



Pike Place Market Preservation and Development Authority (PDA)

COUNCIL MEETING MINUTES – December 20th, 2012

Elliott Bay Room

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

Staff Present: Ben Franz-Knight, Jennifer Maietta, John Turnbull, Kelly Lindsay, Teri Wheeler, Zack Cook, Brittany Farrow, Matt Holland, Dianna Goodsell

Others Present: Brian Boram, Howard Aller, Kat Allen, Mercedes Carrabba, Joan Paulson,

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 November 29th, 2012 Meeting Minutes.

The minutes were approved by acclamation

II. Public Comment Including the Market Community

Mercedes Carrabba, owner of Market Tours and Espresso read a letter she wrote to the Pike Place Market PDA. A copy of the letter submitted by Mercedes was included with the minutes. Her letter discussed two observations about the Market which included the services and tenant mix and marketing in the Marketing. She noted that in the last ten years, the Market has lost several industries that support loyal customers. She added that the Marketing for the Market may sometime contain limited contact information, especially for contacting its merchants. She lastly thanked the PDA for its service and her ability to be a tenant at the Market.

Bruce Lorig entered in at 4:03pm

Howard Aller noted that he was pleased to see several suggestions he had made in prior meetings absorbed in the consultant's business plans for the Atrium Kitchen. He noted though, that unfortunately those items were not included in the recent sketches; he inquired about incorporating his suggestions for the Atrium Kitchen in the bid documents.

Gerry Kumata entered in at 4:05pm

III. Reports and Information Items

A. Council Chair Report

Jim Savitt reviewed the evenings agenda as well reported on key items from recent meetings. He noted that there will be a major presentation on PCI-North in January and that the Trademark and Farm issues would come back to Full Council in February. He noted that Jackson suggested changing the name of the

PCI-North project to the New Municipal Market. He lastly added that the Executive Committee did not meet this month and that he tentatively placed three resolutions on the Consent Agenda.

B. Executive Director's Report

Ben Franz-Knight presented a brief Executive Director Report. He noted that there were two items that were not included in December's Executive Director Report which included an update on the MOU and the opportunity to purchase the Midori building. He noted in regards to the MOU that we are a month behind schedule. He added we are still on schedule to introduce the MOU to the City Council in January. He noted that the MOU and legislative materials would be posted in advance of the MOU introduction to the City.

C. Committee Chair Report

None

D. Other Reports

None

IV. Key Issues Presentation and Discussion:

A. Market Wide Wayfinding and Signage Presentation

Ben Franz-Knight gave brief background on the process with the Marketwide Wayfinding and Signage project. He noted that the Council was given a presentation two months ago regarding the Wayfinding project; there were a number of questions and concerns. He noted that Brian Boram, Principle and Art Director from RMB Vivid was asked to refine the program based upon the feedback given from the PDA Council, community and public.

Brian Boram gave a presentation on the Pike Place Market Wayfinding and Signage project, Design and Development. The presentation has been included with the meeting minutes. He discussed the updated objectives for the PPM Wayfinding and Signage project after the feedback given from the PDA Council and public which is as follows:

- Encourage browsing and discovery, maintain a sense of wonder and reinforce personal interactions
- Develop a plan for less signage with few orientation maps and directional only to essential amenities.

Program Refinement includes:

- Six Orientation Map location down from 14
- Entrance Markers only to Lower Levels
- Directional Signs only to necessary amenities, Restrooms and Elevators
- Distribute printed paper Market Map with Tenant Directory Listing, take-one at Information Booth and customized for Tenants

There was a discussion that followed.

Matt Hanna commented on the 6 placement of signs. He stated that we need to be thoughtful on the impacts of the signs; be mindful with the aesthetic impact of the signs and removing and replacing any of the signs.

I. **Action Item:** Proposed Resolution **12-97:** Market Wayfinding Signage Project - Extended Design Services

Ben Franz-Knight introduced the resolution which states that the Pike Place Market and RMB Vivid entered into a contract for services in which the scope of the work has been fulfilled to include implementation of design standards for directory signage. Further design services are required to implement the planning, design and fabrication administration of the signage types identified as Phase I of the Wayfinding and Design project. The PDA has reviewed the initial results of the signage study and proposed design elements and desires to proceed further with completion of design work and installation of prototypes. RMB Vivid has agreed to provide direct design services in the amount of \$46,000 and

\$13,000 for prototype fabrication plus additional variable project related expenses to include, but not limited to, fax, courier, color copies, laser prints, disks, film and presentation materials, etc. It be requested that the Pike Place Market PDA Council authorizes the PDA to enter into a contract with RMB Vivid for design services in an amount not to exceed \$61,000 to be paid from Capital Projects budget.

Bruce Lorig moved, Bruce Burger seconded

There was a discussion that followed.

Jennifer Maietta distributed out a list of the proposals for the Market Wayfinding Signage project, which included a list of the public involvement process in the project. A copy of the proposals has been included with the minutes.

Gerry Kumata asked for an estimate of what the signs are going to cost. There was a discussion regarding the costs and phases of the project.

John Finke noted that it would be nice to have a full artist rendering of the signs in place for the Market Historical Commission. He noted his uncertainty of the overall scale of the project.

Ben Franz-Knight noted that the work with the consultant RMB Vivid is critical to move forward with the Marketwide Wayfinding Signage project.

There was a brief discussion of the “DownUnder” term.

Patrick Kerr noted that he would like to add the term “DownUnder” to the signs.

Ben Franz-Knight noted he was following Council direction with changing the term “DownUnder” and using the term “Levels” to represent the lower Arcade levels of the Market.

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

Resolution 12-97 passed with a vote 7-3-1

B. 2013 Annual Plan and Strategic Issues

I. **Action Item:** Proposed Resolution **12-106:** Adoption of the Strategic Planning Objectives for 2013

Ben Franz-Knight introduced the resolution which states that in order to maintain the viability of the Market the PPMPDA has undertaken an effort to identify and address Strategic Planning issues and opportunities, including significant work by its Strategic Planning Committee and other committees, which were discussed and assessed in detail by the PDA Full Council during the December 12th Council Retreat with input assistance from PDA Staff; and the PPMPDA Council’s discussion and analysis included an assessment of which strategic issues the PDA should pursue and on which further analysis and effort should be devoted, and also included an assessment regarding which issues can and should be addressed in 2013; and the PPMPDA adopted resolution 11-91 identifying Strategic Issues for 2012 and beyond; and, as part of the 2012 Council retreat held on December 12th the PPM PDA Council reviewed the 2012 Strategic Issues and discussed the Strategic Issues for 2013.

THEREFORE, BE IT RESOLVED that:

- I. The PDA Council, in recognition that all of the issues cannot be addressed in one calendar year, identifies the following five issues to be addressed, and for which a plan of action shall be decided upon, during 2013 (the “2013 Strategic Issues”):
 - a. Farm and Food – Farmland Preservation: Recommendations and options for “low-hanging fruit”, further strategy review of Farmland Preservation, Partnerships and Aggregation opportunities and implementation and further analysis.

- b. PCIN/Waterfront: Design /Development, uses, financing – sources and uses and negotiation of a Development Agreement with the City of Seattle.
 - c. Pike Place Uses: Review of design options for Pike Place Siding, Street Ordinances and uses on Pike Place.
 - d. Parking – Garage Parking Strategy: Review pricing structure, seasonal use, revenue, stall alignment and flow to maximize utilization of parking resources to benefit the Market.
 - e. Long Term Capital Planning – Capital Needs/Reserve Assessment: Review of long-term capital needs and recommendations for budget reserve planning.
2. The 2013 Strategic Issues shall be tracked on a timeline that will be updated and amended as appropriate to measure, monitor and ensure the timely progress of Staff's and the Council's analysis and work on those issues beginning in January 2013.

Bruce Burger moved, Matt Hanna seconded

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

Against: 0

Abstain: James Savitt

Resolution 12-106 passed with a vote 10-0-1

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

A. Consent Agenda

Action Item: Proposed Resolution **12-92:** Authorization for Contract Authority - Contract Project Administration Services

Action Item: Proposed Resolution **12-96:** Authorization for Contract Authority - Livingston Baker Residential Hot Water Loop Replacement - Livingston Baker Building

Action Item: Proposed Resolution **12-98:** 2013 PDA Annual Council & Council Committee Meeting Schedule

Motion to approve the consent agenda

Gloria Skouge moved, Gerry Kumata seconded

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

Against: 0

Abstain: James Savitt

Consent agenda passed with a vote 10-0-1

B. New Business

Action Item: Proposed Resolution **12-83:** Authorization for Contract Authority - Capital Assessment Study

Ben Franz-Knight introduced the resolution which states that the PDA Council requested that a Capital Needs Assessment be included in the 2013 capital projects budget, for the purposes of strategic financial planning for future facility repairs and replacements; and, in order to maintain the viability of the Pike Place Market buildings the PMPDA has determined that a 30 year Capital Needs Assessment would provide a tool to ensure adequate funding for future capital needs; and, the PMPDA has executed a competitive bid process to conduct a 30 year Capital Needs Assessment. It be requested that the PMPDA Council authorizes the PMPDA Executive Director or his designee to enter into a contract with SHKS Architects in an amount not to exceed \$121,000, for the execution of conducting an assessment study. The funds for this project will be drawn from Capital Projects Budget. Accounting Code 163724-00.

Gerry Kumata moved, Bruce Lorig seconded

There was a brief discussion that followed.

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

Resolution 12-83 passed with a vote 9-1-1

Action Item: Proposed Resolution **12-86B:** Authorization for Contract Authority - SRG Partnership, Inc. - Architectural Services

Ben Franz-Knight introduced the resolution which states that the in order to maintain the viability of the Pike Place Market buildings the PMPDA has undertaken a major renovation of the Pike Place Market buildings, and many of the building systems have now reached the end of their useful life and are in need of major repair; and, the PMPDA contracted with SRG Partnership for Design and Architectural Services for this major renovation in February 2009 as authorized by the PDA Council in Resolutions 08-51 and 08-61 and now the PMPDA wishes to amend that contract for preparation of applications for replacement of Windows on Western for time and expenses not to exceed \$60,000. It be requested that the the PMPDA Council authorizes the PMPDA Executive Director or her designee to execute an amendment to the existing SRG contract in an amount not to exceed \$60,000 towards account 163200-00 Levy Design and Misc and to include as early as possible an estimate of the life cycle costs of replacement versus repair of the windows.

John Finke moved, Gerry Kumata seconded

There was a discussion that followed.

John Finke noted that this resolution is part of the Council's fiduciary duty and responsibilities. He noted that we need to explore our various permitting processes fully before we make a decision; it's an obligation for us since we are using public funds.

Bruce Burger noted that there is a dilemma between the issue of the cost with either repairing or replacing the windows. He proposed an amendment to the resolution to include as early as possible an estimate of the life cycle costs of replacement versus repair of the windows. John Finke seconded the motion.

The motion carried.

Jim Savitt noted that we may need to get a further brief on what rules the city has in regards to historic windows and energy efficiencies.

John Finke motioned, Gerry Kumata seconded

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

Resolution 12-86B passed with a vote 9-1-1

Action Item: Proposed Amended Resolution **12-99:** Authorization for Contract Authority - Additional TI Reimbursement, Pike Market Child Care

Ben Franz-Knight introduced the resolution which states that the in order to maintain the viability of the Pike Place Market buildings the PMPDA has undertaken a major renovation of the Pike Place Market buildings, and many of the building systems have now reached the end of their useful life and are in need of major repair; and, it has been determined that it is necessary to provide TI reimbursement funds to Pike Market Child Care due to costs related to additional mechanical work beyond what was originally anticipated, the PMPDA has reached an agreement with Pike Market Child Care to provide an reimbursement in an amount not to exceed \$40,000, account 163204-00. It be requested that the

PPMPDA Council authorizes the PPMPDA Executive Director or his designee to reimburse Pike Market Child Care in an amount not to exceed \$40,000. This amount will be drawn from the Other PDA Funds, account 110695-00.

Gerry Kumata moved, Betty Halfon seconded

David Ghoddousi noted that the word allowance should be corrected to reimbursement. His motion carried.

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

Against: 0

Abstain: James Savitt

Resolution 12-99 passed with a vote 10-0-1

Action Item: Proposed Resolution **12-103:** Authorization for Program for Atrium Kitchen and to Proceed with Plan

Ben Franz-Knight introduced the resolution which states that the PPMDA desires to provide a public facility to further focus upon food and nutrition education, cooking classes, chef demonstrations, preparation of value added food products by local farmers and chefs, catered events featuring local food products and other special events compatible with the operation of the Public Market ; and, developing the Economy Atrium Kitchen and the Economy Market Event Spaces creates an opportunity to expand the relationship with our existing customers and to cultivate new ones by allowing shoppers to complete the farm-to-table cycle while enjoying a unique experience in one of the city's most iconic locations; and, the PPMPDA has presented a Business Plan for this proposal, modified with the assistance of BERK Associates, including development budget, operating budgets, alternative scenarios, market study and capital requirements; and, the PPMPDA has distributed a bid set for pricing from local contractors, receiving preliminary estimates for capital costs approximate to those projected in the business plan; and, The PPMPDA Council has approved an Operating Budget for 2013 which provides the resources identified necessary for staffing and operations anticipated in the Business Plan. Therefore it be requested that the PPMPDA Council authorizes the PPMPDA Executive Director or his designee to proceed with the Business Plan identified in the materials presented to the Council in December of 2012 and to solicit bids for the construction of the Atrium Kitchen, with a report to the PDA Council on identification of a preferred contractor and project budget by February, 2013. This work is intended to be paid for from Other PDA Capital Funds GL Code – 163222-00.

It be further requested that the Executive Director shall report to the PDA Council within one year of this resolution on the operating costs, income, usage and other benefits from operations of the Atrium Kitchen and Economy Market Event spaces.

Bruce Burger moved, John Finke seconded

There was a discussion that followed.

Bruce Loirg moved to table the resolution.

For: Bruce Lorig, David Ghoddousi, Betty Halfon, Patrick Kerr

Against: John Finke, Gloria Skouge, Matt Hanna, Bruce Burger, Gerry Kumata, Ann Magnano,

Abstain: James Savitt

The motion failed with a vote 4-6-1

Betty Halfon noted that she is having a hard time in the idea of the PDA running a business inside of business.

John Finke proposed an amendment to the resolution adding the designee to further refine the Business Plan identified in the materials presented to the Council.

The motion carried unanimously.

Bruce Lorig proposed an addition to the above motion to authorize \$15k for consulting help to refine the cost estimates. David Ghoddousi seconded the motion.

Ann Magnano moved to delete the addition of 15k from Bruce Lorig's motion. Bruce Burger seconded Ann's motion.

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

The motion passed with a vote 6-4-1

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

Resolution 12-103 passed 7-3-1

Action Item: Proposed Resolution 12-104: Approval of Social Service Strategic Review

Ben Franz-Knight introduced the resolution which states that the the Market Foundation was formed in 1982 to "preserve and enhance the traditions and diversity of the Pike Place Market community; and, the PPMFDA identified Social Services as a key strategic issue for 2012 to assess the needs, roles, and opportunities; and, the PPMFDA Programs committee has undertaken a review of roles and responsibilities, potential models for increasing services and drafted recommendations; and, the 2013 Budget includes funding for a new volunteer driven effort through the Vista Volunteer program and funding for additional resident advocacy and social work support for residents; and, the Market Foundation is embarking upon a strategic review of fundraising potential, capacity building and capital campaign assessment; and, the Services agreement between the Market Foundation and PPMFDA is up for renewal in 2013. It be requested that the PPMFDA Council adopts the Roles and Responsibilities attached to this resolution; and that the PPMFDA Council approve the following Annual calendar and process for review of existing Social Service Agencies, new and emerging needs:

- FEBRUARY / MARCH - Service Provider Fund Applications, including annual reports
- APRIL - "Cut the Pie" Grant Awards
- MAY/JUNE - MF Report to PDA on Annual Grants and Emerging Needs
- SEPTEMBER-NOVEMBER -Budget allocation of PDA funds/infrastructure support
- DECEMBER- PDA Annual Plan Adoption, including emerging needs discussion; and,

It be further requested that the PPMFDA Council authorizes the PPMFDA Executive Director to enter into negotiation with the Market Foundation for a new services agreement that facilitates greater alignment of programs and goals including:

- Fundraising
- Support for entrepreneurial enterprise including small businesses, farmers and arts and crafters
- Increasing capacity of existing social services
- Meeting emerging and unmet needs
- Increasing available housing
- Delivery of a 5 Year Strategic Plan by August of 2013
- Support fundraising and program goals for PCIN.

Matt Hanna moved, Gloria Skouge seconded

There was a brief discussion that followed.

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

Against: 0
Abstain: James Savitt

Resolution 12-104 passed with a vote 10-0-1

Action Item: Proposed Resolution **12-105:** Approval of 2013 Marketing and Communications Plan

Ben Franz-Knight introduced the resolution which states that the PDA Council adopted the *2012 Marketing Strategy Review and Assessment in August 2012* recommending emphasizing human interaction in Market imagery, instilling an appreciation for the Market's character and values in our regional and national audiences, developing comprehensive strategies for media relations and social media, updating and expanding the Pike Place Market website, and investigation into the benefits of customer research; and the Director of Programs and Marketing, in consultation with the Marketing & Communications staff has developed the 2013 Communications and Marketing Plan to define tactics for implementing the recommendations made in the 2012 Marketing Strategy Review and Assessment; and the Market Programs Committee and members of the Market community have been given the opportunity to review and comment prior to adoption of this plan. It be requested that the PDA Council adopts the *Communications and Marketing Plan* for the year 2013.

Bruce Burger moved, Gloria Skouge seconded

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

Against: 0
Abstain: James Savitt

Resolution 12-103 with a vote 10-0-1

C. Other
None

VI. Further Public Comment

Joan Paulson commented on two issues concerning parking. She noted that the Market has parking has two parking areas and that the number of programs and events the PDA is engaging in is consuming a large amount of parking on the streets. She encouraged the PDA to work with SDOT in dealing with parking issues, as well as traffic lights and signage.

VII. Other Reports and Action Items
None

VIII. Concerns of Council Members
None

IX. Adjournment
The meeting was adjourned at 6:05 p.m. by James Savitt, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator