

Pike Place Market Preservation and Development Authority (PDA)

EXECUTIVE COMMITTEE Meeting Minutes

Wednesday May 23rd, 2012 4:30 p.m. to 5:45 p.m. Goodwin Library

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

Other Council Members Present:

Staff Present: Ben Franz-Knight, Dianna Goodsell

Others Present: Ernie Sherman

The meeting was called to order at 4:35 p.m. by James Savitt, Chair

I. Administration

A. Approval of Agenda

The agenda was approved by acclamation.

B. Approval of April 18th, 2012 Minutes.

Matt Hanna noted a correction to the last paragraph of Section III, under Finance. He had requested to have any cost related resolutions to be reviewed at the Finance Committee, not just a summary report of the resolutions.

The Minutes were approved, as amended, by acclamation.

C. Announcements and Community Comments
None

II. Council Chair's Report

A. Nominating Committee

Jim announced the 2012 Nominating Committee members which he had appointed Jackson Schmidt, Jill Andrews, Gloria Skouge and himself. He stated the 2012 Nominating Committee will meet and have recommendations for the June Full Council meeting.

B. Noticing Issues

Jim discussed a concern with recent meeting noticing issues. He stated that with the May 17th WRC meeting time change, there was a concern over the meeting notice, which unfortunately was not sent to every Council Member. Jim stated our public noticing procedure should be up to date and wanted to ensure that any notices in the future go out to the appropriate people, including all Council, Committee and Community members. Jim also cited problems with the website, including navigation throughout the site and incorrectly posted dates, specifically under the Council and Committee sections. He added that

Ben and he have spoken about updating and maintaining the Council and Committee website content accordingly.

There was a discussion regarding the Pike Place Market website. Jackson commented that his recollection was that the Pike Place Market PDA website was dated; in which Jim noted that the website had been redesigned a few years ago. Jim added that the public noticing should be up to date and a prominent feature on the website. Jill stated that a problem with the website is we are trying to do two functionalities with the site: visitor perspective and vendor perspective. Bruce B noted that in a couple months, Market Programs will be addressing the website issue.

Jim discussed the Council Chair Report and the working Agenda for the upcoming months. In terms of progress on Key Issues, Jim stated he would like to plan for what topics would be addressed between now and the fall. He mentioned Pike Place Uses, in which yesterday there was a community meeting for further public input. He stated that Pike Place Uses will be an update item, not a significant discussion for May's PDA Council Meeting. He added that Pike Place Uses will be a major item for June's Full Council Meeting in which a decision will be made whether to pursue the Pilot Program. He stated that the information to be incorporated in June's Packet should contain at least the following:

- 1. The precise Pilot Plan and options that are being proposed
- 2. Any issues and feedback that were given by the public and tenants, including consideration given to the input received.
- 3. Timeline of the Pilot Program including a wider scope of if we do or not proceed with the project.

There was a discussion regarding the status of Pike Place Uses. Jim talked about potential measurables of the Pilot Program and had asked the Committee members if there were other elements that should be measured in the Pilot Program.

Bruce commented that the Pilot Program should be measuring business sale volumes and customer satisfaction. He noted his concern regarding the statistical significance of weather and other factors that could impact figures for the Pilot Program.

Patrick commented that the majority of people who were in attendance at May 22nd public meeting did not want the street closed. He said they feel if the street is closed, pedestrian traffic does not flow down into the shops.

Jackson noted that the Cruise Ship Season has started in which we will need to correlate the presence of the ships with the Pilot Program data; he stated when we are tracking data we need to be aware of that influence.

Jim briefly finished reviewing the timeline for the PDA Council and Committees. He stated that in May there will be a Presentation on the Social Services Program with Lillian Hochstein. He also added that there will be an update regarding "Other Fund Projects" as well as a presentation regarding the demonstration kitchen at the Full Council meeting this month. In June, he wanted to designate an additional 30 minutes to the meeting for Pike Place Uses and for the presentation on PCIN Design. Lastly, Jim stated that there will be a presentation on the Marketing Strategy and discussion regarding Budget Revisions in July.

There was a brief discussing on the coordination of the various committees. Matt noted that the Finance Committee seems to be the right place to in addressing certain elements in the development of the PCIN site. He said as the Chair of the Finance Committee he would like the opportunity to hear about what we are specifically planning to do in terms of financing for PCIN.

Jackson noted he entirely agreed with what Matt had stated. He added it almost seems that we may need to combine both committees together. He stated we have to figure out the financing of the PCIN project. He mentioned ideas for creating strategic financing plans.

Matt noted he was somewhat partial on what Jackson proposed. He mentioned having a special Finance Committee meeting within the Waterfront Redevelopment Committee accordingly when there is relevancy to do so.

Matt also elaborated on further coordination of Committees, specifically involving any financial implications. He stated we have a resource of a full Committee which is not been fully used.

Jim commented that anything that involves spending money and that goes through a Committee should go through Finance as well.

III. Committee Chair's Report

A. Asset Management

1) Discussion of status of pending Pike Place Use issues

There was a discussion regarding the status of Pike Place Uses under the Council Chair Report.

B. Finance

Matt gave an update on the recent Finance committee meeting. He stated he was not in attendance at the recent May 15th Finance Committee meeting. He noted that he has moved the discussion of approaches to the budget to next month's meeting. He stated one element that will eventually be discussed at the Finance Committee would be possible additions of teams comprised of nurses and social workers to address the needs of our tenants.

Jackson noted we should contact our insurance companies if the nurses plan to administer medicine to the tenants.

C. Market Programs

1) Discussion of status of Marketing Strategy

Bruce reported that a presentation of the Marketing strategy will come to Full Council in July. He stated that the recent presentations for the Market's Marketing Strategy have been assessing the current marketing plan. He noted six topics that would be included in the Marketing Strategy Recommendations:

- 1. Brand Identity: Focusing on human interaction including more imagery
- 2. Advertising: Deemphasize in advertising because there is fixed costs involved in advertising
- 3. Coordinating Publications: Reimagining publications such as Freshwire and Pike Place Palette
- 4. Comprehensive Media Relation Strategy: Focusing on the Market's unique culture and better use of Social Media.
- 5. Defining Goals for Special Events: Two goals include activating the shoulder season and attracting new audiences
- 6. Establishing Partnerships: Organizations like DSA and others that have been identified.

D. Waterfront Redevelopment

Jackson reported on the Waterfront Redevelopment Committee. He noted two significant items: The first item is that it has become pretty clear whatever building we put on PCI-N has to have the maximum Net revenue generated to justify its existence. There were concerns brought up over potential blockage of views from the Desimone Bridge due to the building elevation issues. The second item was that Bruce Lorig had made a suggestion in allowing a 15 minute working session with the architects at the WRC meetings. Jackson has asked Ben to dedicate the last 10-15 minutes from each WRC meeting to have the chance to directly talk with the architects.

IV. Executive Director's Report

Ben reported on the Thank You Seattle event and noted he had a sent out the comments Jim had shared at the Event. Ben noted it was important for everyone to hear how our Chair is viewing the Market community and what an accurate picture he has of it. Ben also reported on some staffing changes. He stated he is looking for an Executive Assistant to help with the coordination of his schedule and meetings. He added that we are transitioning Tamra Nisly into the Senior Project Management role earlier than anticipated, since she is working on several projects and will be on Maternity leave in the next couple months.

Ben also noted that he had conducted interviews for the PCIN Consultant. He stated that there will not be a change in architects, in which Peter Steinbureck will continue his work on the project.

V. Other Reports and Action Items

A. **Action Item:** Proposed Resolution **12-41:** Alaskan Way Viaduct Parking Mitigation Agreement Ben announced the postponement of Proposed Resolution 12-41which will be later presented at the May 31st, Full Council meeting.

B. Signage Issues

There was a brief discussion regarding signage issues. Jim noted that Ben has scheduled a meeting to meet with people regarding signage concerns. Jim added that after the meeting, Ben will look into seeing if we need legal advice for what we can and cannot do about this issue. Jim concluded that Ben will provide a more thorough report on this issue in the next months.

Closed session began at 5:39 p.m.

- C. PCI-North MOU (Closed Session Per (RCW 42.30.110(I)(b))
- D. Heritage House (Closed Session Per (RCW 42.30.110(I)(b))

Closed session ended at 6:03 p.m.

VI. Items for the Consent Agenda

None

VII. Public Comment

None

VIII. Concerns of Committee Members

Jackson noted he liked the updated Executive Committee agenda layout.

IX. Adjournment

The meeting was adjourned at 6:04 pm by James Savitt.

Meeting minutes submitted by: Dianna Goodsell, Administrative Services Coordinator