



# Executive Committee Meeting Agenda

**Date:** Wednesday, May 17<sup>th</sup>, 2017

**Time:** 4:30 p.m. – 5:45 p.m.

**Location:** Goodwin Library (Economy Building)

**Committee Members:** Matt Hanna (Chair), Ray Ishii, Rico Quirindongo, Betty Halfon, Gloria Skouge, and David Ghoddousi

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<b>4:30pm</b>	<b>I. Administrative:</b>	<b>Chair</b>
	A. Approval of Agenda	
	B. Approval of the April 19 <sup>th</sup> , 2017 Executive Committee Meeting Minutes	
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<b>4:35pm</b>	<b>II. Announcements and/or Community Comments</b>	
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<b>4:40pm</b>	<b>III. Council Chair Report</b>	<b>Chair</b>
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<b>5:10pm</b>	<b>IV. Committee Chair's Report</b>	
	A. Finance & Asset Management	<b>Gloria Skouge</b>
	B. Market Programs	<b>Betty Halfon</b>
	C. MarketFront	<b>Rico Quirindongo</b>
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<b>5:25pm</b>	<b>V. Executive Director's Report</b>	<b>Ben Franz-Knight</b>
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<b>5:35pm</b>	<b>VI. Public Comment</b>	
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<b>5:40pm</b>	<b>VII. Concerns of Committee Members</b>	
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<b>5:45pm</b>	<b>VIII. Adjournment</b>	<b>Chair</b>

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# Executive Committee Meeting Minutes

**Wednesday, April 19<sup>th</sup>, 2017**  
**4:30 p.m. to 5:45 p.m.**  
**Goodwin Library**

**Committee Members Present:** Matt Hanna, Betty Halfon, Gloria Skouge, Rico Quirindongo, David Ghoddousi, Ray Ishii

**Other Council Members Present:**

**Staff Present:** Ben Franz-Knight, Aliya Lewis

**Others Present:** Howard Aller

The meeting was called to order at 4:34 p.m. by Matt Hanna, Chair.

## **I. Administration**

### **A. Approval of the Agenda**

The agenda was approved by Acclamation

### **B. Approval of the March 22<sup>nd</sup>, 2017 Executive Committee Meeting Minutes**

The March 22<sup>nd</sup>, 2017 Executive Committee Meeting Minutes were approved by Acclamation.

## **II. Announcements and Community Comments**

*Rico Quirindongo entered into the meeting at 4:40pm.*

## **III. Council Chair's Report**

Matt Hanna reported on the Special PDA Council meeting the night prior and stated his appreciation for all who attended. Hanna remarked on notes he received from John Pierce and Elizabeth Coppinger about the Foundation board meeting and that both are expecting to be able to sign the lease substantially in the form described during the Special PDA Council meeting. He stated that November will be a good time to have an updated report and plan from the Foundation on the program and operations. He also remarked on his meetings with John Pierce, Elizabeth Coppinger, Abraham Dairi, John Finke, and Jim Savitt to discuss a revised services agreement with the Foundation as well as roles and responsibilities between the PDA and the Foundation.

Hanna reported on meetings between Ben Franz-Knight, Rico Quirindongo, and others surrounding Overlook Walk and Building B and what the PDA preferences are and how the PDA would participate if it chose to.

David Ghoddousi asked if the removal of the restaurant on top of Building B was discussed.

Matt Hanna stated that it was discussed and that it is possible that that floor may be removed from the plan. He noted that the nomination committee is continuing with its work and that Ben Franz-Knight will be reaching out to the candidates identified in the near term.

There was a discussion about Urban Lands Institute conferences and tours that followed.

Betty Halfon wanted to note that the Foundation is running a business which is not something they have done before and to keep that in mind when asking for future projections.

#### **IV. Committee Chair's Report**

##### **A. Finance and Asset Management**

Gloria Skouge noted that Proposed Resolution **17-18: Licensing Standards for Tour Operators in Pike Place Market** would be presented at full council. During the Finance and Asset Management meeting there was an insurance renewal presentation by Darin Puryear, proposed resolutions 17-20 and 17-17 passed unanimously, John Turnbull gave an update on residential units, proposed resolution 17-19 passed unanimously, and all proposed resolutions that were passed by the committee were added to the consent agenda for council.

Matt Hanna asked where things stand with the tour guide conversation.

Ben Franz-Knight stated that there is one outstanding issue that will have to be discussed and decided at council related to group size regulation. The group sizes proposed are 10 and 16 with the use of a headset for the latter. A desire has been expressed for 10 to be the largest group size. There are two licensing options for a standard license agreement and if special conditions are desired then there is a process that would involve council approval.

David Ghoddousi commented on the experience of several committee members with conducting tours as well as some of the details of the insurance coverage, namely the terrorism insurance. Ghoddousi noted that a terrorist attack would have to be classified by the federal government.

Matt Hanna asked if all units in the low income senior housing have been leased and if tenants will be able to move in.

Ben Franz-Knight noted that all units are leased and that he will address housing in the executive director's report.

## B. Market Programs

Betty Halfon reported on this month's Market Programs meeting noting that Sue Gilbert-Mooers is retiring, the Pike Place Market Pocket guide revision to include the MarketFront, naming of the MarketFront project, updates on farm season and farmers markets, and the American Food History exhibit at the Smithsonian to potentially include the Market.

Ben Franz-Knight reported that after 2 and a half years of building a relationship with the Smithsonian that the Market will have an opportunity to be featured in a portion of the American History Museum and American Food History. The exhibit relates to people in community activism in food and aligns with the Market's history through the 60s and 70s. The Smithsonian is sending their lead curator to review items pulled from the Market archives in the next month or so. Franz-Knight noted he will be doing outreach to Visit Seattle and the president of the hotel association to secure a group of people to join a sponsorship of that portion of the exhibit and food history week next fall.

Betty Halfon continued with her report of the Market Programs meeting noting Daffodil Day, David Dickinson's update on education programming for daystallers and possible extension of that programming to the merchants, proposed resolution 17-15 will be presented to council next month, and that due to poor weather flower farmers have had low attendance.

Matt Hanna asked Ben Franz-Knight for a report on farmer attendance and farm days to generally check in on the status of the farm program. Hanna noted that he believed it would be good for the Market Programs committee to put focus on emphasis on the farm program once farm season begins.

There was a discussion about farmers and daystallers and their presence in the MarketFront and what the relationship will look like with farmers and daystallers in the Market as well as programming and busker space in the MarketFront.

Matt Hanna noted a need to keep the authenticity of the Market and that the larger community doesn't always see the Market in the same way Market community members do and don't realize how much time and energy goes into caretaking the identity of the Market. He stated that the caretaking should continue into the MarketFront and that council is working towards that.

Rico Quirindongo asked if the night market will be a specific subject for a future programs meeting.

Betty Halfon and Ben Franz-Knight stated that discussions about the evening market have already started.

Quirindongo asked if the pavilion will be incorporated into the night market this year.

Ben Franz-Knight and Betty Halfon noted that a decision has not yet been made.

There was a discussion about programming, events, and busker locations in the MarketFront that followed.

C. MarketFront

Rico Quirindongo stated that during the MarketFront committee meeting a fair amount of discussion was spent on the Certificate of Occupancy (CO) which if not achieved on time the PDA will incur a financial penalty effective April 30<sup>th</sup> at a rate of \$5,000 a month.

There was a discussion on financial penalties and liquidated damages that followed.

Rico Quirindongo continued with his report noting Western Avenue signage, the need for future wayfinding conversations, and the activation of the now vacant space on Western Avenue. Quirindongo noted Emily Crawford's presentation at the meeting around a temporary sign on Western Avenue which led into a conversation about a possible art installation for the space. He noted a conversation held at a previous council retreat around the Pike Street hill climb and suggested that now the committee has the opportunity to bring that discussion back. The pedestrian bridge, beginning and end of the Market, and a more comprehensive wayfinding system around the Market was also discussed at the MarketFront meeting.

Matt Hanna asked for clarity on the need for the space to be activated on Western Avenue.

David Ghoddousi noted that the merchants on Western Avenue came to the PDA to ask for help to activate the area.

There was a discussion about the activation of and temporary signage on Western Avenue.

Rico Quirindongo also noted a proposed resolution that was passed related to garbage room equipment.

V. **Executive Director's Report**

Ben Franz-Knight reported on the MarketFront project noting that CO is scheduled for Friday and move in for the last seven residents on Saturday although there is some risk that that may not happen. Franz-Knight noted several construction updates, art installation dates, that hoofprint installation starts on May 1<sup>st</sup>, and that the north security gate will be installed the third week of May. He stated that signs have been posted around Steinbrueck Park stating that the park will be closed for construction to start renovations within the next month or so.

Matt Hanna asked Ben Franz-Knight to present a report to full council about Steinbrueck Park construction because the lack of communication is nutty.

Ben Franz-Knight went over the details of Pink Door construction, an update on the streetcar related to traffic and dedicated lanes, an update on garage revenue, and staffing changes within the PDA staff.

**VI. Public Comment**

Howard Aller stated his agreement on finding more workable and interesting words for the MarketFront canopy and plaza but would caution changing the name MarketFront as some people outside the Market have been calling the project the MarketFront.

**VII. Concerns of Committee Members**

Betty Halfon complimented Ben Franz-Knight on his extraordinary effort on building a terrific team within the PDA.

Rico Quirindongo volunteered himself for the MarketFront grand opening planning committee, to assist with VIP lists and planning of activities for the day.

**IX. Adjournment**

The meeting was adjourned at 5:54 p.m. by Matt Hanna, Chair.

Meeting minutes submitted by:  
Aliya Lewis, Executive Administrator