Date: January 20, 2012
To: PDA Council
From: Ben Franz-Knight
Subject: January 26th, 2012 PDA Council Packet

The next full PDA Council meeting is on January 26th, 2012 at 4:00 p.m. and will be held in the PDA Conference Room at 85 Pike Street, Room 500.

This packet includes the following enclosures, which correlate directly with the Agenda items.

**Section I: Administrative**
- Meeting Notice & Agenda
- PDA Council Minutes for December 15th, 2011

**Section III: Reports and Information Items**
- Executive Director’s Report - January
- Holiday Parking Promo – December 1st - 15th
- Mobile Website/Application
- Financials – December 31st, 2011

**Section IV: Key Issues**
- 2012 Metrics for Success – Presentation & Discussion (To be distributed Monday January 23rd, 2012)
- Blia Xiong Appeal – Findings and Recommendations of the Ad Hoc Appeals Committee

**Section V: Resolutions: Consent Agenda & New Business**
- Consent Agenda
  - **Action Item:** Proposed Resolution 12-06: Lease Proposals: January 2012- SCVB
- New Business
  - **Action Item:** Proposed Resolution 11-101: 2012 Annual PDA Council and Committee Meeting Schedule
  - **Action Item:** Proposed Resolution 12-03: Authorization for Contract Authority – Design Consulting Services with SRG Partnership
  - **Action Item:** Proposed Resolution 12-05: Authorization for Contract Authority – Repair Pike Place Window and Siding – Fairley Building

**Additional Enclosures:**
- WRC Meeting Minutes – January 3rd, 2012
- Asset Management Meeting Minutes – January 9th, 2012
- Market Programs Meeting Minutes – January 12th, 2012
- Pike Place Market Articles
Section I: Administrative

A. Meeting Notice & Agenda

B. PDA Council Minutes for December 15\textsuperscript{th}, 2011
# PDA Council - Meeting Agenda

**Date:** January 26th, 2012  
**Time:** 4:00 p.m. – 6:00 p.m.  
**Location:** PDA Conference Room  

**Council Members:** James Savitt (Chair), John Finke (1st Vice-Chair), Ann Magnano (2nd Vice-Chair), Jill Andrews, Bruce Burger, David Ghoddousi, Matt Hanna, Patrick Kerr, Gerry Kumata, Bruce Lorig, Jackson Schmidt, and Gloria Skouge  

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## 4:00pm I. Administrative:  
A. Approval of Agenda  
B. Approval of the December 15th Meeting Minutes  

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## 4:05pm II. Public Comment Including the Market Community  

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## 4:10pm III. Reports and Information Items  
A. Council Chair Report  
B. Executive Director’s Report  
1. Update on Phase III Renovation  
2. Update on Preschool  
3. Mobile App – Market Maven  
4. Other Items  
C. Committee Chair Report  
D. Other Reports  

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## 4:25pm IV. Key Issues Presentation and Discussion:  
A. 2012 Metrics for Success Presentation & Discussion  
B. Blia Xiong’s Appeal – Findings and Recommendations of the Ad Hoc Appeals Committee  

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## 5:15pm V. Resolutions and Other Action Items (Old and New Business)  
A. Consent Agenda  
**Action Item:** Proposed Resolution 12-06: Lease Proposals – January 2012 – SCVB  
B. New Business  
**Action Item:** Proposed Resolution 11-101: 2012 Annual PDA Council and Committee Meeting Schedule  
**Action Item:** Proposed Resolution 12-03: Authorization for Contract Authority – Design Consulting Services with SRG Partnership  
**Action Item:** Proposed Resolution 12-05: Authorization for Contract Authority – Repair Pike Place Window and Siding – Fairley Building  
**Action Item:** Proposed Resolution 12-07: Authorization for Contract Authority – Consulting Services with Steinbrueck Urban Strategies  
C. Other  

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## 5:35pm VI. Discussion, Information and Possible Action Item  
A. C. Binder claim (including Closed Session Per (RCW 42.30.110(1)(b) regarding legal claim)  

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## 5:50pm VII. Further Public Comment  

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## 5:55pm VIII. Concerns of Committee Members  

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## 6:00pm IX. Adjournment  

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PDA COUNCIL MEETING MINUTES – December 15th, 2011

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

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, Duncan Thieme, Dennis Haskell, Dmitriy Molla

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

I. Administration
   A. Adoption of Agenda
      Resolution 11-104 was added to the Agenda and resolution 11-100 was stricken from the Agenda
      The amended agenda was approved by acclamation
   
   B. Review and Approval of Minutes of November 17th, 2011
      Ann requested as part of Section IV of the meeting minutes that the voting member’s names and how
      they voted be included.
      The amended minutes were approved by acclamation

II. Public Comment Including the Market Community
    Ernie Sherman, working as a liaison for the Market Foundation, discussed his conversation with Teri
    Wheeler regarding the Farm program. He stated that despite the efforts to increase the number of
    farmers remain at only 20. He added that most farmers are going to neighborhood markets due to the
    financial gain and the level of support from the people located near those markets. Ernie suggested that
    to enhance the farmers ability to sell items outside of their limited growing season, the Market should
    consider the installation of a commercial kitchen to allow the farmers to sell value item foods. He
    noted the commercial kitchen would also benefit the Market by providing cooking classes and the
    kitchen could be a valuable resource for the farmers and would allow them to work year round. Ernie
    added that the Market should consider doing this now with the resources available.

    John Finke agreed with Ernie’s comments and stated that a commercial kitchen would add strength to
    the farm program in addition to providing a thorough analysis of the farmer’s ability to make a profit.

III. Reports and Information Items
    A. Council Chair Report
       Jim gave an overview of the agenda including the Waterfront presentation and the 2012 Annual Plan.
       Jim stated that Marlys Erickson from the Market Foundation will be retiring in March of 2012. A
       search/hiring committee has been formed by the Foundation’s board and Ben is working closely to
       ensure they can work well with the PDA. The Executive committee has completed its work on the ED
       salary compensation and will present its findings and suggestions later in the meeting. Jim discussed
       the nominating committee that was formed last month to review the current committee structures. Jim
noted that the nominating committee, comprised of himself, Jackson, Matt and Gloria, had a challenging time in choosing the new committee structures due to the surplus of qualified applicants. He added that one of the primary factors in choosing the new structure was to allow for a rotation of committee chairs for those that have not been a chair of a committee for the prior 3-4 years. The new committee structure will be in place through June of 2012.

**Action Item:** Proposed Resolution 11-104: PDA Committee Member Nomination

Jim introduced Resolution 11-104 which states the PDA Council approved Resolution 11-92 in November 2011 restructuring council committees. The Nominating Committee has recommended the following Councilpersons to serve as Officers and as Chairs and Vice Chairs of PDA Council Committees for a six month term from January 1, 2012 through July 1, 2012. It was stated that the PDA Council elects the following officer for a six month term from January 1, 2012 to July 1, 2012:

- **Officer at Large:** Jill Andrews

The PDA Council Committee structure is approved as follows for a six month term from January 1, 2012 to July 1, 2012:

<table>
<thead>
<tr>
<th>Committee</th>
<th>Chair</th>
<th>Vice Chair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>Matt Hanna</td>
<td>Bruce Lorig</td>
</tr>
<tr>
<td>Asset Management</td>
<td>Patrick Kerr</td>
<td>John Finke</td>
</tr>
<tr>
<td>Market Programs</td>
<td>Bruce Burger</td>
<td>Ann Magnano</td>
</tr>
<tr>
<td>Waterfront Development</td>
<td>Jackson Schmidt</td>
<td>Gloria Skouge</td>
</tr>
</tbody>
</table>

Matt added that the nominating committee was focused on two things including the reorganization of the committees and who is the best person to lead the new committees. In addition, these appointments are for a six month term and the committee structure and leadership can be readdressed at that point if necessary.

Matt moved, Gloria seconded.
A discussion of Proposed Resolution 11-104 followed.

For: Matt Hanna, Gloria Skouge, David Ghoddousi, Ann Magnano, Jim Savitt, Bruce Burger, Bruce Lorig, John Finke
Against: Patrick Kerr
Abstain: 0
Resolution #11-104 passed by a vote of 8-1

**Gerry Kumata arrived at 4:27**

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

Ben introduced Resolution 11-101 and 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:

<table>
<thead>
<tr>
<th>Committee</th>
<th>Date &amp; Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waterfront Redevelopment</td>
<td>1st Tuesday of the Month – 4:00 pm to 6:00 pm</td>
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<tr>
<td></td>
<td>3rd Thursday of the Month – 4:00 pm to 6:00 pm</td>
</tr>
<tr>
<td>Asset Management</td>
<td>2nd Monday of the Month – 4:00 pm to 6:00 pm</td>
</tr>
<tr>
<td>Market Programs</td>
<td>2nd Thursday of the Month – 4:00 pm to 6:00 pm</td>
</tr>
<tr>
<td>Finance</td>
<td>3rd Tuesday of the Month – 4:00 pm to 6:00 pm</td>
</tr>
<tr>
<td>Executive</td>
<td>Wednesday, One week prior to PDA Council - TBD</td>
</tr>
</tbody>
</table>

Bruce Burger moved, Gloria seconded.
Proposed Resolution 11-101 was amended to have the Waterfront Redevelopment Committee meeting held from 5pm – 6pm on the 1st Tuesday and 3rd Thursday of each month.

For: Patrick Kerr, Matt Hanna, Gloria Skouge, David Ghoddousi, Ann Magnano, Jim Savitt, Bruce Burger, Bruce Lorig, John Finke
Against 0
Abstain: 0

Resolution 11-101 passed unanimously.

B. Executive Director’s Report
1. Update on Phase III Renovation
   Ben gave an update on Phase III renovation and stated that the Stewart House work is progressing incredibly well, despite some challenges and delays. Ben added that the work between the PDA, residential staff and Turner construction, we have been able to get back on schedule. Ben noted that the Economy elevator has progressed very well. The trenching work in the Soames Dunn basement has been completed and the tile work in the restrooms will begin this week. Ben added that there will be two final electrical shutdowns at the beginning of January with Soames Dunn to shut down the first week followed by the Economy building shutdown during the 2nd week of January in order to be open by the Martin Luther King Day weekend.

2. Update on Preschool Agreement
   Ben stated the agreement between the Market foundation, PDA and the city has been finalized and the preschool is now able to receive the $451k grant by having a dedicated account set up by the foundation until all obligations have been met over the next 18 years.

C. Committee Chair Report
   None

D. Other Reports
   None

IV. Key Issues Presentation and Discussion:

A. 2011 Year in Review & 2012 Annual Plan
   Ben gave an overview of the presentation of 2012 Annual Plan, which included critical tools to aid in the ongoing tracking of our progress year to year as well as an outline of key goals, initiatives and plans. A discussion followed the presentation.

   Jim stated that there should be a mid-year review process of the 2012 Annual Plan to show the progress to date, including a review by the committees to ensure PDA staff is focusing on the correct strategic issues for 2012.

   Matt stated that without having asset management be a part of the Finance Committee it will allow for a better focus at the committee level to spend more time to educate the members about the PDA’s finance, including the source and nature of our debt payments. In addition, the committee will be able to be more involved with the budget process, which will include a dialogue between committee members, PDA Directors and/or Managers.

B. Waterfront Presentation
   Ben gave a brief introduction and stated that a set of guiding principles were adopted followed by priority uses for PC-1, and some design objectives for the Elliott/Western connector. In addition, the PDA has had ongoing conversations with the city as well as the port, including expressing the concerns of the Market regarding the connector road and the flow of traffic. Ben stated that SRG has done a tremendous amount of work and, along with the Market, have had very productive discussions with city staff and the design team, which now has become w true collaborative effort with all entities on the same page moving forward.

   Ben introduced Duncan Thieme, Dennis Haskell and Dmitriy Molla who presented a preliminary building program and site analysis for PC-1 North to the Council.
   A question and answer period followed.
**Action Item**: Proposed Resolution 11-102: Priority Uses for PC-1 North and Adjacent Area; Establishment of a Preliminary Building Program

Jim introduced the resolution and stated the PDA Council adopted Resolution 11-77 identifying priority uses for PCIN and establishing an ad-hoc Waterfront Development Committee to review existing design proposals and prepare design proposals for PCIN and adjacent area. The WRC working with staff and consultants has completed a comprehensive site analysis and developed a preliminary building program consisting of priority uses that support and complement the Market’s mission. It is the Market’s overarching goal that the preferred concept design for PCIN and adjacent areas will be informed by past design studies; the PPMHC Design Guidelines and established priority uses for PCIN; current and future identified Market needs; and through a collaborative design process working with the Market Community and the City of Seattle’s Central Waterfront Project design team and its consultants. It was requested that:

1. The PDA Council hereby resolves that the preliminary building program for PCIN site and adjacent developable areas should serve to support and enhance the Market’s core mission; functions, and character, consistent with historical uses for PCIN and to adjacent areas as part of waterfront redevelopment, and shall improve Market pedestrian connections to and from the Central Waterfront through the PCIN site; and
2. The PDA Council, in seeking to develop the PCIN site to its maximum potential for serving core Market mission and functions, adopts as the preliminary building program for the PCIN, consistent with PPMHC Guidelines; the following general uses: retail; residential; replacement parking; storage; public space, circulation and pedestrian passage, and
3. The PDA Council hereby directs the PDA Executive Director and the PDA’s design consultants to continue to work collaboratively through the design process with the city’s Central Waterfront Design Team toward achieving the above stated goals and outcomes.

Gerry Kumata moved, David Ghoddousi seconded.

Proposed Resolution 11-102 was amended to include social services in the development of the PCIN site. The amendment will state:

2. *adopts as the preliminary building program for the PCIN, consistent with PPMHC Guidelines; the following general uses: retail; residential; replacement parking; storage; social services, public space, circulation and pedestrian passage, and*

For: Matt Hanna, Gloria Skouge, David Ghoddousi, Ann Magnano, Jim Savitt, Bruce Burger, Bruce Lorig, John Finke, Gerry Kumata
Against  0
Abstain: Pat Kerr

Resolution 11-102 was passed by a vote of 9-0-1

*Matt Hanna left at 5:43pm*

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

A. Consent Agenda

**Action Item**: Proposed Resolution 11-97: Authorization for Non-Exclusive Trademark Licensing Renewal/Agreement SMS Ceramics d/b/a Pike Place Pigs

**Action Item**: Proposed Resolution 11-98: Lease Proposals – December 2011 Market Tobacco, Silver Slice, Uli’s Sausage

**Action Item**: Proposed Resolution 11-99 Authorization for Contract Authority – Apply Non-Skid Surface to the 2nd and 3rd Floor Sections of the Main Arcade

Approval of the Consent Agenda
The Consent Agenda was passed unanimously.

B. New Business

**Action Item:** Proposed Resolution 11-96: Authorization of Trademark Policies and Rates

Ben presented the resolution and stated that the PDA pursues enforcement against those infringing on our trademark rights to cease using them in order to protect our trademark rights and the integrity of our marks. It was requested that the PDA Council authorizes the following licensing fees:

<table>
<thead>
<tr>
<th>Category</th>
<th>Licensing Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Products</td>
<td>6 – 10% gross sales; 3 – 5% in-Market sales for current tenants</td>
</tr>
<tr>
<td>Non-Food Products</td>
<td>6 – 10% gross sales; 3 – 5% in-Market sales for current tenants</td>
</tr>
<tr>
<td>Publishing (Books)</td>
<td>2 – 5% gross sales</td>
</tr>
<tr>
<td>Tours/Services</td>
<td>2 – 5% gross sales</td>
</tr>
<tr>
<td>Advertising</td>
<td>$1,500 minimum for commercial filming/photography, per use</td>
</tr>
<tr>
<td>Filming</td>
<td>$500 minimum for non-commercial use; $1,500 minimum for commercial filming/photography</td>
</tr>
</tbody>
</table>

In addition, it was also requested that the PDA Council authorizes the following trademark policies:
1. A start-up fee of $250 will be charged to each trademark application approved for licensing.
2. For each approved licensing agreement, the PDA will pay up to one hour for our legal costs in setting up the agreement; any additional legal expenses must be paid by the applicant.
3. Staff may approve trademark agreements and licensing fees administratively for one-time use in advertising and filming categories.
4. Discourage the use of "Pike Place Market" and "Pike Place" by any additional Market businesses as part of their business name.
5. The PDA logo is reserved for PDA identification and Market-wide advertising; it is not available for any other businesses to use.
6. Direct staff to pursue trademark registration of the visual mark of the Pike Place Market sign at the north end pergola.

Bruce Lorig moved, John Finke seconded
Proposed Resolution 11-101

For: Patrick Kerr, Gloria Skouge, David Ghoddousi, Ann Magnano, Jim Savitt, Bruce Burger, Bruce Lorig, John Finke, Gerry Kumata
Against 0
Abstain: 0

Resolution 11-96 was passed unanimously


Joe presented the resolution and stated that it has been determined that seismic work is necessary in the Soames/Dunn Building due to Phase II Construction work. The PPMPDA contracted with Turner Special Projects for this major renovation in February 2009 as authorized by the PDA Council in Resolutions 09-50 and 10-27 and now wishes to amend that contract to include seismic work in the Soames/Dunn building in an amount not to exceed $600,000. It was requested that the PDA Council authorizes the Executive Director or his designee to enter into a GC/CM construction contract amendment with Turner Special Projects in the amount of $600,000 for seismic work in the Soames/Dunn building. Funding for this project will be drawn from Phase Three Levy Funds

Bruce Lorig moved, Gerry seconded.
Proposed Resolution 11-95
For: Patrick Kerr, Gloria Skouge, David Ghoddousi, Ann Magnano, Jim Savitt, Bruce Burger, Bruce Lorig, John Finke, Gerry Kumata
Against: 0
Abstain: 0

Resolution 11-95 passed unanimously

Action Item: Proposed Resolution 11-103: Executive Director’s Salary Compensation

Bruce Burger moved, David seconded.

Bruce Burger introduced the resolution and stated the Executive Committee was charged by the PDA’s Operating Procedures and Policies with reviewing the performance of the PDA’s Executive Director. The Executive Committee formed a subcommittee, consisting of Bruce, Gloria and Jim. The subcommittee interviewed 29 individuals including Council members, staff members, merchants, and other people who work closely with Ben.

Bruce added that the subcommittee also reviewed comparable salary data and based their decision on four major factors. The first was Ben’s performance and initial salary was adjusted based on a potential learning curve. Second, was that the previous ED director’s salary was higher when she started and Ben should not penalized based on that. Third, comparisons with other similar positions including non-profits. Lastly, the subcommittee looked at the correlation of ED salaries compared to other PDA director’s salaries which inhibits the ability to hire other Director’s at a competitive market salary.

It was requested that the Executive Director’s salary will be adjusted to $140,000 per year, effective January 1, 2012, that an increase of 5% will be granted on January 1, 2013 and January 1, 2014 conditioned upon the Executive Directors continued employment in good standing at that time, and that the notice period or pay in lieu of notice for dismissal without cause be extended from 30 days to 90 days. The PDA Council authorizes the PDA Council Chair to enter into a revised employment agreement with the Executive Director Ben Franz-Knight reflecting these changes.

A discussion followed of Resolution 11-103

For: Patrick Kerr, Gloria Skouge, David Ghoddousi, Jim Savitt, Bruce Burger, Bruce Lorig, John Finke, Gerry Kumata
Against: Ann Magnano
Abstain: 0

Resolution 11-103 passed by a vote of 8-1

D. Other

Council went into closed session at 6:06pm

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 6:12 pm

VI. Further Public Comment

VIII. Concerns of Council Members

IX. Adjournment

The meeting was adjourned at 6:12p.m. by James Savitt, Chair

Meeting minutes submitted by:
Ryan Yale, Executive Assistant
Section III: Reports and Information Items

A. Executive Director’s Report - January
B. Holiday Parking Promo – December 1\textsuperscript{st} -15\textsuperscript{th}
C. Mobile Website/Application
D. Financials – December 31\textsuperscript{st}, 2011
E. Monthly Progress Report – December 2011
   (to be distributed on Monday January 23\textsuperscript{rd}, 2012)
SUMMARY

From all indications, parking volumes, anecdotal reports from vendors and early sales reports, December was a very strong month in the Market. A strong finish to 2011 was certainly needed as we managed the two final planned power shutdowns during Phase III Renovation. With the hindsight of the last week, a strong holiday season certainly helped put many of our businesses in a better position to literally weather the storm.

The final planned power shutdowns for Phase III Renovation were both completed within the scheduled time ensuring that businesses in the Economy Building and Soames Dunn were reopened for the Martin Luther King Day weekend. Work on the Stewart House is also progressing and should be largely completed by the end of February. Scaffolding has also been erected on 1st Avenue for the repair and upgrade of the Economy Building canopy.

Waterfront planning efforts continue to move forward with two major design collaboration meetings scheduled in January between SRG and James Corner Field Operations. In addition, the Central Waterfront Design Oversight Committee and the Finance and Partnerships Committee have both expressed their support and appreciation for the work we have done to-date with PC1N.

Holiday promotions included "Hand Made for the Holidays" with 15,000 holiday pins and cards distributed downtown promoting the Market and 2 hours free parking with a purchase of $30 or more. The results of the program were reviewed by the Market Programs Committee and are included in the Full Council Packet.

Finally, I am pleased to announce the hiring of our new Director of Programs and Marketing - Kelly Lindsay. With over 15 years of experience in Marketing and PR, Kelly is a welcomed addition to our leadership team and the Market.

KEY OPERATING METRICS

<table>
<thead>
<tr>
<th>Commercial Tenant Sales as Compared to Previous Year*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year to Date Sales (Sept. 2011):</td>
</tr>
<tr>
<td>Restaurants:</td>
</tr>
<tr>
<td>Food:</td>
</tr>
<tr>
<td>Mercantile:</td>
</tr>
</tbody>
</table>
KEY OPERATING METRICS Continued

<table>
<thead>
<tr>
<th>Operating Income After Required Reserves and Debt Service:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Goal</td>
</tr>
<tr>
<td>Year to Date: December 2011</td>
</tr>
</tbody>
</table>

*Several charts are also attached highlighting sales trends market wide.*

Operating Income After Required Reserves and Debt Service:
November and December were strong months in the Market with most businesses reflecting increased sales over 2010. Year-to-date businesses in the aggregate reported higher sales in 2010 with the exception of October, where we saw a modest dip in revenue (actually reflected both in parking and commercial for October). Overall revenue for 2011 met budgeted projections with the exception of Residential revenue which was down 2.5% due to Renovation impacts.

Farm and Daystall Attendance
December was a great month for Farm and Daystall with overall attendance reaching the highest levels in the last seven years. Decent December weather and good holiday crowds were certainly contributing factors.

FINANCE:

Finance and Accounting Department
- Continued year-end closing efforts.
- Prepared for LaSalle housing audit.
- Conducted analysis of pension plan options.

Finance Committee – Canceled due to weather
- The February meeting will include review of the year-end financials and a presentation on pension fund options.
PROGRAMS

Marketing
- Launched successful “Hand Made for the Holidays” promotion offering 2 hours free parking for purchases of $30 or more. Distributed 15,000 flyers with holiday pins throughout the market and downtown with the help of Daystall volunteer street teams.
- Promoted “Hand Made for the Holidays” with press releases, website, Facebook, twitter and radio.
- Welcomed new Director of Programs and Marketing Kelly Lindsay.
- Worked with Bing/Microsoft to review proposal for a mobile application for the Market called Market Maven.
- Worked with Copacino/Fujikado to approve one-time use of the Market Clock and Sign in $100,000+ marketing campaign sponsored by Seattle’s Convention and Visitor Bureau running in Portland, San Francisco and Vancouver.

Community Outreach
- Gave key presentation at January 2012 CREW (Commercial Real Estate Women Seattle and Sound) Luncheon showcasing the Market Renovation work.
- Attended multiple Central Waterfront Committee Meetings.
- Presented PDA "Other Projects" overview to Market Historic Commision Design Review Committee
- Addressed the Market Historic Commission regarding proposed changes to the MHC Guidelines (letter included in Full Council Packet)
- Issued multiple tenant alerts regarding renovation work.

Farm and Daystall
- Finalizing annual Farm Report
- Commenced Daystall Rules Review
- Welcomed new Director of Programs and Marketing

Market Programs Committee - Key Actions and Discussions
Reviewed and discussed committee mission and goals.
Reviewed Holiday parking promotion summary.
Heard presentation from Bing/Microsoft for mobile application and provided input for further development and implementation. Bing/Microsoft has created a customer and vendor focused app that they would like to pilot with the Market – summary slides are included in the Full Council Packet.

ASSET MANAGEMENT

Residential
- Coordinated final move-outs for Stewart House and assisted with tenants moving back into their apartments.
- Residential occupancy remains high with a vacancy rate of approximately 6% for units not being held due to renovation.
Commercial

- The commercial department has received several inquiries for the office spaces located in the second floor Economy Market building. We are in the process of negotiating a lease for the +/-576 sf office space just east of the Goodwin library where the current renovation office is located.
- Ewing and Clark has provided a letter of Intent for the 2nd Level Down Under restaurant space which is currently in negotiations. Ewing and Clark continues to reach out to other interested restaurant uses for the 2nd Level Down Under and potential tenants for the 3rd Level Down Under spaces.
- Silver Slice Bakery, LLC is due to start construction of 1500 Western Avenue February 1st. They are projected to be open by mid-March.
- Swerve, located at the corner of 1st and Pine will be vacating their premises by mid-February. The commercial department has already received a lot of interest for this 1,050 sf corner space and is actively marketing and pursing tenants.

Capital Projects

- Soundview Café Window replacement and repairs were completed prior to the Christmas holiday.
- Application of non-skid surfacing to the floor of the 2nd section was completed overnight on January 19th and the 3rd Section is scheduled for completion off-hours on January 20th.

Parking

- Garage revenue for December was up 13% from December 2010 and overall garage revenue is up 10% year-to-date.
- Surface parking lot revenue was also up over 2010 for the month of December. Year over year surface lots are up as follows:
  - Lenora – up 12%,
  - Blanchard – up 33%
  - Desimone – up 27%

Maintenance and Facilities

- Coordinated ongoing renovation and slab removal/replacement in Soames/Dunn
- Prepared, managed and responded to snow impacts and maintained critical needs staffing levels.
- Assisted with temp-power during Soames/Dunn and Economy shut-downs.
- Ongoing maintenance, painting, plumbing and electrical.

Renovation

- Stewart House work along Pike Place is nearing completion.
- Switchgear for Soames/Dunn and the Economy building delivered. Soames/Dunn power shut down scheduled for January 1st – 6th, Economy Building power shutdown scheduled for January 8th – 13th were both completed on schedule with power restored to the buildings in time for the weekend.
- Construction of new stairs to the Soames/Dunn basement underway.
- Tile work nearly completed in new Soames/Dunn Restrooms.
- Economy Atrium elevator mechanical systems installation underway.
• Seismic work in the Economy Building nearing completion.

**Asset Management Committee - Key Actions and Discussion**

Reviewed “Other PDA Projects” including Foodbank lobby improvements and hillclimb tables, seating and planters.
Approved Proposed Resolution 12-06 Seattle Convention and Visitors Bureau

**WATERFRONT REDEVELOPMENT**

• Presented PC1N site analysis, Market Goals and General program to the Central Waterfront Finance and Partnerships Committee.
• Met with Bob Davidson, Susan Mueller and Stu Rolfe from the Seattle Aquarium to review our analysis of PC1N and discuss the connection between the Market and the Aquarium.
• Worked with SRG and Steinbrueck Urban Strategies to discuss next steps and design collaboration meetings with James Corner Field Operations.

**Waterfront Redevelopment - Key Actions and Discussion**

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

**ADDITIONAL UPDATES AND ITEMS OF NOTE**

• Reviewed applications for the Market Foundation Executive Director position.

**PDA Employee January Anniversaries:**

25 yrs - Sue Gilbert Mooers (marketing)
21 yrs - Derek Malvern (security)
14 yrs - Chad Blake (facilities)
10 yrs - Lilia Avaria (facilities)
6 yrs - Mark Sutton (maintenance)
4 yrs - Teri Wheeler (daystall/farm)
2 yrs - Mike Downing (facilities)
2yrs - Thomas Arnold (farm)
1 yr - Ryan Yale (management)
2011 Holiday Parking Promotion

December 1st-15th
Program

- **Who:** Marketing staff with assistance from Daystall/Farm staff
- **What:** 2 Hour free parking with qualifying $30 purchases
- **Where:** 2 Hour Free Parking in Public Market Parking Garage
- **When:** Dec 1-15, 10a – 6p
- **Why:** To drive holiday sales and promote shopping at Pike Place Market in a way that provides both weekend and weekday support
- **How:** 2 Hour Free Parking in Public Market Parking Garage was provided to those customers who provided $30 worth of qualifying receipts. Qualifying receipts were defined as any businesses north of Union St (including businesses in the South Arcade) and south of Virginia St (businesses such as Kells and Post in Post Alley were included), PDA tenants along Western Ave as well as any and all businesses west of 1st Ave. All non-PDA tenants (Sur La Table, Beechers, Local Color, Pear, etc.) were also included.

Program by the Numbers

- 267 Participants
- Helped to created at least $8,010 in direct sales based on $30 minimum purchase
- Directly generated $541 in parking revenue
- 13.3% yr/yr garage use growth for the 1st-15th of December
Participants

- 267 Participants or 4.19% of those who parked in the garage
- 57% of those participants stayed 0-2 hours
- 74% of participants visited the Information Booth between the hours of 11a and 3p
- 69% of program participants learned of program from PDA outreach/promotion, 31% from merchants

Participation by Day

- Weekday Program Participation = 139 participants (3.1% of total parkers)
  - Monday –Thursday Program Participants = 97  (2.7%)
  - Friday Program Participants = 42  (4.8%)
- Weekend Program Participation = 128 (6.4% of total parkers)
  - Saturday Program Participants = 72 (6.3%)
  - Sunday Program Participants = 56 (6.7%)
Sales and % of Usage

Total Sales By Day

Daily Sales Average ($534 per day)
Mon – Thurs = $323  Saturday = $1,080
Friday = $630  Sunday = $840

Total Number of Garage Parkers
December 1st-15th

2010  2011
5,518  6,361
267 Total Participants

By Hours Parked:
- 0-2 Hrs: 154 (58%)
- 2-3 Hrs: 59 (22%)
- 3-4 Hrs: 32 (12%)
- 4-5 Hrs: 13 (5%)
- 5-6 Hrs: 5 (2%)
- 6-7 Hrs: 1 (1%)
- 7-8 Hrs: 1 (0%)

By Notification:
- Merchant: 31%
- Website: 13%
- Radio: 12%
- Button/Bookmark: 12%
- Email: 8%
- Poster: 5%
- Word of Mouth: 4%
- Social Media: 4%
- Other (blog, news, calendar): 7%

Total Participants: 267
Hands of the World Case Study

• Hands of the World notified customers about the Holiday Parking Promotion in the following ways:
  - Passed out Bookmark/Buttons in store
  - Printed a Holiday Parking Promotion message on receipts
  - Posted information about the Holiday Parking Promotion on their website
  - Emailed their database using the Holiday Parking Promotion message as the lead message
  - Verbally mentioned to customers about the Holiday Parking Promotion
• Hands of the World saw sales grow 25.6% Dec 1-15th from the previous year
• Hands of the World experienced a higher sale per customer ratio that in years past
• As a result, Hand of the World owner Cynthia Hope would love to see the promotion run in 2012
Mobile Web Presence – Buyer

**What’s new**
- Entry-point for buyers
- Curated list of vendors and products
- Promotion of seasonal categories

**All products**
- Information organized by product categories
- Search entire product database
- Crowdsourced links to recipes

**Newsfeed**
- Vendors and buyers can post to the market newsfeed
- Posts can be linked to a booth, product, or product category
- Filter by favorite vendors, events, photos, or check-ins by friends
- Autopost to Facebook and Twitter (optional).

**Vendor Page**
- View all available products a vendor has posted
- View general information on the vendor, including certifications and practices, location of farm, and contact info
- Send message to vendors
- Add vendor to your favorites
- “Like” vendor on Facebook
Mobile Web Presence – Vendor

Add product
- Add products to Market Maven in one simple step
- Certifications and practices are pre-populated from vendor profile
- Use autocomplete to retrieve previously entered products
- Populate all form fields automatically by selecting previously entered product

Edit product availability
- Check-off products when sold out
- Products carry over from week to week, unless deleted from list (even when deleted, products stay in the system for later retrieval)
- Make changes to product listing

Manage Orders
- Handle incoming orders from buyers in advance of the market
- Keep track of past orders
- Message with buyers who placed orders

Edit profiles
- Sign in using Facebook
- Edit vendor profile, including certifications and practices, location of farm, and contact info

Analytics
- Total page impressions
- Clickthroughs on products
- Products added to shopping list
- Products added to favorites
- Pre-order sales through Market Maven
# PIKE PLACE MARKET PDA
## BALANCE SHEET
**December 31, 2011**
**PRELIMINARY**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Note</th>
<th>Current Month</th>
<th>Prior Month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted Cash</td>
<td></td>
<td>880,656</td>
<td>972,355</td>
</tr>
<tr>
<td>Rental Accounts Receivable</td>
<td>1</td>
<td>227,871</td>
<td>176,217</td>
</tr>
<tr>
<td>Misc Accounts Receivable</td>
<td>3</td>
<td>2,520,530</td>
<td>2,702,124</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td></td>
<td>199,374</td>
<td>190,854</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td></td>
<td>3,828,431</td>
<td>4,041,550</td>
</tr>
<tr>
<td>Designated Cash and Cash Equivalents</td>
<td></td>
<td>14,267,399</td>
<td>14,212,907</td>
</tr>
<tr>
<td><strong>Restricted Cash and Cash Equivalents</strong></td>
<td></td>
<td>3,498,253</td>
<td>3,309,502</td>
</tr>
<tr>
<td><strong>Fixed Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land</td>
<td></td>
<td>3,698,718</td>
<td>3,698,718</td>
</tr>
<tr>
<td>Leasehold Improvements</td>
<td></td>
<td>31,228,512</td>
<td>31,228,512</td>
</tr>
<tr>
<td>Work in Progress</td>
<td></td>
<td>30,585,097</td>
<td>28,648,058</td>
</tr>
<tr>
<td>Parking Garage</td>
<td></td>
<td>8,651,830</td>
<td>8,651,830</td>
</tr>
<tr>
<td>Market Buildings</td>
<td></td>
<td>28,865,075</td>
<td>28,865,075</td>
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<tr>
<td>Equipment</td>
<td></td>
<td>987,829</td>
<td>987,829</td>
</tr>
<tr>
<td><strong>Total Net Fixed Assets</strong></td>
<td></td>
<td>83,040,300</td>
<td>80,104,583</td>
</tr>
<tr>
<td>Lease Accumulated Depreciation</td>
<td>(20,976,761)</td>
<td>(20,975,439)</td>
<td></td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td></td>
<td>144,494,743</td>
<td>141,497,905</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES &amp; CAPITAL</th>
<th>Note</th>
<th>Current Month</th>
<th>Prior Month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td></td>
<td>2,622,922</td>
<td>1,792,988</td>
</tr>
<tr>
<td>Current Portion - LT Debt</td>
<td></td>
<td>613,818</td>
<td>613,818</td>
</tr>
<tr>
<td>Accrued Payroll, Vacation &amp; Taxes</td>
<td></td>
<td>284,757</td>
<td>413,035</td>
</tr>
<tr>
<td>Accrued PC-1 Bond Interest</td>
<td>2</td>
<td>33,908</td>
<td>16,954</td>
</tr>
<tr>
<td>Accrued Business Taxes</td>
<td></td>
<td>38,720</td>
<td>38,407</td>
</tr>
<tr>
<td>Security Deposits</td>
<td></td>
<td>320,806</td>
<td>319,219</td>
</tr>
<tr>
<td>Parking Agreement Due To City</td>
<td></td>
<td>16,410</td>
<td>18,630</td>
</tr>
<tr>
<td>Other Liabilities</td>
<td></td>
<td>243,484</td>
<td>247,779</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td></td>
<td>4,176,825</td>
<td>3,460,918</td>
</tr>
<tr>
<td><strong>Long Term Debt</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PC-1 Bonds Payable</td>
<td></td>
<td>4,515,000</td>
<td>4,515,000</td>
</tr>
<tr>
<td>2009 PDA Refunding Bonds</td>
<td></td>
<td>3,637,718</td>
<td>3,661,385</td>
</tr>
<tr>
<td>Payable to City (PC-1 Land)</td>
<td></td>
<td>680,692</td>
<td>680,692</td>
</tr>
<tr>
<td>N/P City of Seattle - Creamery Lot</td>
<td></td>
<td>455,000</td>
<td>455,000</td>
</tr>
<tr>
<td>N/P City of Seattle - Senior Center</td>
<td></td>
<td>180,000</td>
<td>180,000</td>
</tr>
<tr>
<td>Pine Building Bond Payable-HSB</td>
<td></td>
<td>2,322,185</td>
<td>2,326,408</td>
</tr>
<tr>
<td>Pine Bldg Commercial Mortgage Payable</td>
<td></td>
<td>3,440,563</td>
<td>3,446,302</td>
</tr>
<tr>
<td>Pike Place Fund Loan</td>
<td></td>
<td>2,124,064</td>
<td>2,124,064</td>
</tr>
<tr>
<td>New Market CDE Loan</td>
<td></td>
<td>1,060,732</td>
<td>1,060,732</td>
</tr>
<tr>
<td>US Bank Permanent Loan</td>
<td></td>
<td>709,126</td>
<td>709,126</td>
</tr>
<tr>
<td>QB2 Deferred Master Lease Payment</td>
<td></td>
<td>25,297,449</td>
<td>25,297,449</td>
</tr>
<tr>
<td>Current Portion - Long Term Debt</td>
<td>(613,818)</td>
<td>(613,818)</td>
<td></td>
</tr>
<tr>
<td><strong>Total Long Term Debt</strong></td>
<td></td>
<td>43,808,711</td>
<td>43,842,430</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td></td>
<td>47,985,536</td>
<td>47,303,348</td>
</tr>
<tr>
<td><strong>Capital</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributed Capital</td>
<td></td>
<td>11,818,935</td>
<td>11,818,935</td>
</tr>
<tr>
<td>Prior Years' Results</td>
<td></td>
<td>63,401,508</td>
<td>63,401,508</td>
</tr>
<tr>
<td>Current Year Operating Results</td>
<td></td>
<td>3,492,947</td>
<td>3,525,886</td>
</tr>
<tr>
<td>Levy Funds</td>
<td></td>
<td>17,795,817</td>
<td>15,448,228</td>
</tr>
<tr>
<td><strong>Net Operating Capital</strong></td>
<td></td>
<td>96,509,207</td>
<td>94,194,557</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND CAPITAL</strong></td>
<td></td>
<td>144,494,743</td>
<td>141,497,905</td>
</tr>
</tbody>
</table>
Note 1

**Accounts Receivable**

<table>
<thead>
<tr>
<th>Category</th>
<th>Previous Month Balance</th>
<th>Total Current Charges</th>
<th>Total Current Receipts</th>
<th>Current Month Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Revenue</td>
<td>69,540</td>
<td>855,020</td>
<td>820,688</td>
<td>103,872</td>
</tr>
<tr>
<td>Daystall Revenue</td>
<td>90,570</td>
<td>94,398</td>
<td>83,773</td>
<td>101,195</td>
</tr>
<tr>
<td>Residential Rent (excluding HUD)</td>
<td>15,107</td>
<td>164,734</td>
<td>158,037</td>
<td>22,804</td>
</tr>
<tr>
<td>HUD Subsidy</td>
<td></td>
<td>53,300</td>
<td></td>
<td>53,300</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>175,217</td>
<td>1,167,452</td>
<td>1,115,798</td>
<td>227,871</td>
</tr>
</tbody>
</table>

Note 2

**Bond Interest and Principal Payment Schedule**

- PCI - 1991 Bond Interest: May and November
- PCI - 1991 Bond Principal: November
- PCI - 2002 Bond Interest: May and November
- PCI - 2002 Bond Principal: November
- PDA 2009 Refunding Bond Interest: Every month
- PDA 2009 Refunding Bond Principal: Every month

*Amounts fluctuate monthly depending on accrual vs. payment schedule.*

Note 3

**Misc Accounts Receivable**

Includes $1,700,000 for estimated payment from City for Levy invoices.
PIKE PLACE MARKET PDA - PDA OPERATING BUDGET COMPARISON STATEMENT
Period Ending December 30, 2011 (PRELIMINARY)

<table>
<thead>
<tr>
<th>REVENUE</th>
<th>Current YTD Actual</th>
<th>Current YTD Budget</th>
<th>Variance</th>
<th>Variance %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>7,598,090</td>
<td>7,855,644</td>
<td>267,554</td>
<td>3.39%</td>
</tr>
<tr>
<td>Net Results - Transactions with PPM QALICB</td>
<td>(300,967)</td>
<td>(102,212)</td>
<td>(4,909)</td>
<td>1.95%</td>
</tr>
<tr>
<td>Net Results - Transactions with PPM QALICB2</td>
<td>(540,110)</td>
<td>(540,920)</td>
<td>810</td>
<td>0.15%</td>
</tr>
<tr>
<td>Residential</td>
<td>2,054,189</td>
<td>2,106,085</td>
<td>120,896</td>
<td>5.78%</td>
</tr>
<tr>
<td>Daystay</td>
<td>1,056,300</td>
<td>1,013,734</td>
<td>42,566</td>
<td>4.2%</td>
</tr>
<tr>
<td>Surface Parking</td>
<td>360,459</td>
<td>322,604</td>
<td>37,835</td>
<td>11.7%</td>
</tr>
<tr>
<td>Garage</td>
<td>1,707,197</td>
<td>1,630,648</td>
<td>76,549</td>
<td>4.7%</td>
</tr>
<tr>
<td>Market Foundation</td>
<td>22,000</td>
<td>22,000</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Miscellaneous Revenue</td>
<td>857,455</td>
<td>835,064</td>
<td>22,391</td>
<td>2.7%</td>
</tr>
<tr>
<td>TOTAL REVENUE</td>
<td>13,114,613</td>
<td>13,142,647</td>
<td>(28,034)</td>
<td>-0.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>Current MONTH Actual</th>
<th>Current MONTH Budget</th>
<th>Prior MONTH Actual</th>
<th>2011 REVISED Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Management</td>
<td>848,832</td>
<td>897,143</td>
<td>48,311</td>
<td>5.4%</td>
</tr>
<tr>
<td>Parking</td>
<td>804,202</td>
<td>795,201</td>
<td>(9,001)</td>
<td>-1.15%</td>
</tr>
<tr>
<td>Operations</td>
<td>3,260,020</td>
<td>3,343,054</td>
<td>83,034</td>
<td>2.52%</td>
</tr>
<tr>
<td>Utilities</td>
<td>1,567,925</td>
<td>1,720,960</td>
<td>153,035</td>
<td>8.99%</td>
</tr>
<tr>
<td>Insurance</td>
<td>402,979</td>
<td>415,000</td>
<td>12,021</td>
<td>2.95%</td>
</tr>
<tr>
<td>Administration</td>
<td>1,424,034</td>
<td>1,581,928</td>
<td>157,894</td>
<td>10.06%</td>
</tr>
<tr>
<td>Marketing &amp; Programs</td>
<td>1,014,097</td>
<td>1,053,152</td>
<td>(30,055)</td>
<td>-2.90%</td>
</tr>
<tr>
<td>TOTAL OPERATING EXPENSES</td>
<td>9,322,899</td>
<td>9,860,438</td>
<td>537,539</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET OPERATING RESULTS</th>
<th>Current MONTH Actual</th>
<th>Current MONTH Budget</th>
<th>Prior MONTH Actual</th>
<th>2011 REVISED Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEBT SERVICE</td>
<td>3,791,714</td>
<td>3,336,209</td>
<td>455,505</td>
<td>13.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RESERVES - DESIGNATED</th>
<th>Current MONTH Actual</th>
<th>Current MONTH Budget</th>
<th>Prior MONTH Actual</th>
<th>2011 REVISED Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pension Contribution</td>
<td>263,000</td>
<td>263,000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Low Income Housing Reserve</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>LIH Interest to Reserve</td>
<td>481</td>
<td>804</td>
<td>323</td>
<td>0.3%</td>
</tr>
<tr>
<td>Sanitary Reserve</td>
<td>3,205</td>
<td>3,205</td>
<td>-</td>
<td>0%</td>
</tr>
<tr>
<td>Minimum Operating Reserve</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL DESIGNATED RESERVES</td>
<td>266,868</td>
<td>267,009</td>
<td>323</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

Net Results after Debt Service & Reserves | 1,636,808 | 1,180,980 | 455,828 | 35.6% |

Capital Reserve Contribution | (142,422) | 92,575 | 132,111 | 1,179,679 |

| TOTAL RESERVES & CONTRIBUTIONS | 1,179,675 | 1,179,675 | 0.0%    | 1,179,679 |
### Note 1: Commercial Revenue

<table>
<thead>
<tr>
<th></th>
<th>2011 Total Budget</th>
<th>YTD 2011 ACTUAL</th>
<th>YTD 2011 BUDGET</th>
<th>YTD 2011 Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Dec Actual</td>
<td>% YTD</td>
<td>Dec Budget</td>
</tr>
<tr>
<td>Comm Revenue</td>
<td></td>
<td></td>
<td>Comm Rev</td>
<td></td>
</tr>
<tr>
<td>Base Rent - Retail</td>
<td>3.9%</td>
<td>2,819,932</td>
<td>35.7%</td>
<td>2,793,471</td>
</tr>
<tr>
<td>Base Rent - Office &amp; LB</td>
<td>6.1%</td>
<td>483,491</td>
<td>6.1%</td>
<td>460,349</td>
</tr>
<tr>
<td>Prep Space</td>
<td>0.3%</td>
<td>23,574</td>
<td>0.3%</td>
<td>25,545</td>
</tr>
<tr>
<td>CAUT %</td>
<td>10.5%</td>
<td>780,067</td>
<td>9.9%</td>
<td>796,409</td>
</tr>
<tr>
<td>COMA %</td>
<td>10.9%</td>
<td>805,362</td>
<td>10.2%</td>
<td>823,671</td>
</tr>
<tr>
<td>Direct Operating Exp (LB) and CAM</td>
<td>0.5%</td>
<td>40,678</td>
<td>0.5%</td>
<td>35,271</td>
</tr>
<tr>
<td>Total Rent Revenue</td>
<td></td>
<td>4,952,704</td>
<td></td>
<td>4,934,916</td>
</tr>
<tr>
<td>Percentage Rent (1)</td>
<td>27.8%</td>
<td>2,512,217</td>
<td>31.8%</td>
<td>2,400,000</td>
</tr>
<tr>
<td>Direct Utilities</td>
<td>5.3%</td>
<td>312,620</td>
<td>4.0%</td>
<td>403,453</td>
</tr>
<tr>
<td>Storage/Cooler</td>
<td>1.2%</td>
<td>99,965</td>
<td>1.3%</td>
<td>88,628</td>
</tr>
<tr>
<td>Tenant Work Reimbursements</td>
<td>0.1%</td>
<td>6,736</td>
<td>0.1%</td>
<td>8,117</td>
</tr>
<tr>
<td>Late Fees</td>
<td>0.3%</td>
<td>13,848</td>
<td>0.2%</td>
<td>20,530</td>
</tr>
<tr>
<td>Total Commercial Revenue</td>
<td></td>
<td>7,898,090</td>
<td>100%</td>
<td>7,855,644</td>
</tr>
</tbody>
</table>

(1) See attachment for Percentage Rent revenue data by month.

### Note 2: Residential Revenue

<table>
<thead>
<tr>
<th></th>
<th>2011 Total Budget</th>
<th>YTD 2011 ACTUAL</th>
<th>YTD 2011 BUDGET</th>
<th>YTD 2011 Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total Res Rev</td>
<td>Dec Actual</td>
<td>% YTD Res Rev</td>
<td>Dec Budget</td>
</tr>
<tr>
<td>Residential Rents</td>
<td>98.9%</td>
<td>2,028,866</td>
<td>98.8%</td>
<td>2,082,327</td>
</tr>
<tr>
<td>Laundry Net of Taxes</td>
<td>0.6%</td>
<td>14,252</td>
<td>0.7%</td>
<td>13,151</td>
</tr>
<tr>
<td>Other(1)</td>
<td>0.5%</td>
<td>11,271</td>
<td>0.5%</td>
<td>10,507</td>
</tr>
<tr>
<td>Total Residential Revenue</td>
<td></td>
<td>2,154,189</td>
<td>100%</td>
<td>7,164,084</td>
</tr>
</tbody>
</table>

(1) Other includes maintenance services, storage & late fees
### Note 3: Day Stall Revenue

<table>
<thead>
<tr>
<th></th>
<th>2011 Total Budget</th>
<th>2011 ACTUAL</th>
<th>2011 BUDGET</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Dec %</td>
<td>% YTD</td>
<td>Dec %</td>
</tr>
<tr>
<td>Day Stall Revenue</td>
<td></td>
<td>Day Rev</td>
<td>YTD Rev</td>
<td>Budget</td>
</tr>
<tr>
<td>Daily Craft</td>
<td>70.3%</td>
<td>731,031</td>
<td>69.2%</td>
<td>715,000</td>
</tr>
<tr>
<td>Daily Farmer</td>
<td>19.7%</td>
<td>217,616</td>
<td>20.6%</td>
<td>200,000</td>
</tr>
<tr>
<td>Rummage Hall Net of Taxes</td>
<td>1.4%</td>
<td>10,886</td>
<td>1.0%</td>
<td>13,699</td>
</tr>
<tr>
<td>Cooler / Locker Rent</td>
<td>5.4%</td>
<td>61,173</td>
<td>5.8%</td>
<td>55,035</td>
</tr>
<tr>
<td>Permits</td>
<td>1.8%</td>
<td>21,869</td>
<td>2.1%</td>
<td>18,500</td>
</tr>
<tr>
<td>Late Fees</td>
<td>1.1%</td>
<td>13,725</td>
<td>1.3%</td>
<td>11,500</td>
</tr>
<tr>
<td>Total Day Stall Revenue</td>
<td>100%</td>
<td>1,056,300</td>
<td>100%</td>
<td>1,013,734</td>
</tr>
</tbody>
</table>

### Note 4: Surface Revenue

<table>
<thead>
<tr>
<th></th>
<th>2011 Total Budget</th>
<th>2011 ACTUAL</th>
<th>2011 BUDGET</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Dec %</td>
<td>% YTD</td>
<td>Dec %</td>
</tr>
<tr>
<td>Surface Parking</td>
<td>172.7%</td>
<td>609,291</td>
<td>168.8%</td>
<td>552,604</td>
</tr>
<tr>
<td>Net of Taxes</td>
<td>-1.4%</td>
<td>(4,000)</td>
<td>-1.1%</td>
<td>(4,000)</td>
</tr>
<tr>
<td>Bridge Maintenance</td>
<td>-71.3%</td>
<td>(243,832)</td>
<td>-67.6%</td>
<td>(226,000)</td>
</tr>
<tr>
<td>Reserve</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Share of</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenues</td>
<td>100%</td>
<td>360,459</td>
<td>100%</td>
<td>372,604</td>
</tr>
</tbody>
</table>

### Note 5: Garage Revenue

<table>
<thead>
<tr>
<th></th>
<th>2011 Total Budget</th>
<th>2011 ACTUAL</th>
<th>2011 BUDGET</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Dec %</td>
<td>% YTD</td>
<td>Dec %</td>
</tr>
<tr>
<td>Parking Revenues</td>
<td>96.3%</td>
<td>1,643,214</td>
<td>96.3%</td>
<td>1,569,672</td>
</tr>
<tr>
<td>Net of Taxes</td>
<td>0.4%</td>
<td>10,750</td>
<td>0.4%</td>
<td>7,300</td>
</tr>
<tr>
<td>Parking Reimbursement</td>
<td>3.1%</td>
<td>52,141</td>
<td>3.1%</td>
<td>51,076</td>
</tr>
<tr>
<td>Garage Commercial</td>
<td>0.2%</td>
<td>1,064</td>
<td>0.2%</td>
<td>2,600</td>
</tr>
<tr>
<td>Revenue</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment &amp;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interest Income</td>
<td>100%</td>
<td>1,707,197</td>
<td>100%</td>
<td>1,630,604</td>
</tr>
</tbody>
</table>

### Note 6: Miscellaneous Revenue

<table>
<thead>
<tr>
<th></th>
<th>2011 Total Budget</th>
<th>2011 ACTUAL</th>
<th>2011 BUDGET</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Dec %</td>
<td>% YTD</td>
<td>Dec %</td>
</tr>
<tr>
<td>Security Service</td>
<td>3.9%</td>
<td>32,592</td>
<td>3.9%</td>
<td>32,595</td>
</tr>
<tr>
<td>Contracts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPD Security</td>
<td>1.6%</td>
<td>12,960</td>
<td>1.5%</td>
<td>12,960</td>
</tr>
<tr>
<td>Contracts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management Fees(1)</td>
<td>11.4%</td>
<td>99,035</td>
<td>11.5%</td>
<td>95,057</td>
</tr>
<tr>
<td>Investment Income</td>
<td>74.8%</td>
<td>618,967</td>
<td>72.2%</td>
<td>624,362</td>
</tr>
<tr>
<td>Interest(2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Film/License</td>
<td>0.6%</td>
<td>16,410</td>
<td>1.9%</td>
<td>5,000</td>
</tr>
<tr>
<td>Revenue</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Revenues(3)</td>
<td>7.8%</td>
<td>77,471</td>
<td>9.0%</td>
<td>65,090</td>
</tr>
<tr>
<td>Miscellaneous Revenue</td>
<td>100%</td>
<td>825,845</td>
<td>100%</td>
<td>835,664</td>
</tr>
</tbody>
</table>

(1) Management fees from LaSalle Senior Housing LLC and PPM Funding LLC
(2) Includes interest income from Qalib
t(3) Other Revenues includes Constituency Revenue, Special Events Income, Misc Revenue, Magazine Subscriptions, Key and Access Cards, Trademark/Royalties and less Sales Tax.
### Note 7  Property Management Expenses

<table>
<thead>
<tr>
<th></th>
<th>YTD 2011 ACTUAL</th>
<th>YTD 2011 BUDGET</th>
<th>YTD 2011 Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dec % PM Exp</td>
<td>Dec % PM Exp</td>
<td>Value</td>
</tr>
<tr>
<td>Commercial</td>
<td>338,103 20.5%</td>
<td>364,235 21.5%</td>
<td>26,132 7.2%</td>
</tr>
<tr>
<td>Residential</td>
<td>366,892 22.2%</td>
<td>399,133 23.0%</td>
<td>22,241 5.7%</td>
</tr>
<tr>
<td>Day Stall</td>
<td>143,837 8.7%</td>
<td>143,775 6.5%</td>
<td>(62) 0.0%</td>
</tr>
<tr>
<td>Surface Parking</td>
<td>115,363 7.0%</td>
<td>104,500 6.2%</td>
<td>(10,863) -10.4%</td>
</tr>
<tr>
<td>Garage</td>
<td>686,839 41.7%</td>
<td>650,701 40.8%</td>
<td>1,862 0.3%</td>
</tr>
<tr>
<td><strong>Total Property Management Expenses</strong></td>
<td><strong>1,653,034 100%</strong></td>
<td><strong>1,692,344 100%</strong></td>
<td><strong>39,310 2.3%</strong></td>
</tr>
</tbody>
</table>

### Note 8  Operations Expenses

<table>
<thead>
<tr>
<th></th>
<th>YTD 2011 ACTUAL</th>
<th>YTD 2011 BUDGET</th>
<th>YTD 2011 Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dec % Ops Exp</td>
<td>Dec % Ops Exp</td>
<td>Value</td>
</tr>
<tr>
<td>Facilities</td>
<td>1,378,445 26.4%</td>
<td>1,401,380 25.6%</td>
<td>22,935 1.6%</td>
</tr>
<tr>
<td>Security</td>
<td>962,568 18.4%</td>
<td>940,459 17.5%</td>
<td>(2,109) -0.2%</td>
</tr>
<tr>
<td>Maintenance</td>
<td>764,927 14.6%</td>
<td>826,786 15.1%</td>
<td>61,859 7.5%</td>
</tr>
<tr>
<td>Capital Management &amp; Renovations</td>
<td>153,850 2.9%</td>
<td>154,429 2.8%</td>
<td>549 0.4%</td>
</tr>
<tr>
<td>Utilities</td>
<td>1,567,925 30.0%</td>
<td>1,720,960 31.4%</td>
<td>153,035 8.9%</td>
</tr>
<tr>
<td>Insurance</td>
<td>402,977 7.7%</td>
<td>415,000 7.4%</td>
<td>12,023 2.9%</td>
</tr>
<tr>
<td><strong>Total Operations Expenses</strong></td>
<td><strong>5,230,924 100%</strong></td>
<td><strong>5,479,014 100%</strong></td>
<td><strong>248,090 4.5%</strong></td>
</tr>
</tbody>
</table>

### Note 9  Administration Expenses

<table>
<thead>
<tr>
<th></th>
<th>YTD 2011 ACTUAL</th>
<th>YTD 2011 BUDGET</th>
<th>YTD 2011 Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dec % Adm Exp</td>
<td>Dec % Adm Exp</td>
<td>Value</td>
</tr>
<tr>
<td>Management</td>
<td>546,221 38.4%</td>
<td>670,193 42.4%</td>
<td>123,972 18.5%</td>
</tr>
<tr>
<td>Finance</td>
<td>228,692 16.1%</td>
<td>238,370 15.1%</td>
<td>9,678 4.1%</td>
</tr>
<tr>
<td>Office Administration</td>
<td>327,569 23.0%</td>
<td>325,522 21.4%</td>
<td>(2,047) -0.6%</td>
</tr>
<tr>
<td>Human Resources</td>
<td>119,973 8.4%</td>
<td>135,920 8.6%</td>
<td>15,947 11.7%</td>
</tr>
<tr>
<td>Information Services</td>
<td>201,579 14.2%</td>
<td>211,943 13.4%</td>
<td>10,364 4.9%</td>
</tr>
<tr>
<td><strong>Total Administration Expenses</strong></td>
<td><strong>1,424,034 100%</strong></td>
<td><strong>1,581,928 100%</strong></td>
<td><strong>157,894 10.0%</strong></td>
</tr>
</tbody>
</table>

### Note 10  Programs Expenses

<table>
<thead>
<tr>
<th></th>
<th>YTD 2011 ACTUAL</th>
<th>YTD 2011 BUDGET</th>
<th>YTD 2011 Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dec % Prg Exp</td>
<td>Dec % Prg Exp</td>
<td>Value</td>
</tr>
<tr>
<td>Marketing</td>
<td>472,093 46.5%</td>
<td>512,885 48.7%</td>
<td>40,792 8.0%</td>
</tr>
<tr>
<td>Farm Program</td>
<td>333,320 32.8%</td>
<td>332,660 31.6%</td>
<td>(660) -0.2%</td>
</tr>
<tr>
<td>Market Foundation</td>
<td>209,494 20.6%</td>
<td>207,607 19.7%</td>
<td>(1,887) -0.9%</td>
</tr>
<tr>
<td><strong>Total Program Expenses</strong></td>
<td><strong>1,014,907 100%</strong></td>
<td><strong>1,053,152 100%</strong></td>
<td><strong>38,245 3.6%</strong></td>
</tr>
</tbody>
</table>
### 2011 CALENDAR YEAR

#### Percentage Rent Revenue By Month of Sales

<table>
<thead>
<tr>
<th>MONTH OF COLLECTION</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>6,482</td>
<td>6,112</td>
</tr>
<tr>
<td>Feb</td>
<td>1,540</td>
<td>1,433</td>
</tr>
<tr>
<td>Mar</td>
<td>2,559</td>
<td>2,476</td>
</tr>
<tr>
<td>Apr</td>
<td>3,078</td>
<td>3,150</td>
</tr>
<tr>
<td>May</td>
<td>1,609</td>
<td>1,591</td>
</tr>
<tr>
<td>Jun</td>
<td>1,786</td>
<td>1,930</td>
</tr>
<tr>
<td>Jul</td>
<td>1,427</td>
<td>1,436</td>
</tr>
<tr>
<td>Aug</td>
<td>1,486</td>
<td>1,568</td>
</tr>
<tr>
<td>Sep</td>
<td>1,065</td>
<td>1,110</td>
</tr>
<tr>
<td>Oct</td>
<td>26,436</td>
<td>26,518</td>
</tr>
<tr>
<td>Nov</td>
<td>22,109</td>
<td>22,928</td>
</tr>
<tr>
<td>Dec</td>
<td>20,878</td>
<td>21,241</td>
</tr>
</tbody>
</table>

#### TOTAL

| Year | 522,212| 524,000|

### 2010 CALENDAR YEAR

#### Percentage Rent Revenue By Month of Sales

<table>
<thead>
<tr>
<th>MONTH OF COLLECTION</th>
<th>2009</th>
<th>YTD December 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>81,203</td>
<td>80,000</td>
</tr>
<tr>
<td>Feb</td>
<td>2,240</td>
<td>2,300</td>
</tr>
<tr>
<td>Mar</td>
<td>9,768</td>
<td>26,000</td>
</tr>
<tr>
<td>Apr</td>
<td>1,100</td>
<td>1,100</td>
</tr>
<tr>
<td>May</td>
<td>1,100</td>
<td>1,100</td>
</tr>
<tr>
<td>Jun</td>
<td>1,100</td>
<td>1,100</td>
</tr>
<tr>
<td>Jul</td>
<td>2,240</td>
<td>2,300</td>
</tr>
<tr>
<td>Aug</td>
<td>9,768</td>
<td>26,000</td>
</tr>
<tr>
<td>Sep</td>
<td>3,000</td>
<td>3,000</td>
</tr>
<tr>
<td>Oct</td>
<td>1,100</td>
<td>1,100</td>
</tr>
<tr>
<td>Nov</td>
<td>2,240</td>
<td>2,300</td>
</tr>
<tr>
<td>Dec</td>
<td>9,768</td>
<td>26,000</td>
</tr>
</tbody>
</table>

#### TOTAL

| Year | 193,800| 194,000 |

### 2009 CALENDAR YEAR

#### Percentage Rent Revenue By Month of Sales

<table>
<thead>
<tr>
<th>MONTH OF COLLECTION</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>1,540</td>
<td>2,240</td>
</tr>
<tr>
<td>Feb</td>
<td>2,559</td>
<td>3,078</td>
</tr>
<tr>
<td>Mar</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Apr</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>May</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Jun</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Jul</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Aug</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Sep</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Oct</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Nov</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Dec</td>
<td>2,559</td>
<td>3,150</td>
</tr>
</tbody>
</table>

#### TOTAL

| Year | 7,752,128| 10,160,609 |

### 2008 CALENDAR YEAR

#### Percentage Rent Revenue By Month of Sales

<table>
<thead>
<tr>
<th>MONTH OF COLLECTION</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>1,540</td>
<td>2,240</td>
</tr>
<tr>
<td>Feb</td>
<td>2,559</td>
<td>3,078</td>
</tr>
<tr>
<td>Mar</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Apr</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>May</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Jun</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Jul</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Aug</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Sep</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Oct</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Nov</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Dec</td>
<td>2,559</td>
<td>3,150</td>
</tr>
</tbody>
</table>

#### TOTAL

| Year | 7,752,128| 10,160,609 |

### 2007 CALENDAR YEAR

#### Percentage Rent Revenue By Month of Sales

<table>
<thead>
<tr>
<th>MONTH OF COLLECTION</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>1,540</td>
<td>2,240</td>
</tr>
<tr>
<td>Feb</td>
<td>2,559</td>
<td>3,078</td>
</tr>
<tr>
<td>Mar</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Apr</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>May</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Jun</td>
<td>2,559</td>
<td>3,150</td>
</tr>
<tr>
<td>Jul</td>
<td>2,559</td>
<td>3,150</td>
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<tr>
<td>Aug</td>
<td>2,559</td>
<td>3,150</td>
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<tr>
<td>Sep</td>
<td>2,559</td>
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<tr>
<td>Oct</td>
<td>2,559</td>
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<tr>
<td>Nov</td>
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<td>3,150</td>
</tr>
<tr>
<td>Dec</td>
<td>2,559</td>
<td>3,150</td>
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</table>

#### TOTAL

| Year | 7,752,128| 10,160,609 |
Note 12  Capital Replace Reserve Fund Balance

<table>
<thead>
<tr>
<th>Description</th>
<th>Anticipated Year end Balance</th>
<th>Current YTD Balance</th>
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</thead>
<tbody>
<tr>
<td>Balance 1/1/2011</td>
<td>9,590,879</td>
<td>9,590,879</td>
</tr>
<tr>
<td>Budget 2011 Contribution:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital Reserve - PDA and Gar</td>
<td>1,179,679</td>
<td>1,179,675</td>
</tr>
<tr>
<td></td>
<td>1,179,679</td>
<td>1,179,675</td>
</tr>
<tr>
<td>Capital Projects Budget 2011</td>
<td>(1,063,875)</td>
<td>(833,078)</td>
</tr>
<tr>
<td>Capital Projects Carried Over from 2010 to 2011 (LB Project Excluded)</td>
<td>(265,323)</td>
<td>(148,250)</td>
</tr>
<tr>
<td>Capital Projects Total Costs</td>
<td>(1,329,198)</td>
<td>(981,328)</td>
</tr>
<tr>
<td>Total CRRF Capital Reserve Balance</td>
<td>9,441,360</td>
<td>9,789,226</td>
</tr>
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</table>

Other PDA Funds (PDA Books): 2,228,362

Other PDA Funds (PPM QB2 Books): 1,254,521

Total Other PDA Funds: 3,482,883
<table>
<thead>
<tr>
<th>BLDG</th>
<th>Code</th>
<th>Project Name</th>
<th>2010 Budget Carryover</th>
<th>2011 Approved Budget</th>
<th>2011 Total Budget</th>
<th>YTD Expenses</th>
<th>STATUS FOR FINANCIAL REPORTING</th>
<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>fis</td>
<td>16011-00</td>
<td>Repair floor outside of Soundview Café electrical panel</td>
<td>-</td>
<td>7,500</td>
<td>7,500</td>
<td>4,156</td>
<td>Project completed. All invoices paid.</td>
<td>12-05</td>
</tr>
<tr>
<td>fis</td>
<td>16019-00</td>
<td>Repair Pike Place window and siding</td>
<td>-</td>
<td>110,000</td>
<td>110,000</td>
<td>6,701</td>
<td>Resolution 12-05 passed Asset Committee</td>
<td>11-51</td>
</tr>
<tr>
<td>fis</td>
<td>16019-02</td>
<td>South and Level 1</td>
<td>-</td>
<td>5,000</td>
<td>5,000</td>
<td>2,875</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>gar</td>
<td>16014-00</td>
<td>Consulting - Rebuild Skybridge elevator equipment</td>
<td>-</td>
<td>5,000</td>
<td>5,000</td>
<td>2,200</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>gar</td>
<td>16015-00</td>
<td>Repair SW Garage outside stairs</td>
<td>-</td>
<td>70,000</td>
<td>70,000</td>
<td>71,613</td>
<td>Project completed. Invoices pending.</td>
<td>11-51</td>
</tr>
<tr>
<td>gar</td>
<td>16016-00</td>
<td>Update hydraulic elevator cab.</td>
<td>-</td>
<td>10,000</td>
<td>10,000</td>
<td>2,490</td>
<td>Project completed. Invoice pending.</td>
<td>11-51</td>
</tr>
<tr>
<td>gar</td>
<td>16021-00</td>
<td>Paint underside of Skylight</td>
<td>-</td>
<td>20,000</td>
<td>36,000</td>
<td>14,631</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>las</td>
<td>16019-00</td>
<td>Tuckpointing south elevation</td>
<td>-</td>
<td>15,000</td>
<td>15,000</td>
<td>12,227</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>las</td>
<td>16021-00</td>
<td>Add electronic water meters to businesses AL's, Maximilliens, Place</td>
<td>-</td>
<td>10,000</td>
<td>10,000</td>
<td>4,988</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>las</td>
<td>16021-02</td>
<td>Replace 1st floor Stairs</td>
<td>-</td>
<td>55,000</td>
<td>55,000</td>
<td>55,283</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>mel</td>
<td>16020-00</td>
<td>South Roof Replacement Finish Row</td>
<td>-</td>
<td>55,301</td>
<td>55,301</td>
<td>44,768</td>
<td>Project completed. Invoices pending.</td>
<td>11-51</td>
</tr>
<tr>
<td>mel</td>
<td>16020-02</td>
<td>Soundview Café windows reconditioned and repaired for safety-1</td>
<td>-</td>
<td>120,000</td>
<td>120,000</td>
<td>151,511</td>
<td>Project completed. invoices pending.</td>
<td>11-51</td>
</tr>
<tr>
<td>pin</td>
<td>16020-04</td>
<td>Install gangplank on marquee for maintenance</td>
<td>-</td>
<td>10,000</td>
<td>10,000</td>
<td>5,002</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>san</td>
<td>16020-05</td>
<td>Install gangplank on marquee</td>
<td>-</td>
<td>5,000</td>
<td>5,000</td>
<td>4,596</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>san</td>
<td>16020-06</td>
<td>Reroute &quot;Services Market&quot; sign on 1st Ave</td>
<td>-</td>
<td>8,000</td>
<td>8,000</td>
<td>4,896</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>san</td>
<td>16020-07</td>
<td>Rebuild marquesky light</td>
<td>-</td>
<td>2,000</td>
<td>2,000</td>
<td>1,176</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>san</td>
<td>16020-08</td>
<td>Apartment remodel</td>
<td>-</td>
<td>190,000</td>
<td>190,000</td>
<td>169,027</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>aoi</td>
<td>16020-09</td>
<td>Window wall replacement soundwell east sides</td>
<td>-</td>
<td>25,000</td>
<td>25,000</td>
<td>4,681</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>tri</td>
<td>16013-00</td>
<td>Metalwork at marques</td>
<td>-</td>
<td>10,000</td>
<td>10,000</td>
<td>8,397</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>pda</td>
<td>16020-00</td>
<td>Install Garbage Compactor</td>
<td>38,003</td>
<td>-</td>
<td>38,003</td>
<td>34,542</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>gar</td>
<td>16020-00</td>
<td>Gar Card Readers Access Control</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>498</td>
<td>-</td>
<td>11-51</td>
</tr>
<tr>
<td>cor</td>
<td>16037-00</td>
<td>Remove satellite, rooftop equipment</td>
<td>13,000</td>
<td>-</td>
<td>13,000</td>
<td>-</td>
<td>Deferred.</td>
<td>11-51</td>
</tr>
<tr>
<td>cor</td>
<td>16037-02</td>
<td>Repair roof deck/awning</td>
<td>13,000</td>
<td>-</td>
<td>13,000</td>
<td>-</td>
<td>Deferred.</td>
<td>11-51</td>
</tr>
<tr>
<td>eco</td>
<td>16059-00</td>
<td>Repair: leaking skylight windows/dean windows</td>
<td>43,872</td>
<td>-</td>
<td>43,872</td>
<td>66,598</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>lei</td>
<td>16057-00</td>
<td>Replace repair 4/14 parking bumpers along Leland-Farley</td>
<td>45,000</td>
<td>-</td>
<td>45,000</td>
<td>-</td>
<td>Deferred.</td>
<td>11-51</td>
</tr>
<tr>
<td>lei</td>
<td>16068-00</td>
<td>Remove windows along Pike Place</td>
<td>65,000</td>
<td>-</td>
<td>65,000</td>
<td>-</td>
<td>Deferred.</td>
<td>11-51</td>
</tr>
<tr>
<td>leb</td>
<td>16069-00</td>
<td>Replace common area doors and flooring</td>
<td>465,261</td>
<td>-</td>
<td>465,261</td>
<td>405,915</td>
<td>Receiving proposals for sprinkler.</td>
<td>11-51</td>
</tr>
<tr>
<td>tan</td>
<td>16064-00</td>
<td>Refresh stained stairway paint stairways</td>
<td>8,000</td>
<td>-</td>
<td>8,000</td>
<td>-</td>
<td>Deferred.</td>
<td>11-51</td>
</tr>
<tr>
<td>tan</td>
<td>16067-00</td>
<td>Repair cracks near parapet on West side</td>
<td>10,000</td>
<td>-</td>
<td>10,000</td>
<td>-</td>
<td>Deferred.</td>
<td>11-51</td>
</tr>
<tr>
<td>ste</td>
<td>16301-00</td>
<td>Tenant Restrooms Reservations</td>
<td>545</td>
<td>-</td>
<td>545</td>
<td>295</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td>gar</td>
<td>16301-00</td>
<td>PC-1 Security Camera System</td>
<td>31,908</td>
<td>-</td>
<td>31,908</td>
<td>23,676</td>
<td>Project completed. All invoices paid.</td>
<td>11-51</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>727,584</td>
<td>732,500</td>
<td>1,460,084</td>
<td>1,137,217</td>
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**MISCELLANEOUS (Tenant Commissions and Commercial Tenant Improvements)**

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<thead>
<tr>
<th>Code</th>
<th>Project Name</th>
<th>2010 Budget Carryover</th>
<th>2011 Approved Budget</th>
<th>2011 Total Budget</th>
<th>Status</th>
<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>16020-00</td>
<td>Tenant Commission - Commercial</td>
<td>-</td>
<td>10,000</td>
<td>10,000</td>
<td>Deferred</td>
<td>10-45, 11-14, 11-25</td>
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<tr>
<td>16020-00</td>
<td>Tenant Compensation - Residential</td>
<td>-</td>
<td>5,000</td>
<td>5,000</td>
<td>Deferred</td>
<td>10-45, 11-14, 11-25</td>
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<tr>
<td>16030-00</td>
<td>Tenant Improvement</td>
<td>-</td>
<td>107,000</td>
<td>107,000</td>
<td>Deferred</td>
<td>10-45, 11-14, 11-25</td>
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</table>

**CONTINGENCY**

<table>
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<th>Code</th>
<th>Project Name</th>
<th>2010 Budget Carryover</th>
<th>2011 Approved Budget</th>
<th>2011 Total Budget</th>
<th>Status</th>
<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>16040-00</td>
<td>Contingency for Known Projects</td>
<td>-</td>
<td>34,375</td>
<td>34,375</td>
<td>Deferred</td>
<td>10-30, 31-17</td>
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<tr>
<td>16070-00</td>
<td>Contingency for Unknown Projects</td>
<td>-</td>
<td>50,300</td>
<td>50,300</td>
<td>Deferred</td>
<td>10-30, 31-17</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>84,375</td>
<td>84,375</td>
<td>Deferred</td>
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**CAPITAL INVENTORY**

<table>
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<tr>
<th>Code</th>
<th>Project Name</th>
<th>2010 Budget Carryover</th>
<th>2011 Approved Budget</th>
<th>2011 Total Budget</th>
<th>Status</th>
<th>Resolution</th>
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</thead>
<tbody>
<tr>
<td>16010-00</td>
<td>Capital Inventory</td>
<td>-</td>
<td>125,000</td>
<td>125,000</td>
<td>Deferred</td>
<td>10-30, 31-17</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>125,000</td>
<td>250,000</td>
<td>Deferred</td>
<td></td>
</tr>
</tbody>
</table>

**Total**

|          |                                     | 727,584               | 1,063,875           | 1,791,459         | 1,462,244 |            |
Section IV: Key Issues

A. 2012 Metrics for Success – Presentation & Discussion
   (To be distributed on Monday January 23rd, 2012)

B. Blia Xiong Appeal – Findings and Recommendations of
   the Ad Hoc Appeals Committee
December 14, 2011

PDA Council
85 Pike Street, Room 500
Seattle, WA 98101

RE: Ad-Hoc Appeals Committee Hearing and Decision on Blia Xiong Appeal

Members of the PDA Council,

On December 1, 2011 at 4pm the Ad-Hoc Appeals Committee of the Pike Place Market Preservation and Development Authority conducted a public hearing on the appeal by Blia Xiong (Appellant) of the Market Master and Executive Director finding that she was in violation of Daystall rules and that her permit should be revoked. Following the hearing the Ad-Hoc committee reviewed all the evidence and testimony summarized below and unanimously recommends denying the appeal and that Blia Xoing’s daystall permit be immediately revoked.

**Daystall Rules and Appeal Process**

Consistent with the Daystall rules relating to appeals the Appellant presented statements and witnesses in defense of her position followed by a presentation by the Executive Director. As required in the Daystall rules a summary of the issue of the appeal, the positions of the parties and the findings and recommendations of the Appeals Committee are issued within 14 days of the Appeal Hearing.

The PDA Council shall consider the findings of the Ad-Hoc Appeals Committee Recommendation at the next Full Council meeting not less then 14 days from after issuance of this decision. The PDA Council may accept, reject, or modify the recommendations of the Appeals Committee or may defer a decision pending further developments, further inquiry, or further discussion. The PDA Council will defer to the Appeals Committee unless the decision of the Appeals Committee is clearly erroneous. All decisions of the PDA Council are final and are un-appealable.
The Issue of the Appeal

In the statement of Appeal dated October 11, 2011 (attached as exhibit N) the following three actions are complained of:

1. Revocation of permit.
2. Determination of the Executive Director upholding revocation of the permit.
3. That the Executive Director did not provide fair or adequate options for commercial space choices and timeline for review.

The Positions of the Parties

Blia Xiong.

Blia Xiong presented the Ad-Hoc committee with a written statement, letters of support and petitions signed by other daystand permit holders, farmers and community members (Attachment 1). In addition Mrs. Xiong provided verbal testimony reviewing her history in the Market, work in and around the Seattle area and stating multiple times that she does, and has always made all of her own products. Mrs. Xiong provided samples of recent needle work she had done and stated that she was always carrying her needle work with her. Mrs. Xiong also translated for two witnesses who spoke on her behalf that stated that she made all of her own products. Mrs. Xiong stated that staff was disrespectful, and that the Executive Director had only spent 15 minutes at her studio. In conclusion Mrs. Xiong re-stated that she made her products and that she should be allowed to continue to sell her products as a daystand permit holder.

Executive Director

Executive Director Ben Franz-Knight presented a summary of the timeline of the PDA staff investigation and process from April 2011 to the present (Attachment 2). Mr. Franz-Knight then presented 14 Exhibits to the Committee including letters, product samples, studio visit summaries, interview and appeal hearing transcripts and product analysis (Exhibits A-N attached). Mr. Franz-Knight stated that his final determination to uphold the Market Master finding was based on the material evidence included in Exhibits A-N in addition to his own assessment of samples purchased from Mrs. Xiong’s table and products deconstructed during the ED studio visit. While presenting Exhibits A- N Mr. Franz-Knight highlighted the following pieces of material evidence as significant in demonstrating that Mrs. Xiong was not making all of the products available for sale at her daystand display:

1. Significant discrepancies between product samples purchased from Mrs. Xiong’s table at the Market and samples produced in the presences of staff during studio visits.
2. Significant absence of patterns, materials, supplies and receipts for such to support the volume of product sold at the Market.
3. Remnants of manufacturer tags from other companies discovered in bags purchased at Mrs. Xiong’s table in the Market.
4. Presence of silk screened patterns discovered on the inside of animals of varying sizes purchased at Mrs. Xiong’s table in the Market and present in nearly completed form in Mrs. Xiong’s studio.

Mr. Franz-Knight stated he was capable of determining if the products had been produced by Mrs. Xiong or had been part of a larger mass production effort as he had previously worked as an independent tailor and had designed, developed and prepared a small line of clothes for production. He concluded that the Appellant did not comply with the rules for permit holders.

Findings and Recommendations of the Appeals Committee

The members of the PDA Council Committee on Operations and Communications served on the Ad-Hoc Appeals Committee in this matter. The Committee reviewed the statements presented and made by Mrs. Xiong and also reviewed the evidence presented by the Executive Director. The Ad Hoc Appeals Committee has determined that there is substantial, material evidence that Mrs. Xiong is not making all of her products and is in violation of the Daystall Rules. Further, the Appeals Committee finds that the Appellant was previously notified of suspected violations for the sale of “sand animals” produced by a company doing business as Rainbow Creatures. The Appellant at that time acknowledged this notice as a warning and acknowledged at the time that if it happened again her permit would be revoked.

The Committee notes that the revocation of a daystall permit is the appropriate penalty for this violation of the rules.

Neither the PDA Executive Director nor the PDA Council have an obligation to accommodate permit holders who have been found in violation of those rules. The Appeals Committee recommends against any such accommodation in cases of long term repeated violations.

Finally, Mrs. Xiong’s personal testimony, transcribed statements and written statements contained multiple inconsistencies. Most notable being the last line in the written statement submitted to the Ad-Hoc Appeals committee that states, “I started my business at the Pike Place Market with my sister in-law in 1984. I remember clearly on the day I went screening for the craft table, I told the jury that the needlework is done by my family and my husbands family, moms and sisters work together.” This written statement is in direct contradiction to the verbal statements Mrs. Xiong repeatedly made during her appeal that she “has always made all of her own products.”

1. Regarding revocation of the Permit the Appeals Committee recommends denial of the appeal.
2. Regarding the determination of the Executive Director, the Appeals Committee recommends denial of the appeal.
3. Regarding the Executive Director not providing adequate commercial space options, the Appeals Committee recommends denial of the appeal.

**Recommendation**

Based on the substantial material evidence presented by the PDA Executive Director and the contradictory verbal and written statements of Mrs. Xiong the Ad-Hoc Committee unanimously recommends that the appeal be denied and that Mrs. Xiong's Daystar Permit be revoked effective immediately.

Sincerely,

[Signature]

John Finke
Chair – Ad-Hoc Appeals Committee

cc: Ben Franz-Knight, Executive Director
    Blia Xiong
Blia Xiong
Summary and Timeline

April 6th and April 15th, 2011 – Market Master Studio Visit

May 9, 2011 - Notice of grounds for belief that Violation Has Occurred issued

May 18, 2011 – Appeal hearing requested with Market Master

June 8, 2011 - Appeal hearing conducted with Market Master

July 6, 2011 – Market Master determination issued following appeal hearing

July 20, 2011 – Statement of Appeal to Executive Director submitted

August 3, 2011 – Confirmation of Receipt of Appeal issued and commencement of review by ED

August 16, 2011 – ED appeal review Studio Visit

September 16, 2011 – Informal hearing held to review ED findings. Agreement reached to move Blia to a commercial location downunder.

September 22, 2011 – Letter confirming findings and agreement reached on September 16th issued.

October 11, 2011 – Statement of Appeal to Committee of the Council submitted
Blia Xiong

Findings and Appeal Review Exhibits

Exhibit A - April 6th and April 15th, 2011 – Market Master Studio Visit – photos, sewing samples and sample bags

Exhibit B - May 9, 2011 letter providing “Notice of Grounds for Belief that Violation Has Occurred

Exhibit C - May 18, 2011 – Appeal hearing request

Exhibit D - June 8, 2011 - Appeal hearing with Market Master recording on CD

Exhibit E - July 6, 2011 – Market Master determination letter following appeal hearing

Exhibit F - July 20, 2011 – Statement of Appeal to Executive Director

Exhibit G - August 3, 2011 – Letter confirming receipt of appeal and commencement of review by ED

Exhibit H - Interview transcripts, appeal hearing transcripts and files

Exhibit I - Excerpts from transcripts and files pertaining to Rainbow Creatures

Exhibit J - Samples purchased from Xiong table on August 15, 2011 (cloth square and butterfly)

Exhibit K – Business listing and photo of August 16 site visit to location of Rainbow Creatures which was active until April or May of 2011.

Exhibit L - August 16, 2011 - Studio Visit Summary including photos and samples

Exhibit M - September 22, 2011 letter summarizing Sept. 16 informal hearing and ED determination

Exhibit N - October 11, 2011 – Statement of Appeal letter to Committee of the Council
PRODUCTS PURCHASED FROM BLIA

Ex. A

CONTENTS REMOVED
Products made by Blia at the request of Daystall staff. Daystall was present while she made them.

Took 1 hour to make
July 6, 2011

Blia Xiong
221 South 132nd Street
Seattle, WA  98168

RE: Finding on Notice of Grounds for Belief that Violation Has Occurred:

Dear Blia,

We have completed our review of the responses that you and Gary Goedecke presented as part of the June 8, 2011 hearing regarding our May 9, 2011 letter, “RE: Notice of Grounds for Belief that Violation Has Occurred”. This includes the audio recording of your responses to a taped witness statement, which you presented to us on June 28, 2011.

In representing you, Mr. Goedecke has suggested that staff have somehow not honored “due process” or “the presumption of innocence”, and he has suggested that in conducting this inspection staff have engaged in “entrapment” and “tortious interference”. He has referenced past inspections and numerous documents in your file, and suggested a “PDA conspiracy” against you. His application of these terms in the context of this matter is not accurate.

Mr. Goedecke has also referenced various aspects of your life’s story, your plight as a refugee and various activities in the community. None of this is questioned here or the subject of this proceeding, nor does any of it exempt you from your obligation to comply with the existing rules pertaining to your permit.

Based on recent staff observations of the products on your Daystall table, and the observations collected during our inspection of your studio, staff believe that you have been selling products on your table that were not made by you in violation of the current Daystall Rules and Regulations. Staff has a rightful duty to protect the lawful interests of the Market, its patrons and its merchants, and have proceeded conscientiously in this matter in accordance with our existing bylaws.

Regarding your responses to the seven basic observations supporting our conclusion that you have been selling products that you do not make, we are not convinced that these initial concerns have been adequately addressed or rebutted.

1. RE: Patterns:
   You made various statements about patterns, some of which were contradictory.
   In the initial inspection you said that your patterns were with your assistant, Yaj, who lives in Everett. You then brought a limited number of patterns in the form of
plastic templates to our office, of some basic flat designs of frogs and lizards. In your written statement presented at hearing you said that these were “all of my patterns”. On our second visit to your studio, you said that the patterns had not been with Yaj, that instead you had not wanted to show them to staff as you were concerned that staff might “steal” your designs. You shared a few more of what you said were your patterns, this time as drawings in a sketchbook. Then in hearing you again said the patterns had been with Yaj, later saying that they had not been with Yaj, then still later saying that they had. You said that Yaj had been filling snakes for you. Staff question why Yaj would have all of your patterns for sewing while filling snakes.

In the hearing you claimed that you had 7 designs of sand animals, whereas staff had counted 47 different sand animal designs on your Daystall table. You also stated throughout that “I never keep my patterns” and “I draw a new one when I need it.” Yet staff notice a remarkable product-to-product uniformity amongst examples of respective product lines. We also question that you would really choose to withhold showing your patterns during a studio inspection out of fear that staff might “steal” your designs, when you would know that a design could be revealed to anyone determined to acquire it simply by disassembling a product purchased at your table.

2. RE: Fabric:
In an attempt to document that you possessed raw materials matching the products on your table, staff marked 33 different fabrics appearing on sand animals in recent pictures from your table. We selected a large number, in fairness anticipating that you would be out of some of them. You had no fabrics matching any of these examples. Staff then asked if you had any fabrics matching any of the sand animals in your inventory before us, and you only had one: a roll of purple, shiny stretch fabric appearing on 3-4 dragons in your inventory.

3. RE: Examples of products in mid-production:
During the studio inspection, we observed a notable absence of products in mid-production. Given that seven days a week you maintain a full table of numerous sand animal designs, the many decorative techniques (such as embroidery, cross stitch and reverse appliqué), and the many different handbag designs, wall hangings, and coats, it would be normal to see numerous products in mid-production. But we observed only two examples of products that were in the process of being made: a stack of panels of stitched-together fabric patches which you said were for handbags and several bundles of un-filled sewn fabric “skins” of a frog design.

4. RE: Handbag with tag remnant, sewn with serging machine:
Staff purchased an example from a line of handbags that you had on your table. The handbags were decorated in a patchwork of cloth, beads and various types of needlecraft, but shared a black lining and pre-sized zippers. Close examination of the handbag purchased revealed that it had been sewn with a serging machine and
that it also contained in its inner lining a remnant of a tag that had been cut. You claimed that you had a serging machine in the past, that Daystall Manager Amy Singer had noted it in her previous inspection and that your serging machine had broken a while back. Staff checked with Ms. Singer and with screening committee member Sean Bettiger who was also at the previous inspection and both denied that you had shown them a serging machine during that inspection. Regarding the tag, you said that the tag was your own and that you included it on orders that you did for “shops”, and that you cut it off yourself. You could not recall what the tag said, where you got the tags, how you got the tags made, which shops had asked for the tags, nor why the bags were ordered wholesale yet still in your possession. You did not follow through on delivering the names of shops, or examples of the tags, or any documentation of that wholesale relationship by June 9 as you said you would. Further, staff question why shops would ask you to sew a tag inside when such tags are generally stitched on the exterior of bags. Interior tags generally are to meet labeling requirements for imports.

5. RE: Mismatch of demonstrated products with products on table:
Three individual products were selected from stacks of similar products from your Daystall table (a mermaid, a dragon, and a handbag). Each was from a line of products that was uniformly consistent from product to product. You were then asked to replicate the three selected products “exactly the way you do it normally”. In all three instances the products that you made had profound differences from the examples purchased from your table. These differences are telling given that each of the three products purchased from your table were but one of several like products that were remarkably consistent and uniform in design and construction.

6. RE: Receipts:
Daystall Rules require that “all artists and craftspeople must keep a record of receipts and purchases of raw materials and supplies.” You provided us with a limited number of receipts that do not adequately support the extensive range of materials and components required to make the numerous product lines documented for sale upon your table.

7. RE: Recorded Statements of Witness Jessica Bermudez:
Staff provided you with the approximately 45 minute long recording of our statement from Jessica Bermudez. Following an extension that we granted at your request in order for you to review this statement and respond, you provided a lengthy audio recording of your responses. In this recording you repeatedly state that Ms. Bermudez “is lying”, and contradict her statements. But you don’t provide staff with any substantial reason to believe you above her. We have stated all along that our conclusions rely primarily upon our own observations, not on Ms. Bermudez’s statements. Ms. Bermudez’s statements simply reinforce staff’s personal observations and conclusions.
When you have been unable to provide evidence of production upon request from staff, you have responded multiple times with two basic arguments: first, that you have old products from your inventory that are now back in circulation (and thus no longer have records of having made them), and second, that you make products in batches and thus don’t have materials left over. While such explanations might be plausible for occasional examples of production that you can’t provide for us upon request, our inspection has discovered an utter lack of evidence that supports you producing most of the items that you have been selling from your table. Therefore it is my finding that a violation has occurred.

At stake in this matter is the brand integrity, the reputation and the credibility of Pike Place Market’s handmade crafts community, personified by the trademark “Meet the Producer” sign that greets all who visit Pike Place Market. Offering purchased items on a craft permit holder’s table, or items produced by another, is a violation of the Daystall rules. This violation is a serious offense to the shopping public’s trust in Pike Place Market and to the interests of the other Daystall Craft Permit holders. There is perhaps no violation of the Daystall Rules and Regulations more egregious than selling, as a permitted Market farm or craft producer, products that you have not actually produced. For this reason the penalty that is hereby set forth is revocation of your Daystall Crafts Permit.

Consistent with Daystall rules, this decision shall be effective five working days after mailing. Despite our declared conclusions about the authenticity of products on your table, we will choose to respect the tenure of your business and allow you to sell at Pike Place Market during any appeal process that you may decide to pursue.

Attached are pages 16 through 19 of the 2010-2011 Daystall Rules and Regulations: “Administrative Guidelines Regarding Enforcement of Rules”, including “Appeals Procedure.” Please contact me if you have any questions regarding the appeals process.

Sincerely,

Teri Wheeler
Market Master &
Food & Farm Program Manager

cc: Ben Franz-Knight, Executive Director
    Zack Cook, Assistant Farm Manager

David Dickinson,
Assistant Daystall Manager
May 18, 2011

Teri Wheeler, Market Master
85 Pike Street, Room 500
Seattle, Washington 98101

Via Hand Delivery

RE: Blia Xiong Notice of Grounds for Belief that Violation Has Occurred

Dear Teri,

Blia has asked me to represent her.

I have been consulting with her requesting documents and relevant information that will establish she is not, nor has she ever been, in violation selling products that were not made by her.

We request a hearing to answer the seven basic observations that gave rise to that notice.

Prior to a hearing we shall submit detailed written answers to the observations.

Thank you very much for granting the opportunity to fully inform you prior that proceeding.

Sincerely,

[Signature]
Gary G Goedcke
President, Executive Director
425.280.4667
Cell anytime

Cc: David Dickinson, Assistant Daystall Manager
    Zack Cook, Assistant Farm Program Manager
    Ben Franz-Knight, Executive Director

[Signature]
Blia Xiong
Permit Holder
EXHIBIT D
AVAILABLE UPON REQUEST.

Bia Xiong
Hearing
May 9, 2011
July 6, 2011

Blia Xiong
221 South 132nd Street
Seattle, WA 98168

RE: Finding on Notice of Grounds for Belief that Violation Has Occurred:

Dear Blia,

We have completed our review of the responses that you and Gary Goedcke presented as part of the June 8, 2011 hearing regarding our May 9, 2011 letter, "RE: Notice of Grounds for Belief that Violation Has Occurred". This includes the audio recording of your responses to a taped witness statement, which you presented to us on June 28, 2011.

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that it also contained in its inner lining a remnant of a tag that had been cut. You claimed that you had a serging machine in the past, that Daystall Manager Amy Singer had noted it in her previous inspection and that your serging machine had broken a while back. Staff checked with Ms. Singer and with screening committee member Sean Bettinger who was also at the previous inspection and both denied that you had shown them a serging machine during that inspection. Regarding the tag, you said that the tag was your own and that you included it on orders that you did for “shops”, and that you cut it off yourself. You could not recall what the tag said, where you got the tags, how you got the tags made, which shops had asked for the tags, nor why the bags were ordered wholesale yet still in your possession. You did not follow through on delivering the names of shops, or examples of the tags, or any documentation of that wholesale relationship by June 9 as you said you would. Further, staff question why shops would ask you to sew a tag inside when such tags are generally stitched on the exterior of bags. Interior tags generally are to meet labeling requirements for imports.

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Consistent with Daystall rules, this decision shall be effective five working days after mailing. Despite our declared conclusions about the authenticity of products on your table, we will choose to respect the tenure of your business and allow you to sell at Pike Place Market during any appeal process that you may decide to pursue.

Attached are pages 18 through 22 of the 2010-2011 Daystall Rules and Regulations: “Administrative Guidelines Regarding Enforcement of Rules”, including “Appeals Procedure.” Please contact me if you have any questions regarding the appeals process.

Sincerely,

Teri Wheeler
Market Master &
Food & Farm Program Manager

cc: Ben Franz-Knight, Executive Director
    Zack Cook, Assistant Farm Manager

David Dickinson,
Assistant Daystall Manager
July 20, 2011

Ben Franz-Knight, Executive Director
Pike Place Market Preservation and Development Authority
85 Pike Street, Room 500
Seattle, Washington 98101

Blia Xiong's Statement of Appeal to the Executive Director

Greetings Ben,

This statement is submitted within 14 days of the action from which Blia appeals.

1. The action complained of is revocation of Blia's permit imposed by the July 6, 2011 Finding, arising from the hearing before the Market Master held on June 8, 2011.

2. The action should be changed because the factual decision was not supported by substantial evidence.

3. The facts supporting Blia's belief that the action should be changed are:
   a. Blia does in fact make her products.
   b. Verbatim court approved transcriptions of the Hearing On Violation, Interview of Jessica Bermudez and Recorded Statement of Blia Xiong submitted with this Statement of Appeal reinforce the fact that she does in fact make her products.

4. The action that Blia believes should be taken is reinstatement of her permit.

5. Request for actions pending the hearing of the appeal are:
   a. That you and others visit Blia's shop and workroom to watch her working.
   b. That you allow Blia to present witnesses at an informal hearing under rules and time limits to be set by you.
   c. That the hearing of the appeal be declared open to the public.

6. Blia's address to which decisions on the appeal should be mailed is: 221 South 132nd Street, Burien, WA 98168.

Gary G Goedecke
Gary G Goedecke
Advocate
President, Executive Director
Pike Place Merchants Association

Blia Xiong
Blia Xiong
Permit Holder #88
Since 1984
August 3, 2011

Blia Xiong
221 South 132nd Street
Burien, WA 98168

Via Certified Mail and Hand Delivery

Mrs. Xiong,

This letter confirms receipt of your Statement of Appeal dated July 20, 2011. I have undertaken your appeal and have reviewed all transcriptions, statements, files and additional articles related to stated violations of the Pike Place Market Daystall Rules and Regulations. These documents include the Market Master Notice of Grounds for Belief that Violation Has Occurred dated May 9, 2011 and the Market Master Finding on Notice of Grounds for Belief that Violation Has Occurred dated July 6, 2011.

After reviewing these articles, I would like to honor your request as stated in your July 20, 2011 letter before a final decision is made. They are as follows:

1. Within one (1) working week of the receipt of this letter (August 11, 2011) and at a mutually agreed upon date and time, myself and PDA staff will conduct a site visit to your shop and workroom. This site visit will include, but is not limited to, the observation of all of your materials, tools, current stock, and receipts for materials that have been purchased for your production. In addition to the review of your materials, you will also demonstrate the construction of items you sell within the Market in order to demonstrate your ability to produce replicas of what you have previously sold in the Market.

2. Within one (1) working week following the site visit, and at a mutually agreed upon date and time, I will conduct an informal hearing of your appeal at which time you may present witnesses in support of your appeal. This informal hearing will be open to the public and will be held at the Pike Place Market PDA main conference room located at 85 Pike Street, Room 500, Seattle, WA 98101. The rules and time limits of this hearing will be set by Pike Place Market PDA’s Executive Director in accordance with the PDA’s Daystall Rules and Regulations Section H – Administrative Guidelines Regarding Enforcement of Rules, Article 4, subsection 2(d).
Following this hearing, I will issue a final determination within one (1) working week of the date of the hearing. In accordance with the Daystall Rules and Regulations, Section H – Administrative Guidelines Regarding Enforcement of Rules, Article 4, subsection 3, if you are not satisfied with my decision you may appeal to an ad hoc “Appeals Committee” of the PDA Council within fourteen (14) days from the Executive Director’s finding.

Please acknowledge receipt of this letter and consent to the schedule of the additional actions you requested as outlined above by 5pm Friday, August 5, 2011.

Sincerely,

[Signature]

Ben Franz-Knight
Executive Director

cc: Gary G Goedede, Advocate and President/Executive Director – Pike Place Merchants Association.
    James Savitt, Chair – PDA Council
    Teri Wheeler, PDA Market Master
HEARING ON VIOLATION

In re Blia Xiong, Day Stall No. 88

Heard before

The Pike Place Preservation and Development Authority

June 8, 2011

Verbatim Transcript of Recording

Present at Hearing:

David Dickenson
Teri Wheeler
Gary Goedecke
Blia Xiong

TRANSCRIBED BY: Bonnie Reed, CETD
Reed Jackson Watkins
Court-Approved Transcription
206.624.3005
about historic here because we're not talking about -- we didn't bring up Rainbow Creatures.

MR. GOEDECKE: Correct. But because of why we're here --

MS. WHEELER: Right.

MR. GOEDECKE: This is historic. This is something that's in the record and it looks suspicious. And I want it on record because what we're talking about here is going to be on top of everything historically that's there. And I want it made clear that --

Well, just explain about -- because mid-2009 they went out of business and questions were asked about -- specifically, in the record and there was no answer from you and that's what we're doing now. Just who is Rainbow Creatures? How did they come into being and what was your relationship with them?

MS. XIONG: Rainbow Creatures is a corporation that formed by Chia's husband. And we taught -- I mean, the sand animal I sell at the Market here five years before I taught Chia and her husband to make them. So they all came after me.

MS. WHEELER: Um-hum --

MS. XIONG: All the (inaudible) who sell the animal here came after me. So we actually formed the -- her husband formed the corporation of the Rainbow Creatures.

MS. WHEELER: Uh-huh.

MS. XIONG: And my husband also help him and work on the
Rainbow Creatures and it's our business now. And that's how it connects with the families.

MS. WHEELER: Right.

MR. GOEDECKE: And this family all migrated out here, sisters and brothers and there's cross marriages. And in 19 -- again, a demonstration of character and where her heart is in relationship to the Market and her family, there was a partnership dispute back in 1987 when Chia and Blia were partners they were number 46, had matriculated down --

MS. XIONG: 146 --

MR. GOEDECKE: 146. Had matriculated down from number 200 and there was a dispute. And the dispute was subsequently settled a year later in which Blia abandoned the partnership and went to the end of the seniority list.

MS. XIONG: And start from the beginning.

MR. GOEDECKE: And left Chia with that number, whose number has since dropped down to -- I think she's now number 80 --

MS. XIONG: 61.

MR. GOEDECKE: 61 now, okay.

MS. XIONG: Yeah.

MR. GOEDECKE: And I asked Blia what the basis of that was. And Chia did not when she arrived here -- Chia -- speak English, she didn't know how to make sand animals. So Blia, since they were sisters-in-law, trained her. And as
Dear Blia,

On June 7, 2000 Shawn Bettinger, Screening Committee Member and I conducted a studio inspection at your home. Thank you for graciousness and for allowing an opportunity to watch you demonstrate how you craft your sand creatures. As a standard procedure for studio inspections, we often request receipts for supplies and raw materials. This is standard procedure and in no way does it mean that we suspect that you are in violation of the Daystall Rules and Regulations. Please refer to Section II.B.2b. of the Daystall Rules and Regulations which states the following:

b. All artists and craftspeople must keep a record of receipts and purchases of raw materials and supplies. The Market Master may request copies of such records as part of the permitholder’s qualification and as part of studio inspections.

I am requesting copies of receipts for raw materials and supplies for your daystall business at the Pike Place Market, for the dates of July 7, 1999 to July 7, 2000. Please send these receipts to me no later than July 22, 2000.

I am also writing to confirm our discussion at the studio inspection on June 7, 2000, concerning the sale of a Rainbow Creatures Inc. sand creature, from your daystall, at the Market. At the inspection you admitted to me that you were in fact selling sand creatures made by Rainbow Creatures Inc. I also told you at the inspection that I had purchased a Rainbow Creatures Inc. sand creature from your table on 5-6-00, and that I have receipt from your agent Victor for that creature. I explained to you that selling products not handcrafted by you is a violation of the Daystall Rules and Regulations. I also requested that you stop selling these items, not crafted by you, from your daystall. According to the standards for permitted merchandise in the Daystall Rules and Regulations, selling items, which are not handcrafted by you, may lead to suspension of your permit. You agreed to abide by this, and therefore I am not imposing a sanction for a rules violation. Thank you for ceasing to sell products not crafted by you from your daystall.

If you have any questions, please feel free to call me at 206-682-7453.

Sincerely,

Amy J6 Singer
Daystall Manager

CC:  Bill Stalder, Market Master
       Catherine Stanford, Director of Property Management
Studio Inspection Report

Blia Xiong
Hands of the Hmong
221 S. 132nd St.
Seattle, WA 98168

June 7, 2000
8:30-10:30 AM

Inspectors: Shawn Bettinger, Screening Committee Member
Amy Jo Singer, Daystall Manager

Product Inspected: Sand Animals

Equipment and tools: 3 sewings machines (different ones used for different styles of animals, based on technical features for each machine and each animal)
Table for cutting with measuring tape on edge
Patterns
6 funnels with tubes for filling
Pins
Pincushions
Needles
Thread (on large spools and small spools)

Materials: Bolts of fabric (Purchased from Payman Fabrics, 840 S. Santee St, 4th Floor, LA, CA 90015; Fabric Land in LA, CA; and EBI Fabrics, 2843 S. Hill St., LA, CA 90007; and sometimes purchased from Chia Thao, Hmong Needlecrafts)
Eyes for Animals
Empty sand bags (10 empty bags, 50 lb. bags)
Birdseed – 7 empty bags (50 lb. bags), some seed in a nylon bag, approx. 1/2 full
Scraps of Fabric

Other: Partially made animals
Back stock (large amt.)

Morning of Inspection:
Amy phoned Blia at 6:30 am on 6-7-00 and told her that she would be arriving at 10:30 am to conduct a studio inspection. Blia requested that the inspection take place earlier, therefore, Amy said she would come at 8:30 am. Blia agreed to the time change.

Conversation at Inspection:
At the inspection Amy asked Blia, “What can you tell me about Rainbow Creatures, Inc?” At first, Blia said that she did not want to talk about it. Although, moments later, she told Amy that there is a Rainbow Creatures Inc. warehouse and that Amy should check their wholesale catalog. At this point, Amy told Blia that she purchased a sand animal off of Blia’s daystall at the Market on 5-6-2000, and that the animal had a Rainbow Creatures, Inc. label sewn to it. After this, Blia admitted to Amy and Shawn that she bought the Rainbow Creatures from Chia Thao. Blia said she bought the animals from Rainbow Creatures, Inc/Chia Thao because she was upset about Chia undercutting her prices, when she (Blia) believed that Chia was cheating on the Daystalls Rules and Regs., as Blia had reported to Bill Stalder. I explained to Chia that I understand her concerns about Chia, but that this would not make it ok to sell merchandise that she was not hand crafting herself from her daystall. I reassured her as well, that I am investigating the allegations about Chia Thao and Rainbow Creatures, Inc. Blia then apologized and agreed to remove all Rainbow Creatures products from her daystall display. She said she would inform her agent that evening and they would be gone as of 6-8-00. She asked that Amy let her agents at the Market know to
remove them that same day as well, which Amy did when she returned to the Market. Amy also called Linda, Blia’s main agent later that day to inform her as well.

Blia told us that her largest animal, the lizard sells for $25 and Chia Thao sells the same animal for $18. Blia claims that Chia Thao is undercutting her prices by having her sand animals manufactured in a factory/warehouse.

Blia explained that she buys 15 bags of birdseed at a time, which lasts her approximately 1 month. She purchases the birdseed in 50 lb. bags. She said she purchases 15 bags of sand at a time, but does not purchase this as often as the birdseed. She does not like to purchase larger amounts at one time for storage reasons.

During the inspection Blia said that she does all of the sewing for the animals and her husband and 4 kids help her to stuff the animals.

In discussion with Blia, Amy and Shawn learned that she works 3 days per week at the University of Washington as an interpreter. Blia has 3 kids in college. Additional income for Blia comes from her job at the University and 4 shows she does which include: NW Folklife, Mt. Vernon, Marymoor, and Langley.

Sales and Production:
Blia told Amy and Shawn that she has approximate sales on weekdays of $100 per day. She showed us her sales reports for 6-4-00 and 6-5-00. On Sunday, 6-4-00 she had sales of $355 (75 animals) and still had to pay her agent from that amount. On 6-5-00 she had sales of $119. Nowadays she claims she makes approx. $400-$800 on Saturdays & Sundays, and $80-$100 on weekdays. Therefore, if you average it out per animal, at these sales approximations (actual numbers she gave above, from sales reports), animals would sell for approx. $5 per piece. If Blia sells approx. 80-160 animals Saturdays & Sundays (based on her approximations for sales) and if she sells 16-20 animals per day on weekdays, and she makes approximately 100-120 per day, then it seems that her sales are commensurate with her production levels. Based on the figures she provided, she would actually be producing more than she is selling and have opportunity to build a back stock inventory for use during the busier times of the year.

Observations:
The studio appeared to be a working studio. It was well lit and there was plenty of room to cut out material on the cutting table. There was dirt/dust under the forearm of the machine Blia used during the inspection, which indicates frequent use. She constructed a rabbit sand animal for us, which took approximately 20 minutes. She did not complete the rabbit. But nearly completed it in this amount of time. This is not an animal that she makes a lot. She did however complete a snake, which took approximately 5-10 minutes. Blia said she sells mostly snakes, frogs and lizards.

Conclusions:
Blia showed us two sales day reports, which appeared to reflect the production levels that she reports. If she is making 100-120 pieces per day and selling approximately 70% each sales day, then it would make sense that she could run her business at the Market 7 days/week, as she does and still keep the table stocked on a consistent basis. Therefore, sales appear to reflect production.

Recommendations:
Written correspondence should be sent to Blia confirming the incident with the Rainbow Creature purchased from her table on 5-6-00, and confirming that she admitted to selling these on her table. The letter should also confirm agreement by Blia to remove these items from her display table. It should also state that if this happens again, her permit may be suspended. In order to verify sales commensurate with production, it would be helpful to review the receipts for the past year for
Hands of the Hmong. Written correspondence requesting these receipts, as a standard procedure for studio inspections, should also occur. This will serve as reference point in analyzing other similar businesses on the Market Daystalls.

Signature

Signature
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<tr>
<th>CUSTOMER: RETAIN THIS COPY FOR YOUR RECORDS</th>
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</table>

SALES SLIP
CUSTOMER COPY
RAINBOW CREATURES

We've heard this business is closed. Have updated information?

(206) 763-5011
309 S Cloverdale St Ste A6
Seattle, WA 98108

Neighborhoods: South Park, Greater Downtown

Like Be the first of your friends to like this.

Last updated: 9/23/11

Category: Wholesale Toys & Games

Write a Review

There are no reviews yet. Be the first to write a review!

Write a Review

EXHIBIT K

Advertisement

Spa & Beauty
Get the vote!

Vote Now

LISTS IN SEATTLE

Seattle Holiday Events
by Shaili Gujariany

Best Seattle Shops
by Shaili Gujariany

Seattle Holiday Gift Guide
by Shaili Gujariany

More local lists Create a list:

RECENT REVIEWS IN SEATTLE

Cathy Darracott CPA - Allstate Insurance Company
4024 Aurora Ave N, Seattle, WA

Blue C Sushi
1510 7th Ave, Seattle, WA

Jimmy Z Appliance Services
5611 Delridge Way SW, Seattle, WA
Blia Xiong  
Studio Visit Summary  

Date: August 16, 2011  
Time: 1pm  
Attendees: PDA - Ben Franz-Knight, Teri Wheeler, Ryan Yale  
Xiong – Blia Xiong, (Husband, Daughters) Gary Goedecke  

Location  
221 South 132nd Street  
Burien, WA 98168  

Upon arrival we were greeted by Blia and Gary and were led into the garage “studio” where we viewed several rows of tables with one sewing machine in operation and a new surger (overlocking sewing machine). We conducted a complete inspection of the studio, which included the review of a large number of pre-made “skins” for frogs, snakes and turtles of varying sizes.  

I presented the butterfly sample that I had purchased at Blia’s table the day before and asked if there were any patterns or pieces under construction or waiting to be finished. Blia responded that she could draw a pattern by hand as she does for all her animals and that she does not keep patterns on hand for all the creatures. She also stated that she had not made any “smalls” including the butterfly for years.  

I inquired again as to how she made her patterns and how the patterns were transferred to the fabric. She responded and stated that she draws them by hand, sometimes on paper and sometimes right on the fabric. Blia pulled out several pieces of fabric and drew a butterfly pattern on one piece (see photo #1). I asked her if she ever used screen printing or silk screening to print patterns on fabric and batting in large roles and she stated that she did not.  

Blia then presented a small stack of seahorse “skins” that were waiting to be filled and I then requested if I could take one of them apart, which she agreed to. Upon turning the seahorse inside out, it revealed a stitch line that had been silkscreened on the batting (see photos #2 and 3). I presented this to Blia and her response was that occasionally she would use a pen to draw the pattern right on the batting. I inquired if she had a pen on hand that made a similar kind of mark on the batting that I was holding (see photo #3) and she responded no, but could get one. I replied, very respectfully, that the marking was not pen, but in fact silk screened/screen printed on the batting. I then requested Mr. Goedecke to confirm the marking was indeed silk screened and he agreed. I then
inquired if Blia possessed any silk screening equipment and she responded no and then stated she had a friend that did some silk screenings on small pieces of batting but only for the “smalls”. I requested clarification regarding what silk screening had been done and also how much was done. Blia responded that it was several years ago and stated it was only done on batting.

I then presented the butterfly sample (see sample) I purchased the day prior and showed her the areas on the fabric where the pattern had been screen printed on prior to production. I then inquired again as to when was the last time she had “her friend” do the silk screening and Blia replied that it was several years ago and that it was only for the “smalls”.

Blia then presented a stack of tax returns and itemized receipts for fabric and miscellaneous supplies for the last 10 years. I inquired if there were any receipts within the last 10 years for the screen printing work. Blia replied that her friend just did it for her and that now he lived in another state.

Our inspection then moved toward the back of the garage/studio where we found a stack of embroidered cloth squares and clothing. I asked Blia if she had done all the embroidery work on the squares and clothes and she stated that she had, many many years ago, over thirty and that she had made them in Laos. At this time her husband became hostile and said, “those are her personal (expletive) clothes.” (see photos #4 and #5) I asked Blia if she had ever sold the clothes or cloth squares at the market and she said, “yes”. I shared the square of embroidered cloth that I had purchased at her table the day before (see sample).

I inquired about a role of fabric in the corner and asked when it had been purchased and if she had receipts, Blia stated that the fabric, like the clothes and embroidered squares was over 30 years old (see photo #6).

Blia then presented a box of various small animals (see photo #7). I asked if there were other animals beyond the smalls that someone else had silk screened patterns for and she stated “no”. I questioned if Blia could explain why we had found silkscreen pattern marks on the inside of a larger dragon animal that had been purchased at her table last spring. Blia stammered and then said that she did have someone who did screen the patterns on batting and fabric for her, but only small scraps.

At this point Blia’s husband was becoming increasingly angry and I very calmly explained to Blia that I was very concerned about the contradictions in her statements and needed to know if indeed she was still having someone else silkscreen patterns on fabric and on how much fabric. Blia stated that she did send out rolls of fabric to have patterns screened on for production.

I asked Gary Goedecke, who was representing Blia, if I could speak with him outside for a moment. Gary said yes and he and I stepped outside. I explained to Gary that the inspection was not going well and that it was clear that Blia had hired outside help to
produce her products. Gary agreed and understood that this was a clear and serious violation of the daystall rules. I asked if he would help communicate this to Blia and he said he would. I also explained to Gary that I did respect the number of years that Blia had been in the Market and wanted to find a fair way that she could continue to sell in the Market. I also conveyed to Gary that, unfortunately, this was not going to happen as a daystall permit holder but could happen as a commercial tenant. Gary said he understood and appreciated that I was willing to explore ways that she could continue as a commercial tenant.

We concluded the inspection with Blia giving us a brief tour of a room in the basement of her house that contained a new embroidery machine and stacks of pre-embroidered fabric.
Studio Visit

Making books a year

Need more

More studies needed by others

022:00
September 22, 2011

Blia Xiong
221 South 132nd Street
Burien, WA 98168

Mrs. Xiong,

This letter serves as confirmation of the final determination of your appeal following the studio inspection held on August 16th and the informal hearing and review of findings held on Friday, September 16th, 2011. As discussed on August 16th the studio visit on August 16th along with purchases made at your table the day prior to the studio visit provided evidence that confirms and supports the Market Master findings of July 6, 2011 that the process by which your products are made involves substantive contributions from outside production sources. Accordingly, the Market Master finding as stated in the letter dated July 6, 2011 are upheld, your appeal is denied and your status as a day stall permit holder has been terminated.

While this action does preclude you from continuing to participate in the market in the days stall program it is clear that your products are highly desired and that your years of service in the Market are appreciated by visitors and the general public alike. Further, it is clear that the popularity of your products and overall demand, may have, in some part contributed to the violations cited above as you worked to meet an increased demand for your product. Based on this we feel it is important to support the incubation, growth and success of your business and while you have clearly outgrown the parameters of a qualified days stall tenant you have ample growth potential as a commercially licensed tenant in the Market.

As discussed and agreed upon at our meeting on Friday, September 16th we are prepared to offer you a license to use an interior commercial space of approximately 120 sq ft (9x13 ft) on Level 5 of the Leland Building also known as the Mezzanine floor for DownUnder. The rates, fees, and conditions of the license shall be agreed upon and executed under a license agreement worked out with the PDA Property Management Staff and will require requisite approvals from the Market Historic Commission and PDA Council. PDA Staff will assist you with this process. As described to you, we believe this space is highly suitable for a display of handmade products using a cart or cabinet structure similar to those used for shops on Flower Row.

Please acknowledge your consent and agreement to the above stated ruling and proposed resolution that will allow you to continue in the market as a commercial tenant by signing below and returning a signed copy to the PDA Office by 5pm Friday, September 30, 2011.
Consistent with the Daystall Rules and Regulations Article 4. Appeals Procedure, Section 3 Appeal to Committee of the Council, items a through g (attached for your reference) you can appeal the Executive Directors decision to an ad-hoc committee of the PDA Council. Please note that any appeal to the Council would be an appeal of both the Executive Director finding and this offer of a commercial license to relocate your business within the Market which in total reflect the full extent of the Executive Directors discretion in resolving this matter.

Sincerely,

[Signature]

Ben Franz-Knight
Executive Director

Consent and agreement to above stated ruling and proposed resolution and waiver of right to appeal:

__________________________  __________________
Blia Xiong                            Date

cc: Gary G Goedecke, Advocate and President/Executive Director – Pike Place Merchants Association.
James Savitt, Chair – PDA Council
Teri Wheeler, PDA Market Master

Enclosures:  Daystall Rules and Regulations Article 4 – Appeals Procedure
c) The Executive Director may consult with persons other than the appellant, and may, in his/her discretion, allow the appellant to present witnesses at an informal hearing under rules and time limits to be set by the Executive Director.

d) At any time during the appeal process, the Executive Director may take any action otherwise within his/her authority to suspend or modify for the appeal period the decision being appealed. The determination whether to suspend or modify a decision pending appeal shall be in the sole discretion of the Executive Director.

3) Appeal to Committee of the Council

If the appellant is not satisfied with the decision of the Executive Director the appellant may appeal to the ad hoc “Appeals Committee” of the PDA Council within fourteen (14) days from the date of the Executive Director’s finding on the initial appeal. The composition of the Appeals Committee shall be as established from time to time by resolution of the PDA Council, but at all times shall consist of at least one member of the PDA Council.

a) At the discretion of the PDA Council, the Appeals Committee may include the Executive Director.

b) If the appellant appeals to the Appeals Committee, the appellant shall submit a Statement of Appeal in the form set forth in Section LH.4.a.(2), and the Executive Director or his/her designee may submit a written response.

c) Within fourteen (14) days of receiving a Statement of Appeal, the Appeals Committee shall set a time for hearing of the appeal, which hearing date shall be within thirty (30) days of the time of receipt of the Statement of Appeal. The hearing will be open to the public.

d) At the public hearing, the appellant and the relevant PDA staff member shall present their positions and any witnesses they believe relevant. Unless otherwise ordered by the Appeals Committee, the appeal hearing shall be limited to one-half hour, with the appellant to take no more than twenty (20) minutes and the relevant PDA staff member to take no more than ten (10) minutes.

e) Within fourteen (14) days of the public hearing, the Appeals Committee shall issue a decision setting fourth:

1) The issue in the appeal;

2) The positions of the parties; and

3) The findings and recommendations of the Appeals Committee.

f) The findings and recommendations of the Appeals Committee shall be transmitted to the full PDA Council, and shall be considered by the PDA Council at its next regularly scheduled Council meeting occurring not less than fourteen (14) days after issuance of the Appeals Committee decision. If the appellant or the Executive Director wishes to submit comment on the Appeals Committee findings and recommendations to the full Council, he/she shall do so in writing not less than seven (7) days prior to the date of the council meeting at which the matter is to be considered.

g) The PDA Council will consider the appeal on the basis of the written submissions. No testimony will be allowed at the PDA Council meeting unless specifically requested by the PDA Council. The PDA Council members may, however, have questions concerning the appeal and, accordingly, the appellant is encouraged to attend the Council meeting. In responding to the appeal, the PDA Council may accept, reject, or modify the recommendations of the Appeals Committee or may defer a decision pending further developments, further inquiry, or further discussion. The PDA Council will defer to the Appeals Committee unless the decision of the Appeals Committee is clearly erroneous.

b. All decisions of the PDA Council shall be final and un-appealable.
October 11, 2011

PDA Council, Appeals Committee Council
85 Pike street, Room 500
Seattle, Washington 98101

RE: Blia Xiong: Statement of Appeal to the Committee of the Council

Dear Appeals Committee Council Members,

I wish to appeal to the Appeals Committee Council on the decision of the revocation of my, Blia Xiong’s, permit.

1. The action complained of is the revocation of my, Blia Xiong’s, permit imposed July 6, 2011, arising from the hearing before the Market Master held on June 8, 2011.

2. The second action complained of is the determination of my appeal to the Executive Director, arising from the studio inspection held on August 16, 2011 and the informal hearing and review of findings held on September 16, 2011.

3. The third action complained of is the manner in which the Executive Director failed to provide fair or adequate options on the commercial space choices and timeline for review of said choices.

The actions should be reconsidered because:

1. The PDA’s decision was not supported by substantial evidence.

2. The Executive Director did not provide adequate or fair commercial space choices.

3. The Executive Director demanded my immediate decision without allowing a fair amount of time for me to judge whether or not the commercial spaces were compatible to my needs.

4. When I received the Executive Director’s letter on Tuesday, September 27, 2011, handed to me after 2:30pm at the Pike Place Market by Teri Wheeler, I then set an appointment with the Executive Director on Thursday, September 29 at 1:00pm to discuss the letter. When I made a verbal request to the Executive Director to extend my decision time from the due date of September 30, 2011 of which was presented to me, he refused and told me to sign by that date or all offers stated within the letter would be canceled.

5. When I asked the Executive Director to allow me to remain on the craft line while we compromised other options, he refused.
a. I asked for leeway to stay on the craft line until next summer, 2012 and then move down to the lower levels.
b. I asked for leeway to stay on the craft line until the current renovations were finished and more commercial space options opened up.

This letter is written within 14 days of receipt of the Executive Director’s determination letter by Blia Xiong.

Sincerely,

Blia Xiong
221 S 132nd St.
Burien, WA 98168
Section V:
Resolutions: Consent Agenda & New Business

A. Consent Agenda
   Action Item: Proposed Resolution 12-06: Lease Proposals: January 2012- SCVB

B. New Business
   Action Item: Proposed Resolution 11-101: 2012 Annual PDA Council and Committee Meeting Schedule
**Pike Place Market Preservation and Development Authority (PDA)**

**RESOLUTION 12-06:**

Lease Proposals

**JANUAR 2012**

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<th>Start Date</th>
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<td>Seattle Convention &amp; Visitor’s Bureau</td>
<td>5 Years</td>
<td>December 1, 2011</td>
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Gloria Skouge, Secretary/Treasurer

Date

**Date Approved by Council:**

For:

Against:

Abstained:
**LEASE SUMMARY**

**Date:** 01/09/2012

<table>
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<th><strong>Business Name:</strong></th>
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<td><strong>Use Description:</strong></td>
<td>Promote PPM merchants and SCVB member companies.</td>
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RESOLUTION 11-101:
Annual PDA Council and Council Committee Meeting Schedule

DECEMBER 2011

WHEREAS, 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:

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

NOW THEREFORE BE IT RESOLVED, 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).

Gloria Skouge, Secretary/Treasurer

Date

Date Approved by Council:
For:
Opposed:
Abstained:
RESOLUTION 12-03

Authorization for Contract Authority - Design Consulting Services with SRG Partnership

JANUARY 2012

WHEREAS, Pike Place Market Preservation and Development Authority ("PPMPDA") was chartered by the City of Seattle pursuant to RCW 35.21.730 et. seq with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion of survival of small businesses, and the expansion of services to the public market community; and,

WHEREAS, in order to maintain the viability of the Pike Place Market the PPMPDA has undertaken an effort to identify and address issues and opportunities related to the design of the Central Waterfront and the development of parcels adjacent to the Market including PC-1N that may directly affect the future of the Market,

WHEREAS, the PPMPDA has determined that Design Consultant services are necessary to develop Conceptual Designs and communicate programmatic goals and conceptual designs to the City of Seattle Waterfront Design Team for PC-1N and Central Waterfront Development and the Alaskan Way Viaduct Replacement Project; and,

WHEREAS, the PPMPDA solicited Requests for Qualifications (RFQ) for Design Consultants in accordance with its Purchasing Guidelines and received six (6) proposals, and SRG Partnership was identified as the best qualified to address the immediate Design Consultant needs specifically related to PC-1N, the Central Waterfront Design effort and Development and Alaskan Way Viaduct Replacement Project; and,

WHEREAS, on August 25th 2011, PDA Council approved resolution #11-77 to authorize the Executive Director to expend up to $50,000 as necessary or appropriate to support the work of the WRC and to enable it to carry out its duties and accomplish its goals as resolved above; and, in the event additional funds are necessary, the Executive Director shall so advise the Council Chair who shall convene the Executive Committee which is hereby granted the authority to authorize such additional expenditures should they be necessary in the interval between meetings of the full Council, provided that Executive Committee does so by an affirmative vote of at least five of its members.

THEREFORE, BE IT RESOLVED 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-1N, 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).
Pike Place Market Preservation and Development Authority (PDA)

Resolution 12-05

Authorization for Contract Authority – Repair Pike Place Window and Siding – Fairley Building

January 2012

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et. Seq with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined that the wood windows and wood siding have deteriorated and needs to be repaired,

WHEREAS, the PPMPDA has executed a public bid process for the repairing of the wood windows and wood siding,

BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA 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.

The funds for this project will be drawn from the Capital Projects Budget, Repair Pike Place Window and Siding Accounting Code 160192-00

Gloria Skouge, Secretary/Treasurer                            Date

Date Approved by Council:

For:
Opposed:
Abstained:
Proposed Resolution #12-05 Description

Proposed Resolution: Repair Pike Place Window and Siding

Proposed Resolution Costs: $227,977.27

Current Budget: $220,000

Account: Capital Projects

Accounting Code: 160192-00

- Project Description:
  This project is a combination of 2010 Budget Carryover Projects and 2011 Capital Budget Projects. The 2010 projects were deferred due to the impact of Phase II of the Renovation.
  
  - $45,000 2010 163687-00 Replace/repair 4x14 Parking Bumpers Along Leland-Fairley
  - $65,000 2010 163688-00 Restore Windows Along Pike Place $65,000 Budget.
  - $110,000 2011 160192-00 Repair Pike Place Window and Siding $110,000 Budget.
  - $220,000 Combined total budget for Project

  PLEASE NOTE: This project includes a 20% contingency for potential unknown conditions. Any additional overage will be taken from the 2011 Capital Projects budget surplus. Surplus is currently at ~$18,000.

- Scope:
  The purpose of this project is to repair or replace the wood windows and wood siding along Pike Place. Along with repairing the wood, the windows and siding and metal fascia will be painted. The interior shops will remain open during construction.

- Bid process:
  Publicly advertised in Daily Journal of Commerce. We received six (6) sealed bids..
  - In Store Services, $173,498 ($227,977.27 w/ Tax & Contingency-20%)
  - Stetz Construction $187,958
  - Legacy Renovation $192,850
  - WestCoast Contracting $202,472
  - Express Construction $207,714
  - Experienced Construction $226,170
RESOLUTION 12-07

Contract for Consulting Services with Steinbrueck Urban Strategies

JANUARY 2012

WHEREAS, Pike Place Market Preservation and Development Authority ("PPMPDA") was chartered by the City of Seattle pursuant to RCW 35.21.730 et. seq with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion of survival of small businesses, and the expansion of services to the public market community; and,

WHEREAS, in order to maintain the viability of the Pike Place Market the PPMPDA has undertaken an effort to identify and address strategic issues that may directly affect the future of the Market,

WHEREAS, the PPMPDA has determined that consultant services are necessary to address certain strategic issues including Waterfront Development and the Alaskan Way Viaduct Replacement Project; and,

WHEREAS, the PPMPDA solicited Requests for Qualifications (RFQ) for Strategic Planning Consultants in accordance with its Purchasing Guidelines and received three (3) proposals, and Steinbrueck Urban Strategies was identified as the best qualified to address strategic consultation efforts specifically on the Waterfront Design and Development and Alaskan Way Viaduct Replacement Project; and,

WHEREAS, Steinbrueck Urban Strategies has provided critical analysis for the PPMPDA and the Waterfront Redevelopment Committee with consultation on the integration of the Market to the Waterfront, site analysis of PC-1North, a preliminary building program, and the Elliott/Western connector road; and,

WHEREAS, the PPMPDA entered into a contract with Steinbrueck Urban Strategies under resolution #11-73 for a maximum contract of $30,000. The PPMPDA now wishes to increase the contract amount by $20,000 in order to retain Steinbrueck Urban Strategies services for the Waterfront Design and Development and Alaskan Way Viaduct Replacement Project; and,

BE IT RESOLVED, that the PDA Council authorizes the PDA Executive Director or his designee, to enter into contract with Steinbrueck Urban Strategies for consulting services and community outreach for Waterfront Design and Development and the Alaskan Way Viaduct Replacement Project for the amount of $20,000, with the total amount not to exceed $50,000. The funds for this project will be drawn from the Management Expenses, Consulting Budget - Accounting Code 483042-00

______________________________________  ______________________________________
Gloria Skouge, Secretary/Treasurer                                Date

For:                                                                 Against:                                    Abstained:

Date Approved by Council:
Tuesday January 3rd, 2012
5:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present: Jackson Schmidt, Patrick Kerr, Matt Hanna, John Finke, Gloria Skouge, Bruce Lorig

Other Council Members Present:

Staff Present: Ben Franz-Knight, Ryan Yale,

Others Present: Peter Steinbrueck

The meeting was called to order at 4:03 by Jackson Schmidt, Chair.

I. Administrative
   A. Approval of Agenda
      The agenda was approved by acclamation.

   B. Approval of December 9th, 2011 Minutes
      The minutes were approved by acclamation.

   C. Announcements and Community Comments
      None

II. Presentations and Discussion
   A. CWC Finance & Partnership and Waterfront Update
      Ben gave an update on the progress of discussions with the CWC, Waterfront design committee, and the city. Ben added that they all are very pleased with the work done by the Market, which included developing a building program, identifying design issues, and working with JCFO. He stated that the Market is in an incredibly good position as a leading partner moving forward and there will be an additional meeting with the Corner design team towards the end of January.

      Peter stated that he feels the key areas of interest for the Market have been addressed and noted that we are currently much farther along than other neighboring organizations. He noted that the Market objectives and priorities are achievable.

      Ben stated that at this point, the Market it is an ideal time to have more detailed discussions on the building program and it is now an appropriate time to look at funding sources. He added that there are some rough estimates from the building program and site analysis that will be discussed at the next meeting to address key issues such as long term revenue, balance of uses, and parking.

Ben introduced resolution and stated that on August 25th 2011, PDA Council approved resolution #11-77 to authorize the Executive Director to expend up to $50,000 as necessary or appropriate to support the work of the WRC and to enable it to carry out its duties and accomplish its goals as resolved above; and, in the event additional funds are necessary, the Executive Director shall so advise the Council Chair who shall convene the Executive Committee which is hereby granted the authority to authorize such additional expenditures should they be necessary in the interval between meetings of the full Council, provided that Executive Committee does so by an affirmative vote of at least five of its members. It was 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-1N, 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).

Peter stated that the demand for the briefings were not anticipated, but this turned out to be very beneficial for the Market and resulted in a great amount of interests from the design team and city staff. He added that the emphasis on the next phase will be to collaborate with the design team in order to convey the Market’s interests and goals while integrating them with the design team’s concepts. Peter stated that we currently have enough of a building program and site analysis to begin to develop a pro forma.

Bruce Lorig moved, John Finke seconded

A discussion of Resolution #12-03 followed

For: Jackson Schmidt, Matt Hanna, John Finke, Gloria Skouge, and Bruce Lorig
Against Patrick Kerr
Abstain: 0

Resolution 12-03 passed 5-1

Jackson gave an overview of an article distributed to the WRC on parking and suggested that the WRC should make a decision on how to move forward. He noted that this decision should be evidence based and should include information on parking areas within the market and other surrounding areas near the Market. In addition, he would also like to see a detailed report as to the number of spaces we should add as well as the true need for these spaces. He added that it may be a marketing and advertising issue to deal with the perception that we lack available spaces rather than the necessity for additional parking spaces.

A discussion of parking in the Market and surrounding areas followed

III. Adjournment

The meeting was adjourned at 5:42 p.m. by Jackson Schmidt

Meeting minutes submitted by:
Ryan Yale, Executive Assistant
Pike Place Market Preservation and Development Authority (PDA)

ASSET MANAGEMENT COMMITTEE
Meeting Minutes

Monday December 5th, 2011
4:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present: Patrick Kerr, David Ghoddousi, Patrick Kerr, Gerry Kumata

Other Council Members Present: Gloria Skouge, Jill Andrews

Staff Present: Ben Franz-Knight, Ryan Yale, John Turnbull, Jennifer Maietta, Marlys Erickson, Steve Nelson, Tamra Nisly,

Others Present: Duncan Thieme, Tony Puma

The meeting was called to order at 4:33 p.m. by Patrick Kerr, Chair

I. Administration
   A. Approval of Agenda.
      The agenda was approved by acclamation.

   B. Approval of November 14th, 2011 Minutes
      The minutes were approved by acclamation.

   C. Announcements and Community Comments
      None

II. Levy Phase III Update – Joe Paar
    Ben gave an update on Phase III renovation and stated that the renovation is moving along incredibly well with the first of two shutdowns completed ahead of schedule. The Economy building will be the last major planned shutdown occurring next week. At next month’s meeting, there should be a completion date for Phase III, with the only remaining item for renovation of the windows on Western. The tile work in the Soames Dunn restrooms and the construction of the stairwell has begun. The scaffolding has come down on the Economy elevator and overall the renovation work has been going very well.

III. Key Issues and Discussion:
   A. Update on Proposed Capital Projects – Food Bank
      1. Duncan updated the committee on the Food bank public lobby and stated that a few months ago the issue of the food bank lobby came up. He added that he met with representative of the foodbank and is currently working on a preliminary plan. Duncan showed a few sketches of the proposed plans and discussed the next steps with the committee.
      2. Public Seating – Hillclimb Terraces
         The Public Seating presentation of the Hillclimb terraces was moved to a tour of the Hillclimb to be held after the meeting is adjourned.
3. Small Hillclimb Improvements
The Small Hillclimb Improvements presentation, which includes planter boxes, was moved to a tour of the Hillclimb to be held after the meeting is adjourned.

4. Plumbing Issues – Livingston Baker
Ben gave a brief overview of the LB plumbing issues, which addresses part of the social services that has been discussed by Council and other committees.

Steve gave an update on the Livingston Baker Building Improvements and gave an overview of the improvements to date. He noted that in the 1970s there was residential copper place instead of industrial grade which are now getting little pin holes and suggested that the committee should plan to repair/replace in 2013.

B. Parking Agreement with the city & Garage Update
Ben gave an update and overview of the proposed contract with the city. He stated that there will be a flat rate that the city would provide a guarantee to recoup any lost revenue. Ben stated that the agreement would begin next month and would reduce parking in the garage to $3 per hour up to 4 hours and would run through September of 2012.

IV. Action Items
A. Action Item: Proposed Resolution 12-05
Tyler Jamison introduced the resolution and stated that in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined that the wood windows and wood siding have deteriorated and needs to be repaired. He added that the PPMPDA has executed a public bid process for the repairing of the wood windows and wood siding. He requested that Council authorizes the PPMPDA 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. The funds for this project will be drawn from the Capital Projects Budget, Repair Pike Place Window and Siding Accounting Code 160192-00

David moved, Jill seconded
Approve: Patrick Kerr, David Ghoddousi, Jill Andrews
Against: 0
Abstain: 0

The Resolution 12-05 passed unanimously

Bruce Long arrived at 4:30pm

V. Property Management
A. Residential Property Management Report
B. Closed Session (RCW 42.30.110 [c])
   i. Review of Lease Proposals
   ii. Review of Delinquency Report
   iii. Vacancy Report
   iv. Current Lease Negotiations
C. Open Session: Approval of Lease Proposals

Seattle Convention & Visitor’s Bureau

David moved, Jill seconded
Approve: Patrick Kerr, David Ghoddousi, Jill Andrews
Against: 0
Abstain: 0

The Resolution 12-06 passed unanimously.
V. **Items for the Consent Agenda**

Motion to move Resolution 12-06 to the Consent Agenda
Approve: Patrick Kerr, David Ghoddousi, Jill Andrews
Against: 0
Abstain: 0

The Resolution 12-06 was moved to the Consent Agenda

VI. **Public Comment**

The committee agreed that the new time for the meeting will now be at 4:30pm.

Pat requested that a report be done by staff to address the increase in tenant leasing rates for next month’s asset management meeting.

John noted that the Preschool will be having a grand opening on Sunday the 22nd.

Bruce stated that we should look at our capital projects and figure out a more efficient way to address the capital projects. He suggested having a list of priorities instead of having specific projects.

VII. **Adjournment**

The meeting was adjourned at 4:56 p.m. by Patrick Kerr
Thursday January 12, 2011  
4:00 p.m. to 6:00 p.m.  
PDA Conference Room

Committee Members Present: Bruce Burger, Jackson Schmidt, Jill Andrews, John Finke, Ann Magnano, Gloria Skouge

Other Council Members Present: Gloria Skouge, Bruce Lorig, David Ghouddousi

Staff Present: Ben Franz-Knight, Ryan Yale, Scott Davies, Teri Wheeler, Jay Schalow, David Dickinson, Ryan Hostetler, Kelly Lindsay, Sue Gilbert Mooers

Others Present: Alexander Cristoff, Paul Dunn

The meeting was called to order at 4:00 p.m. by Bruce Burger, Chair.

I. Administration
   A. Approval of Agenda
      The agenda was amended to move Section VI – Mobile Application to be presented after Public Comment. The amended agenda was approved by acclamation.

   B. Approval OPSCOM Minutes of December 1st, 2011 Minutes.
      The minutes were approved by acclamation.

   C. Announcements and Community Comments
      None

II. Mobile Application
    A. Presentation of proposed Mobile App/Website
       Ryan Hostetler introduced the team from Bing/Microsoft. They presented their idea of a mobile app/website which included market research, value proposition, product demo, and primary features. A question and answer period followed

III. Committee Work Plan
    A. Mission, Issues, Priorities, Monthly Topics, and Meeting Schedule
       Bruce presented the committee work plan and meeting schedule and discussed with the committee to have a detailed departmental list of ongoing objectives and goals for 2012. The following list is a preliminary list is a of the discussion
The Market Programs Committee ensures that the Market provides products, services, and experiences -- for customers, visitors, merchants, residents, and the community at large -- fulfilling the Market’s mission and benefit the community. To accomplish this, the committee will define strategy and provide oversight for farm and food, crafts, marketing, events, social services, education, and related programs.

<table>
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<tr>
<th>Area</th>
<th>Ongoing Responsibilities</th>
<th>Key 2012 Goals</th>
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| Farm & Food  | • Ensure a number and variety of farmers to make PPM competitive with the best neighborhood markets  
• Ensure farmer viability, both short- and long-term  
• Make PPM the best place in Seattle to shop for a wide range of food products  
• Establish satellite market strategy and oversee operations/budget | • Identify barriers to farmer participation and profitability and how to address them  
• Understand competitive position of PPM produce (on farm days and non-farm days) vs. neighborhood markets and any desired changes  
• Look at opportunities to better promote the PPM farmers’ brand in PPM and non-PPM restaurants  
• Assess value and role of a demonstration kitchen and/or commercial kitchen  
• Oversee preliminary work on farmland/farmer preservation  |
| Daystall Rules | • Oversee annual rules review and ongoing compliance                                      | • 2012 Annual Review of Daystall Rules and Regulations                            |
| Crafts       | • Oversee recruitment of daystall tenants and rummage hall  
• Oversee programs that recruit, incubate, develop, and retain craft businesses | • Ensure the long-term diversity and vitality of craft offerings so PPM remains the region’s leading crafts market |
| Marketing    | • Help set marketing strategy  
• Oversee marketing operations/budget  
• Oversee brand licensing, trademark, and management | • Help new director conduct zero-based analysis of marketing programs -- including current programs, new opportunities, media platforms, resource allocations, and priorities -- incorporating comparison with other markets and pro bono advice from local experts  
• Oversee design and development of mobile app and wi-fi installation  
• Help promote ease of parking  
• Review goals of website and begin planning an improved site |
| Events       | • Help establish event strategy, calendar, and budget  
• Oversee event planning and budget compliance | • Help establish Arcade Lights at least twice a year  
• Help consider other events in 2013 and beyond, if applicable  
• Oversee post-renovation “Thank you Seattle” event(s) |
| Education    | • Oversee education programs                                                              | • Help review education program including opportunities for growth and grant funding |
Social Services

- Ensure that the PPM provides appropriate support for valuable social services
- Oversee relations with the Market Foundation
- Oversee WIC/SFMNP, SNAP (food stamps), and other programs

Environmental Services

- TBD

IV. Marketing

A. Staff Reports

Ryan gave an update on the Marketing Department and stated that The Marketing Department has been working with the Seattle’s Convention of Visitors Bureau and their agency to include the Market within a very exciting and valuable multi-city campaign that is targeted to bring weekend travelers to Seattle. The campaign has been named 2 Days In Seattle and will run in San Francisco, Portland and Vancouver using radio, web, transit, advertising, and branding on light rail stations to attract the weekend traveler to Seattle and feature the Market as one of the city’s marquis attractions. Ryan presented examples of the transit bus ads, building scapes and light rail station wraps that will be used within the campaign. The campaign is valued at $115k and will feature 84 combined Out of Home units including transit shelters, transit platforms and mass transit wraps in Vancouver, Portland and San Francisco from January 16th to May 15th.

B. Holiday Parking Promotion Presentation

Ryan Hostetler gave a presentation on the Holiday Parking Promotion from December 1st – December 15th, 2011. He discussed the following:
- **Who:** Marketing staff with assistance from Daystall/Farm staff
- **What:** 2 Hour free parking with qualifying $30 purchases
- **Where:** 2 Hour Free Parking in Public Market Parking Garage
- **When:** Dec 1- 15, 10a – 6p
- **Why:** To drive holiday sales and promote shopping at Pike Place Market in a way that provides both weekend and weekday support
- **How:** 2 Hour Free Parking in Public Market Parking Garage was provided to those customers who provided $30 worth of qualifying receipts. Qualifying receipts were defined as any businesses north of Union St (including businesses in the South Arcade) and south of Virginia St (businesses such as Kells and Post in Post Alley were included), PDA tenants along Western Ave as well as any and all businesses west of 1st Ave. All non-PDA tenants (Sur La Table, Beechers, Local Color, Pear, etc.) were also included.

Ryan discussed the program by numbers and noted the following:
- 267 Participants
- Helped to create at least $8,010 in direct sales based on $30 minimum purchase
- Directly generated $541 in parking revenue
- 13.3% qr/qr garage use growth for the 1st-15th of December
- 267 Participants or 4.19% of those who parked in the garage
- 57% of those participants stayed 0-2 hours
- 74% of participants visited the Information Booth between the hours of 11a and 3p
- 69% of program participants learned of program from PDA outreach/promotion, 31% from merchants

Ryan also provided a case study done with Hands of the World, which detailed the following information:
- Hands of the World notified customers about the Holiday Parking Promotion in the following ways:
  - Passed out Bookmark/Button in store
  - Printed a Holiday Parking Promotion message on receipts
  - Posted information about the Holiday Parking Promotion on their website
  - Emailed their data base using the Holiday Parking Promotion message as the lead message
  - Verbally mentioned to customers about the Holiday Parking Promotion
- Hands of the World saw sales grow 25.6% Dec 1-15th from the previous year
- Hands of the World experienced a higher sale per customer ratio that in years past
Section III: Reports and Information Items

A. Executive Director’s Report - January
B. Holiday Parking Promo – December 1st -15th
C. Mobile Website/Application
D. Financials – December 31st, 2011
E. Monthly Progress Report – December 2011
   (To be distributed on Monday January 23rd, 2012)
• As a result, Hand of the World owner Cynthia Hope would love to see the promotion run in 2012

C. Other
   None

V. Farm Program
   A. Staff Reports

V. Items for the Consent Agenda
   None

VI. Public Comments
    None

VII. Concerns of Committee Members

VIII. Adjournment
    The meeting was adjourned at 6:18pm by Bruce Burger, Chair

Meeting minutes submitted by:
Ryan Yale, Executive Assistant
Seattle's Creme Tangerine to perform 4th annual Beatles rooftop concert Jan 27

January 17, 2012, Seattle, Wa – **Crème Tangerine**, lively and popular Beatles tribute band in Seattle, will perform their annual "roof the Copacabana Café in **Pike Place Market** Friday, January 27, at noon. The concert is their 4th annual tribute to the Fab Four’s last public performance on January 30, 1969, which was held spontaneously on the roof of their Apple offices in London, also at noon.

It was a bitter cold Friday the day the Beatles ascended to the roof of their office to play for fans one last time. **John Lennon** wore a huge fur coat and **Starr** shook with cold at his drums. It's bound to be a chilly one in Seattle as well, given the snowfall occurring as we speak with more frigid weather.

Crème Tangerine’s rooftop show has become a popular Seattle tradition, after the first event celebrating the 40th anniversary of the Beatles’ visit to Seattle. That event brought out thousands of happy fans, and as a result, the location was voted “Best Rooftop Balcony in Seattle” by Seattle Magazine readers. **Ken Mansfield**, former U.S. Apple Manager for the Beatles, was present at two of the events.

Promoter Kevin Murphy announced that special guests will be part of the musical festivities including Rock n Roll Hall of Famer **Don Wilson of the Ventures**, Heart’s **Roger Fisher** and **Alan White**. Alan White played drums for **Lennon on Imagine** and other albums, and also **George Harrison** on **All Things Must Pass**. He has been the drummer for **Yes** for over 30 years. In an email, Kevin noted that there may be more surprises as well and to stay tuned.

A five-piece band, Crème Tangerine, doesn’t focus on being a look-alike band, but to play their favorite music live for fans. Their most notable performances, besides the rooftop concerts, have been playing “The White Album” and "Abbey Road" in their entirety. They have a CD entitled "The Abbey Road Project".
Fonte Coffee Roaster Makes Huge Classroom Donation

By Michele Costanza...bringing you a humorous view on consumer topics in an all-too-serious...

I love Fonté Coffee, not only because it's awesome, locally roasted coffee, but because they are committed to our community. What's not to love there?

If you remember my earlier post on Fonté and their commitment to donate the profits from their Holiday I Pike Place Market Child Care and Preschool, then I'm sure you'll be happy to hear that they raised $11,000 - a great way to kick off the new year...

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**FONTÉ COFFEE ROASTER UNDERWRITES CLASSROOM SUPPLIES FOR A YEAR**

“Limited Edition Holiday Blend” Profits Cover Annual Supplies for All Four Classrooms at Pike Child Care

Seattle, WA — On January 10 at 3:30 p.m., Fonté Café & Wine Bar will host a special celebration for the N classroom from the Pike Market Child Care and Preschool (PMCCP), where they will sip hot chocolate and some afternoon treats. Owner Paul Odom of Seattle’s Fonté Coffee Roaster will present the Pike Market faculty with a check in the amount of $11,000 — the profits raised from sales of Fonté’s 2011 “Limited Edition Blend”. This significant donation will underwrite a year’s worth of school supplies for all four classrooms and assist the organization in reaching its goal of making high-quality childcare and preschool programs available to children in need.
“As a father of two and an ardent supporter of children's programs, Pike Market Child Care and Preschool heart,” said Paul Odom. “We are thankful for the espousal we received from Seattle and beyond. Your on support this holiday season has helped make a difference for so many children.”

About the Pike Market Child Care and Preschool
Since 1982, The Pike Market Child Care and Preschool has annually served 90 – 100 families with childrener months to five years, approximately 75 percent of whom receive tuition assistance. They have helped n of all economic backgrounds by giving them access to high quality early learning programs; fostering a pas knowledge by ensuring an opportunity to quality early education in a diverse urban environment.

The Preschool’s program is nationally accredited, and is about one in ten percent of schools who have rececognition for quality early education. Children in the program receive healthy meals, excellent care and b social and learning skills necessary to succeed in kindergarten and beyond. Families in their program have opportunity to work, job search or go to school, confident with the knowledge that their children are safe and PMCCP believes that development prospers in a program that supports children’s choices and play. For n information contact Executive Director Ellen Greene at ellen@pikemarketkids.org or www.pikemarketkids.o

About Fonté Coffee Roaster
Fonté Coffee Roaster, one of Seattle’s premium independent roasters provides single origin and specially tea for cafes, retailers, restaurants and hotels. The company was founded in 1992 by Seattle native Paul C to exceptional cup quality. He sources the best handpicked beans, blends compatible aromas and flavors in quality, and roasts by hand with masterful expertise. Smith manages a rigorous roast to order production pro involves shipping on the same day of roasting, ensuring to-the-minute freshness. For more information about finely crafted coffees, please visit www.fontecoffee.com

About Fonté Café & Wine Bar
Fonté Café & Wine Bar opened in August 2009. The Café is committed to serving the highest quality food.
coffee. The extensive menu boasts a variety of quality offerings for any time of day—whether it be a break! go, a quick business lunch or a lingering dinner for two. The wine list and cocktail menu present a wide ranç offerings for anytime of day. The Café & Wine Bar is located at the Four Seasons Hotel Seattle, across fro Art Museum and just steps from Pike Place Market. Fonté Café is open Tuesday through Saturday, 7 a.m. and Sunday and Monday, 7 a.m. to 9 p.m. Fonté’s Happy Hour is served Monday through Friday, 5:00 to 6: more information visit www.cafefonte.com.

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Follow me on Twitter @lmSassyCityGirl

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Who is SassyCityGirl?

Just your average gal with two kids, a giant dog, an interesting life, and an ungodly obsession with cert. things. Sunblock for one. Electronics for another. And that’s just the tip of the iceberg…

My goal is to share fortuitous oddities and pearls of humor as I discover them. The best hair products, ti customer service, the most delightfully random photos. You name it, I’ll share it.

I’m not just a Girl-about-town, I’m a Girl-about-town with a penchant for spreading the WORD.

SassyCityGirl

facebook

Name: SassyCityGirl
Fans: 948

Posted by SassyCityGirl on January 10, 2012 at 9:03 am | Permalink | Leave a comment

Categories: Foodie News & Reviews, SassyBusiness
Tags: coffee, fonte, Pike Place Market, pike place preschool

WE RECOMMEND

Carolinias Aviation Museum — the old, the

FROM AROUND THE WEB

Why You Should Cover Your Gray Hair at

blog.seattlepi.com/.../fonte-coffee-roaster-makes-huge-classroom-donation/