



Pike Place Market Preservation and Development Authority (PDA)

**Executive Committee
MEETING MINUTES**

**Wednesday February 15th, 2012
8:00 am to 9:00 am
PDA Conference Room**

Committee Members Present: James Savitt, Matt Hanna, Bruce Burger, Pat Kerr, Jackson Schmidt, Jill Andrews

Staff Present: Ben Franz-Knight, Ryan Yale

Others: Ernie Sherman

The meeting was called to order at 8:00 am by Jim Savitt, Chair.

I. Administrative

- A. Approval of Agenda
The agenda was approved by acclamation.
- B. Approval of December 12th, 2011 Minutes.
The minutes were approved by acclamation.
- C. Announcements and Community Concerns
None

II. Council Chair's Report – Jim Savitt

Jim addressed the new formation of the Executive Committee and stated that he would like the committee to focus on four key issues. The first is strategic issues and strategy for the Market, including a 30-60 day timeline. The second is policy issues and how they could be implemented and/or changed. The third is the coordination around strategy, policy, and oversight, which are essentially the three functions of the Council. The fourth issue is to try to make the Council meeting as efficient as possible. Jim discussed the way he would like to see the Executive committee meeting function as well as how he feels it would line up with the Full Council meeting. Jim added that the structure of the Executive meeting will also allow for updates from each committee chair.

III. Asset Management - Committee Chair Report

Pat reported on the Asset Management Committee and stated that the resolutions for SRG Partnership and for the addition of Hillclimb furniture. Pat commented on the current status of commercial leasing and the getting vacant locations on the Hillclimb filled. He stated that he is hoping the property management can fill the spaces prior to summer. He also discussed the sub-committee that was formed to study and review Pike Place uses and design options. The sub-committee will consist of Pat, David Ghoddousi, Gerry Kumata, and Bruce Lorig. Pat gave an overview of various options that have been previously discussed for Pike Place uses.

Jim noted that Pike Place uses is a strategic issue that was identified during the retreat and it initially was planned to be addressed after 2012. He added that if this issue does move forward then it may require that other strategic issues planned for 2012 be postponed.

IV. Finance – Committee Chair Report

Matt reported on the Finance Committee and stated that he would like the Finance Committee to become better informed on the budget, which includes bond issuances and debt obligations. Matt added that it will be important for the Finance Committee to understand the debt obligations and how the PDA's debt obligations may relate to the waterfront and PC-I.

V. Market Programs – Committee Chair Report

Bruce reported on the Market Programs Committee and stated they have been discussing the Bing mobile application, the Farm program, and Daystall. In addition, they have identified nine strategic issues that will be addressed in 2012. These included:

- Promotions related to downtown residents
- Farmer/Restaurant connections
- Understanding the unique aspects of the Market that neighborhood markets do not offer
- Farmer/Farmland preservation
- Commercial/Demonstration kitchen
- Measurable goals for farmer profitability
- Competitive analysis of the Market's farm offerings relative to neighborhood markets
- Research how to attract downtown residents to the Market
- WSU Study on farmland preservation

Bruce discussed the Daystall rules review and noted that it will be finalized in March. He noted the issues for next month will be defining a Marketing strategy, Daystall rules review, and the discussion of a commercial/demonstration kitchen.

VI. WRC – Committee Chair Report

Jackson reported on the Waterfront Redevelopment Committee and stated that the city has sent a letter to JCFO and requested to scale back version of the waterfront/fold concept design. He noted that although the fold has been adjusted he would like the SRG Partnership design to be incorporated. He added that Peter Steinbrueck's contract for consulting work has been renewed. In addition, the WRC has directed PDA staff, along with Peter Steinbrueck, to draft a response letter to JCFO and the city to voice the concerns of the proposed staging area on PC-I North.

VII. Executive Director's Report – Ben Franz-Knight

Ben discussed Phase III of the renovation and he noted that it is going very well and that substantial completion will be done by mid-march. He added that the Stewart House scaffolding will be removed next week and the elevator work in the Economy will be completed by the first week of March. Ben noted that the work in Soames Dunn did have an issue with a permit from the city, which will require some roof nailing, but this will not have a significant impact on schedule or budget. Ben addressed the 2012 Strategic Issues timeline and how that may change with the addition of Pike Place uses added to the 2012 list.

Jim stated that an amended resolution would be submitted to Council in March to address the change in the 2012 Strategic Issues and a discussion of the changes would be held at that time.

Closed session began at 8:48 am.

Other Reports and Action Items

- A. Union Contract Negotiations – Update (*Closed Session Per (RCW 42.30.110(1)(b))*)
- B. Binder claim (*Closed Session Per (RCW 42.30.110(1)(b))*)

Closed session ended at 9:02 am.

V. Items for the Consent Agenda

None.

VI. Public Comment

VII. Concerns of Committee Members

Jill commented on the Seattle Steam protests and stated that it is a concern of local agencies and residents, including Pike Place residents, and she wanted the committee to be aware that the Pike Place Market is involved due to the proximity of Seattle Steam.

VIII. Adjournment

Meeting was adjourned at 9:05 am by Jim Savitt, Chair.

Meeting minutes submitted by:
Ryan Yale, Executive Assistant