna, Gloria Skouge, Jill Andrews, David Ghoddousi, Jim Savitt, Bruce Burger, Bruce Lorig, Jackson Schmidt, John Finke

Against: 0

Abstain: 0

Consent agenda passed unanimously

B. New Business

Action Item: Proposed Resolution **12-12:** Authorization for Allocation -2011 Year End Balance

Ben introduced the resolution which states that the PDA staff has carefully reviewed the 2011 year-end PDA un-audited operating statements and find that there is a year-end net-result operating balance after debt service and reserves of \$ 1,596,231. The full PDA Council in their annual budget process had budgeted a surplus of \$1,179,679 to be contributed to PDA capital repair and replacement fund (CRRF), leaving an unallocated balance from 2011 operations of \$416,552. The PDA Finance & Asset management Committee has considered PDA Council priorities and alternatives for use of additional year end monies available, and annually recommends to the full Council use of any such un-programmed operating balance. It is requested that the PPMPDA Council allocates the remaining year-end operating balance as follows: \$ 399,552 to the Capital Repair and Replacement Fund (CRRF) and \$ 17,000 additional contribution to the Pension Plan.

David Ghoddousi moved, Bruce Burger seconded

Approve: Patrick Kerr, Matt Hanna, Gloria Skouge, Jill Andrews, David Ghoddousi, Jim Savitt, Bruce Burger, Bruce Lorig, Jackson Schmidt, John Finke

Against: 0

Abstain: 0

Resolution 12-12 passed unanimously

VII. Discussion, Information and Possible Action Item

VI. Further Public Comment

VIII. Concerns of Council Members

Jackson updated the Council on a concern he had on the proposed restoration of the windows and siding along the western wall on Pike Place. He stated that he did have an opportunity to talk to a proficient contractor who assured him that we were getting a bargain in terms of costs for the type of work being completed.

IX. Adjournment

The meeting was adjourned at 5:42 p.m. by James Savitt, Chair

Meeting minutes submitted by:

Dianna Goodsell, Administrative Services Coordinator