



Pike Place Market Preservation and Development Authority (PDA)

COUNCIL MEETING MINUTES – October 25th, 2012

Council Members: James Savitt, John Finke, Ann Magnano, Patrick Kerr, Gloria Skouge, Jackson Schmidt, Betty Halfon, David Ghoddousi, Matt Hanna, Bruce Lorig, Bruce Burger, Gerry Kumata

Staff Present: Ben Franz-Knight, John Turnbull, Jennifer Maietta, Matt Holland, Emily Crawford, Bob Beckstrom, Lillian Hochstein, Dianna Goodsell, Patricia Gray, Sabina Proto

Others Present: Brian Boram, Haley Land, Bob Messina, Howard Aller, Joan Paulson, Sharon Mukai, Chris Scott, Tom Graham, Hubert Foley

The meeting was called to order at 4:01 p.m. by James Savitt - Chair

I. Administration

A. Adoption of Agenda

The agenda was approved by acclamation

B. Review and Approval of the September 27th, 2012 Meeting Minutes.

The minutes were approved by acclamation

II. Public Comment Including the Market Community

Haley Land commented on the letter he had submitted to the October 16th Finance Committee meeting minutes. He does not think it will take a whole lot to...

III. Reports and Information Items

A. Council Chair Report

James Savitt discussed this month's Council Chair Report and the agenda for the evening's meeting. He noted the preparations for the upcoming 2013 Council Retreat. The goal for the retreat would be to prioritize and give direction regarding priorities including the farm program. He noted he would follow up with the Council members regarding their availability for the retreat time and date. He stated that there would be an important WRC meeting on November 6th with an update on the MOU negotiations. He lastly reported that there will be a presentation on the 2013 Budget next month following the Atrium Kitchen presentation in December.

B. Executive Director's Report

Ben Franz-Knight presented the Executive Directors Report. He provided an update on several items including the ice melting station, efforts on PCI-North and the Atrium Kitchen. He noted that the ice melting station under Capital Projects has been performing well; he anticipates significant savings in addition to energy efficiency to the central plant. There has been progress with the PCI-North & Waterfront design collaborative efforts. There will be an important meeting on November 6th for the Waterfront Redevelopment Committee. He noted that we are seeking consulting services for the Atrium Kitchen business plan before coming to Council for approval in December; this would test and affirm

some of our basic assumptions. He lastly asked for volunteers for the Daystall appreciation breakfast on October 26th and congratulated Piroshky Piroshky for their 20th Anniversary.

C. Committee Chair Report

Matt Hanna gave a brief Chair Report on the Finance Committee meeting from October 16th. He noted that the meeting was very productive and did not think there were any significant changes to report. He commended Ben and his staff for their hard work on the 2013 Budget.

D. Other Reports

None

IV. Key Issues Presentation and Discussion:

A. Market Wide Wayfinding and Signage

Brian Boram, Principle and Art Director from RMB Vivid and Jennifer Maietta gave a presentation on the Market Wide Wayfinding and Signage project. The presentation has been included with the meeting minutes. Jennifer noted that the evening's presentation would not be about the final project but an opportunity to provide input from the Council and public. She also noted that there had been an open house prior to the meeting which would extend until the following day. Brian Boram gave a review of the presentation, stating we are working on Phase I installation in the design review. He discussed the objectives for the PPM Wayfinding and Signage project which is as follows:

- Design for Market Navigation, Information, District Boundary, Place/Street ID, Building Entrances and Tenant Directories
- Improve Market Parking Access
- Retain Market Character and Identity
- Implement a Comprehensive Market-wide Sign Program
- Construct Feasible and Sustainable Market Sign Installations
- Reinforce Market Sign Standards and Guild lines

Brian Boram further discussed the Phase I plan which would prioritize items to complete Market-wide to gain credibility for the comprehensive approach presented. Phase I would include Directional signage, Orientation Maps, Wayfinding icons at main entrance points, Street and Alley Historic District Signs and select areas for enhancements.

There was a question and answer period that followed the presentation.

James Savitt inquired about the timeframe for the PPM Wayfinding and Signage project.

Ben Franz-Knight noted that we would move and finalize Phase I and come back with a resolution for the production and installation of the signs.

Jackson Schmidt noted that in the summer time at the Market the restroom lines congest. He noted that it would be useful to place a sign and/or map at every restroom displaying the locations of all the available restrooms.

Bruce Lorig inquired about Phase II of the PPM Wayfinding and Signage project. He noted that less is more with the quantity and size of signs. He added stated that there is some need of a Market directory.

Jennifer Maietta noted that Phase II would potentially be tenant directories, boundaries within the district, architectural elements that tie into the wayfinding and more detailed parking.

John Finke commented on his concerns of the uniformity and manufactured elements to the signage suggested. He noted that he does not want the ability to get lost in the Market. He also added that there is not enough traffic DownUnder, which signage could be piece of the solution but not the complete answer to the issue.

Matt Hanna noted similar concerns to what John Finke had expressed previously. He added the possibility of more robust wayfinding in fewer areas. He was also curious if there could be a multitude of systems that could coexist; for example, similar bathroom signs used for that category but different than the other groups of signs.

Gloria Skouge noted that she does not want the signs to lose the quality of the Market.

Gerry Kumata stated that we should be more sympathetic with the feeling of the market and avoid too much signage.

Ann Magnano noted that her overall concern is losing the concept of getting lost in the Market. She also mentioned her concern with the term "Arcade"; it may be perceived as a game center. She added that we could afford to minimize some signage with the critical points in the Market; this could prevent less confusion to the public.

Jackson noted that one of the things that make the Market unique is the nature of shopping experience. In order to have a shopping experience you will have to browse to see what is available; on that spectrum he would like to see our market shopping experience close to the elements of farmer's market.

Betty Halfon provided her feedback as a Market vender. She noted that less is more in regards to signage placement. She also noted that she prefers to use the term "Levels: instead of DownUnder or Arcade.

Bruce Burger inquired about the possibility of removing additional signs to lessen the clutter.

Patrick Kerr Noted that one problem with signage is that no one reads them. He understands what is trying to be accomplished though with the project.

David Ghoddousi noted that he does not think there is one solution for the signage issue in the Market. He did mention more color in the Market would a good idea.

James Savitt asked what is being done to capture public input for the Wayfinding Signage project.

Jennifer Maietta noted there had been two notices sent out for the open house as well as a Market tenant panel.

James Savitt noted that we will need options for the Wayfinding Signage project. He requested to return to the Council with merchant testing and input from a wide cross section from the merchants.

Bruce Lorig noted we should keep in mind of the budget and contract with RMB Vivid; we will need to adjust accordingly if we are asking RMB Vivid to do more work.

B. Social Services - Roles and Responsibilities

Ben Franz-Knight and Lillian Hochstein gave a presentation on Social Services - Roles and Responsibilities. The presentation has been included with the meeting minutes. Lillian Hochstein briefly discussed about the Market Foundation history and objective, as well as significant projects they have worked on. She also discussed the Market Foundation's revenue sources and annual fundraising events. Ben Franz-Knight briefly reviewed the current and proposed PDA budget from 2012 to 2013 as well as the contribution comparison of PDA revenue and total contribution to Social Services. He provided legal framework for the PPM PDA and Market Foundation in terms of the PDA'S primary mission as a Landlord, use of funds and lobbying. He lastly discussed the organization relationship for the PPM PDA and Market Foundation, Partnership Opportunities and Annual Review and Reporting.

Staff recommends that the PDA Council authorize the Executive Director to commence negotiation of a new services agreement with the Market Foundation that facilitates greater alignment of programs and goals:

- Fundraising
- Support for entrepreneurial enterprise including small business, farmers and arts & crafters
- Increasing capacity of existing social services
- Meeting emerging needs
- Increasing available housing
- Support fundraising and program goals for PCI-North

There was a discussion that followed.

Matt Hanna commented that the PPM PDA should provide more assistance to the Market Foundation than it currently does; we should be fulfilling our mandate in the Charter. He noted that in regards to expanding the Resident Community, we have expanded the residents but not the services that support the residents. He added that we need to do something bigger, especially since the PDA's increase in Net Operating Result.

Ann Magnano noted that she has no problem supporting Social Services, but not at the expense of the Market's merchants, tenants and farmers.

The PDA Council members discussed the issue of the appropriate amount of support from the PDA to the Market Foundation.

James Savitt inquired to the Council about receiving a proposal from Ben and Lillian in spending and doing more for Social Services.

John Finke stated that he would like the Market Foundation to bring in a business plan of the needs they would like to be fulfilled.

There was a proposal in which we are asking the Market Foundation to propose specific options for expanding the Social Service work in the Market.

Matt Hanna motioned, Jackson Schmidt seconded
For: John Finke, Ann Magnano, Gloria Skouge, Matt Hanna, Patrick Kerr, Bruce Burger, Gerry Kumata, Jackson Schmidt, Betty Halfon, Bruce Lorig
Against: David Ghoddousi
Abstain: James Savitt

The motion passes with a vote 10-1-1

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

A. Consent Agenda

Action Item: Proposed Resolution **12-79:** Lease Proposals - October 2012
Zaccagni's
Raven's Nest Treasures
Sosio's Produce

Motion to approve the consent agenda

Bruce Lorig moved, Gerry Kumata seconded
For: John Finke, Ann Magnano, Gloria Skouge, David Ghoddousi, Matt Hanna, Patrick Kerr, Bruce Burger, Gerry Kumata, Jackson Schmidt, Betty Halfon
Against: 0
Abstain: James Savitt

Consent agenda passed unanimously

B. New Business

Action Item: Proposed Resolution **12-78:** Authorization for Contract Authority - Repair Windows on Western

Ben Franz-Knight introduced the resolution which states that in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined the Western Avenue Storefronts and Constituency Office windows have deteriorated and are in need of extensive repairs. The PPMPDA has executed a competitive bid process to repair these windows and related wood framing. It be requested that the PPMPDA Council authorizes the PPMPDA Executive Director or his designee to enter into a contract with Experienced Construction, Inc. in an amount not to exceed \$106,598.25, for the repairs of these

windows. The funds for this project will be drawn from the Redevelopment Budget, Accounting Code 163726-00

Ann Magnano moved, Gerry Kumata seconded

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

Against: 0

Abstain: James Savitt

Resolution 12-78 passed unanimously

Action Item: Proposed Resolution **12-80:** Authorization for Non-Exclusive Trademark Licensing Agreement with the Market Foundation for Melted Wine Bottles

Ben Franz-Knight introduced the resolution which states that the Market Foundation has an existing trademark agreement for the use of the Pike Place Market name and logo on a label for their wine called Rachel Red for a 2 year term that started November 17, 2011 under Resolution 11-89 and is seeking to extend that agreement to include Rachel Blanc under Resolution 12-75. The Market Foundation now wishes to partner with Market craftsperson Nancy Wilson, who will melt the Rachel wine bottles for use as cheeseboards and serving boards, then affix the labels on the back and seal them. The Market Foundation intends to have Nancy Wilson sell each melted wine bottle for \$38 with the Market Foundation receiving 10% of the price. The Market Foundation and Nancy Wilson will do a first run of 100 cheeseboards to be sold during the fourth quarter of 2012. Each wine label will include the line "Pike Place Market is a trademark of the Pike Place Market PDA and is used under license" and each label will say that 10% of the purchase price goes to benefit the Pike Place Market Foundation. The Market Foundation agrees that it will continue to use the terms and images related to "Pike Place Market" and the licensed name and trademark in a way that will reflect positively on the Pike Place Market. The PDA has the right to approve or disapprove of any potential design or marketing plans involving the marks, likenesses or trademarked name(s) owned by the Pike Place Market PDA in relation to the Market Foundation and these products, and all related marketing of such; and, the PDA Council recognizes the promotional value of this wine for the Market and its businesses, and supports the Market Foundation in its effort to raise funds for the Market's social service agencies, helping to fulfill our charter responsibilities. It be requested that the PDA Council authorizes the Executive Director or his representative to amend the current non-exclusive trademark licensing agreement with the Market Foundation for the use of the Pike Place Market name and logo for the product Melted Wine Bottles that are made by Market craftsperson Nancy Wilson and sold on the Market's craftline for a period of two years with no royalty rate to the PDA.

Ann Magnano moved, Gerry Kumata seconded

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

Against: 0

Abstain: James Savitt

Resolution 12-80 passed unanimously

Action Item: Proposed Resolution **12-81:** Authorization for Continuation and Expansion of Pike Place Market Express- branded Satellite Farmers Markets at City Hall Plaza, South Lake Union and One Additional Location in Summer 2013 and Beyond

The resolution states that in ongoing efforts to support Washington state farmers and enhance recruitment of farmers who may sell at *Pike Place Market Express*-branded satellite markets, as well as extend the brand of Pike Place Market the Pike Place Market Preservation Development Authority (PDA) has worked with the City of Seattle to produce a weekly farmers market at City Hall Plaza (600 4th Avenue) on Tuesdays in June through October since 2009 and, the Pike Place Market Preservation Development Authority (PDA) has worked with Lake Union III, LLC and Amazon Corporate, LLC to produce a weekly farmers market in the South Lake neighborhood at Van Vorst Plaza (410 Terry Avenue) on Thursdays since 2011 and, these markets have proven to be popular with both consumers and farmers, with farm participants achieving strong daily sales and regular customer demand and, additional opportunities within the greater Downtown Seattle Area may exist for strategic expansion of this

program and, marketing and daystall program staff shall update the PDA Council annually on the status of vendor sales, attendance counts, and operational issues related to all *Pike Place Market Express*-branded satellite market locations. These satellite markets are being developed as a supplement to the Pike Place Market's farm sales activities and Pike Place will continue to be the center of focus for farmer-related recruitment and activity in keeping with our "Meet the Producer" mission. It be requested that the PDA Council authorizes the Executive Director or his representative to continue the execution of between the Pike Place Market Preservation Development Authority, the City of Seattle's Fleets & Facilities Department to create and manage a Pike Place Market Express-branded satellite farmers market at City Hall Plaza between June to October. It be further requested that the PDA Council authorizes the Executive Director or his representative to continue the execution of between the Pike Place Market Preservation Development Authority, Lake Union III, LLC and Amazon Corporate, LLC to create and manage a Pike Place Market Express-branded satellite farmers market at Van Vorst Plaza between June to October and, it still be further requested that the PDA Council authorizes the Executive Director or his representative to identify one additional opportunity for expansion of the Pike Place Market Express-branded satellite farmers market program at a location within a 2.5 mile radius of the Pike Place Market for operation between June and October.

Proposed Resolution 12-81 was postponed and will be presented during or after the Full Council Retreat later in the year.

- C. Other
None

VI. Further Public Comment

Haley Land noted his appreciation for the depth of comments on the Wayfinding presentation. He stated that he is a realist in regards to wayfinding; if we are going to do it, what would make it easier for the public. He provided his feedback from the presentation. He does not feel neon is good since it is used abundantly in the Market. He lastly noted that the Market needs a good directory; business owners want their business to be easily found.

Joan Paulson was in agreement with Haley Land's comments. She stated a larger issue is the context of the Market in regards to the greater city; where the Market begins and ends. She noted that there should be appropriate signage for evacuations from the Market in case of emergency situations, especially for the disabled. She lastly noted that there are many buildings on 1st Avenue that should be involved with the signage project.

Howard Aller noted that we have a copyrighted font called public market; it should be used consistently throughout the Market.

Tom Graham thanked the PDA Council for addressing the Constituency windows.

Bob Messina commented on preserving signage and cited examples from the illustrations in the presentation.

VII. Other Reports and Action Items

None

VIII. Concerns of Council Members

Betty Halfon requested to have a hard copy of the PDA Full Council Packet mailed to her prior to each full council meeting.

IX. Adjournment

The meeting was adjourned at 6:09 p.m. by James Savitt, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator