



# PDA Council Meeting Minutes

**Thursday, October 30th, 2014**  
**4:00 p.m. to 6:00 p.m.**  
**Elliott Bay Room**

**Committee Members Present:** Matt Hanna, Patrick Kerr, Gloria Skouge, David Ghoddousi, Bruce Burger, Jim Savitt, John Finke, Betty Halfon, Ann Magnano, Patrice Barrentine, Rico Quirindongo

**Staff Present:** Ben Franz-Knight, Tamra Nisly, Steve Nelson, Randy Stegmeier, John Turnbull, Scott Davies, Lillian Hochstein, Kelly Lindsay, Dianna Goodsell

**Others Present:** Bob Messina, Chris Scott, Frank Coble, Ilene Stark, Grace Leong, Joan Paulson, Carrie Holmes, Sharon Mukai, Tom Graham

The meeting was called to order at 4:04 p.m. by Matt Hanna, PDA Council Chair.

## **I. Administration**

- A. Approval of the Agenda  
The agenda was approved by Acclamation
- B. Approval of the September 24<sup>th</sup>, 2014 Meeting Minutes.  
The minutes were approved by Acclamation

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

Frank Coble commented on the Daystall Rules and the attendance requirements during the wintertime; he stated that Craftspeople should not be required to sell during the cooler months due to insufficient heat on the crafts line. He briefly commented on his personal concerns he had regarding the Daystall staff and PDA. He lastly wanted to see about the possibility of appealing a decision made by the PDA staff.

Ilene Stark, Executive Director of the Pike Market Childcare & Preschool commented on concerns shared by the community regarding issues with foul odor seeping into the Pike Market Childcare and Preschool. She mentioned that she has worked with the PDA on the odor issue and understands that there is a line item in the budget for a trash shoot. She is concerned that the addition of a trash shoot would not fully resolve the odor issues in and around the building. She urged the PDA Council to address the odor issue. She lastly thanked the PDA in the work contributed in remedying the odor problem so far.

Bob Messina noted that it was a great day today with the start of the MarketFront PikeUp campaign kickoff. He had visited the MarketFront webpage and had seen the updated visuals of the PPMWE project. He reiterated a suggestion he had made at the recent Waterfront Redevelopment Committee meetings regarding including some internal

design of the new building; he mentioned adding one or two interior suggestive photos to the MarketFront site.

Grace Leong provided further commentary to the air quality conditions of the Pike Market Childcare and Preschool. She noted that her daughter is part of the preschool and was concerned over the strong unpleasant odor and possible health implications with the air quality in the building. She added that the addition of air purifiers in the Preschool are assisting with the odor but the smell, especially in the Hallway is still horrific.

*Rico Quirindongo entered into the meeting at 4:14p.m.*

### **III. Reports and Information Items**

#### **A. Council Chair Report**

Matt Hanna presented the PDA Council Chair for the month of October. He provided an update on the Pike Place Market Waterfront Entrance project including the work in progress with the City negotiations regarding the Development Agreement. He noted we are experiencing some underlying complexity with the bond issuance that is simply going to underwrite the grant we would receive. He added that we have come to a finalized date for the PDA Council Annual Retreat which will be held on Wednesday, November 12<sup>th</sup> from 11-4pm in the Elliott Bay Conference Room. He briefly discussed about the potential challenges for the PPMWE project and what the retreat would be focused on. He lastly thanked Lillian Hochstein and her staff for their efforts with the PikeUp Parade, which was a perfect kickoff to the MarketFront campaign.

#### **B. Executive Director's Report**

Ben Franz-Knight presented a brief Executive Director's Report for the month of October. He mentioned that there was a full Executive Directors report included with the Full Council packet. He reminded the Council and Community on a public meeting regarding marketing efforts scheduled for Tuesday, November 4<sup>th</sup> 5:30 to 7pm in the Salish room. He separately highlighted a possible major project that is emerging on the street between Inn at the Market and Steelhead Diner. He reported that there is a sewer line that is in need of repair; if this it is privately owned, it would be the responsibility of the Inn at the Market and the PDA to fix. He lasted reported that the work with the windows on Western is underway; we expect this work to take us throughout the winter to spring.

#### **C. Committee Chair Report**

Gloria Skouge reminded the PDA Council and community that there would be a public budget meeting on November 3<sup>rd</sup>, 4:30-5:30 in the Atrium Loft which would be focused on public comment for the 2015 Proposed Budget. She further added that on November 11<sup>th</sup> there would be a regular Finance & Asset Management meeting.

Betty Halfon reiterated that there will be a community meeting regarding the Marketing efforts on November 4<sup>th</sup>.

#### **D. Other Reports**

None

#### IV. Key Issues and Presentations

##### A. Pike Place Market 2014 Strategic Issues

###### I. Market Neighborhood Boundaries & Outreach

Ben Franz-Knight and Randy Stegmeier, PDA Security Manager presented on Market Neighborhood Boundaries & Outreach as part as the 2014 Strategic Issues; a copy of the presentation was including with the PDA Council records. A summary of the 2014 Strategic Issue on Market Neighborhood Boundaries & Outreach was as follows:

###### 2014 Partnerships

- Downtown Seattle Association (DSA)- Public Space Activation Committee
- Metropolitan Improvement District (MID) - Cleaning and Street Ambassador coordination - Public Safety Coalition
- Center City Initiative (CCI)- Broad base of stakeholders convened in 2012 SPD & West Precinct Crime Prevention Team
- Visit Seattle Street Scene Task Force
- Chief Seattle Club

###### 2014 Public Safety Coalition - Important PSC work

- Identified top three issues facing downtown community
- Worked directly with SPD regarding concerns and influenced current Civility Patrols
- Work to influence Seattle City Council to change laws where necessary

###### 2014 PDA Outreach

- Market Site Walks and Meetings with:
  - City Council Member Sally Bagshaw
  - Seattle Chief of Police Kathleen O'Toole,
  - Multiple other SPD Officers
  - Mayor's Advisor for Public Safety Issues
- Hosted Visit Seattle Street Scene meeting
- Community meeting scheduled with West Precinct Crime Prevention Team

###### 2014 DSA & MID

- Public Space Activation Committee
  - Daniel Biederman – DSA State of Downtown
  - Westlake Park Activation
  - Next Steps for Downtown Parks
- MID
  - Social Service Outreach Ambassadors – 2013
  - Review of SPD Overtime Contracts

###### 2014 Center City Initiative

- Convened in 2012 with diverse stakeholders - Neighborhood Associations, Business Leaders, Social Service Agencies, and Civil Rights Advocates
- New Framework for Addressing Public Order and Street Civility

- Law Enforcement Assisted Diversion (LEAD)
- Multi-Disciplinary Team (MDT)
- Support for Mayor Murray's budget proposal for 100 new Officers and additional Social Service Funding

Ben Franz-Knight discussed about opportunities for 2015 including collaboration with the MID and Pioneer Square in coordination of SPD overtime Neighborhood Patrols, initiating conversations with Port of Seattle Police in preparation for Waterfront development and PPMWE Overlook Walk development.

There was a discussion that followed by the Council.

Betty Halfon noted that the Market Neighborhood Boundaries & Outreach is part of a larger conversation the Council needs to have especially with conversations regarding the Overlook Walk and Steinbrueck Park.

John Finke noted that there is a slight feeling that is seen from the PC1N development that we are an entity that could be tapped for resources to be used.

Patrick Kerr commented in regards to how the United States operates and is sometimes referred as the Police of the World. He noted that we are doing a great job here at the Market. He added that we should be a model for other areas around Seattle, but is it our job to police all of Seattle.

Ann Magnano noted that we have to consider the Market over to 5<sup>th</sup> Avenue and the impacts the development could have regarding potential customers of the Market and their safety getting to and from the Market.

Betty Halfon briefly noted that we have to keep in mind regarding liability insurance for the Market going forward.

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

### A. Consent Agenda

Proposed Resolution **14-63**: Authorization for Contract Authority - Extension of Surface Lot Parking Operation and Management Agreement

Proposed Resolution **14-64**: Authorization for Contract Authority - Replacement of Refrigerators - 1<sup>st</sup> & Pine Market House

Proposed Resolution **14-65**: Lease Proposals - October 2014

Proposed Resolution **14-66**: Rent Account Adjustment - Pike Place Outfitters

Motion to approve the Consent Agenda

For: Patrick Kerr, Gloria Skouge, David Ghoddousi, Bruce Burger, Jim Savitt, John Finke, Betty Halfon, Ann Magnano, Patrice Barrentine, Rico Quirindongo

Against: 0

Abstained: Matt Hanna

The Consent Agenda passed unanimously

**B. Action Item: Proposed Resolution 14-61: Pike Place Market Waterfront Entrance Donor Art Design Approval**

Ben Franz-Knight introduced the resolution which states 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 (“the 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 the PPMPDA’s Charter states, “The purpose of the PDA is to provide a legal entity under RCW 35.21.730, et seq., and City of Seattle Municipal Code Ch. 3.110 through which citizens may fulfill the aims and objectives of the Pike Place Market Historical District Ordinance 10045, the Historic Preservation Plan for the Pike Place Market Historical District and the redevelopment plan for the Pike Place urban renewal area. The PDA will also be concerned with the rehabilitation and redevelopment of the surrounding areas which may affect the character of the Market Historic District;” and, WHEREAS, the parcel known as PC 1 North (“PC1N”) is a much studied parcel in the Market Historic District, has long been considered a core part of Market development, and was historically the site of a municipal market from 1922 to 1974; and therefore the waterfront redevelopment project currently being studied and planned by the City of Seattle presents an opportunity for the Market and for the PDA to further fulfill its mission as stated in its Charter; and, WHEREAS the Pike Place Urban Renewal Plan adopted by ordinance by the City of Seattle in 1974 established priority uses for the future redevelopment of the PC-1 site, including PC1N, as part of the Market’s core and states that the PC-1 site “...should provide for the development of commercial, residential, and public spaces to complement the existing market activity;” and, WHEREAS the PDA Council adopted Resolution 11-77 identifying priority uses for PC1N and established a Waterfront Redevelopment Committee (“WRC”) to review existing design proposals and prepare design proposals for PC1N and adjacent areas; and, WHEREAS the WRC, working with staff and consultants has prepared a site analysis and a preliminary building program consisting of priority uses that support and complement the Market’s mission which were adopted by the PDA Council with Resolution 11-102; and, WHEREAS the PDA Council adopted Resolution 12-30 authorizing the hiring of Miller Hull Partnership to develop a preferred concept design for PC1N and adjacent areas informed by past design studies, the PPMHC Design Guidelines and established priority uses for PC1N, 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; and, WHEREAS the PDA Council adopted Resolution 12-62 authorizing PDA staff (including the Executive Director) and consultants, to focus their further design and development efforts upon the option designated as BB+; and, WHEREAS the PDA Council adopted Resolution 12-77 approving the PC1N Concept Design; and, WHEREAS the PDA Council adopted Resolution 13-14 (Schematic Design) and Miller Hull has proceeded with design refinement including two public meetings, meetings with the Market

Constituency, Market Historic Commission, and the WRC committee; and, WHEREAS the PDA Council adopted Resolution 13-35 approving a contract with Beacon Housing Development Group specifically to provide recommendations for financing the low-income housing component of the Pike Place Market Waterfront Entrance project; and, WHEREAS the PDA Council adopted Resolution 13-43 directing PDA staff and consultants to move forward with refinement of and planning for Housing Option 3 (a double loaded corridor) and to return in July for approval of Schematic Design; and, WHEREAS the PDA Council adopted Resolution 13-49 approving concepts A, B and C and directed PDA staff and consultants to move forward with refinement of Schematic Design elements D (Roof Plaza) and E (Desimone Bridge) and move into Design Development. WHEREAS the PDA Council adopted Resolution 14-23 approving key components A, B, C and D and directed PDA staff and consultants to move forward with refinement of design and develop cost estimates, receive and incorporate community feedback for concepts E (Roof Plaza Canopy), F (Central Stair Design) and G (Down Under Connection). WHEREAS the PDA Council adopted Resolution 14-53 approving key components E (Roof Plaza Canopy), F (Central Stair Design) and directed the Down under Stair connection to be pursued independent of the PPMWE project, and requested that staff to return with the specific recommended Donor Recognition opportunities in support of Market Foundation fundraising efforts:

Now, therefore, BE IT RESOLVED that

The PDA Council hereby approves the following three donor art opportunities; Market Charms, Hoof prints, and a Lead Donor Tile Mosaic to be included in the PPMWE Construction Documents.

Rico Quirindongo moved, Bruce Burger seconded

For: Patrick Kerr, Gloria Skouge, David Ghoddousi, Bruce Burger, Jim Savitt, John Finke, Betty Halfon, Ann Magnano, Patrice Barrentine, Rico Quirindongo

Against: 0

Abstained: Matt Hanna

Resolution **14-61**: Pike Place Market Waterfront Entrance Donor Art Design Approval passed with a vote of 10-0-1.

**Action Item:** Proposed Resolution **14-62**: Approval of First Amendment to Cooperative Agreement with WSDOT

Ben Franz-Knight introduced the resolution which states that the PDA Council approved resolution 13-33 authorizing the Executive Director to enter into a Cooperative Agreement (“Cooperative Agreement”) between the Washington State Department of Transportation (“WSDOT”) and the PPMPDA (attached) under which agreement WSDOT will pay the PPMPDA One Million Dollars (\$1,000,000) in exchange for the PPMPDA’s agreement to execute and record a restrictive covenant restricting the use of 450 parking spaces located in the PPMPDA PC-1S parking garage to short-term parking

at specified rates for a period of three (3) years; and WHEREAS the Executive Director has negotiated an amendment to the Cooperative Agreement under which agreement WSDOT will pay the PPMPDA Two Million Five Hundred Thousand Dollars (\$2,500,000) in exchange for the PPMPDA's agreement to execute and record a restrictive covenant restricting the use of 450 parking spaces located in the PPMPDA PC-1S parking garage to short-term parking at specified rates for a period of an additional four and half (4 1/2) years; Now, therefore, BE IT RESOLVED that the Executive Director is authorized to execute the amendment to Cooperative Agreement with WSDOT substantially similar to the attached draft;

Patrice Barrentine moved, Betty Halfon seconded

There was a brief discussion that followed regarding the Cooperative Agreement with WSDOT.

For: Patrick Kerr, Gloria Skouge, David Ghoddousi, Bruce Burger, Jim Savitt, John Finke, Betty Halfon, Patrice Barrentine, Rico Quirindongo

Against: 0

Abstained: Matt Hanna, Ann Magnano

**Resolution 14-62:** Approval of First Amendment to Cooperative Agreement with WSDOT passed with a vote of 9-0-2.

**Action Item:** Proposed Resolution **14-67:** Approval of Second Supplement to Services Agreement between the Pike Place Market and the Pike Place Market Foundation

Ben Franz-Knight introduced the resolution which states that 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, the Market Foundation was formed in 1982 to "preserve and enhance the traditions and diversity of the Pike Place Market community"; and, WHEREAS, the PDA Council approved resolution 12-104 approving a renewed Services agreement between the Market Foundation and PPMPDA; and, WHEREAS, the Market Foundation has finalized a robust, multi-faceted capital campaign that includes raising \$6million to support the construction of the Pike Place Market Waterfront Entrance; and, WHEREAS, the Market Foundation is prepared to launch the community phase of the Campaign in addition to continued lead gift procurement featuring the key donor recognition opportunities identified in Resolution 14-61; and, WHEREAS, the PDA has now negotiated a second supplement to the Services Agreement that specifically addresses the Pike Place Market Waterfront Entrance Capital Campaign; and

Now, therefore, BE IT RESOLVED that the PDA Council hereby authorizes the Executive Direct to enter into a Second Supplement to the Services Agreement with the Market Foundation substantially similar to the attached draft.

Jim Savitt moved, Bruce Burger seconded

There was a brief discussion that followed regarding the Services Agreement between the PDA and Market Foundation.

Bruce Burger was curious with the timing of the funding disbursements from the Market Foundation and if the disbursements were flexible.

Ben Franz-Knight responded to Bruce Burger's question regarding the timing of the MarketFront campaign funding disbursements to the PDA for the PPMWE project. He noted that funding disbursements to the PDA allows the Market Foundation some time for a better rate of return that what the PDA could receive; this is one of the benefits in not drawing the funds prematurely.

For: Gloria Skouge, David Ghoddousi, Bruce Burger, Jim Savitt, John Finke, Betty Halfon, Patrice Barrentine, Rico Quirindongo

Against: 0

Abstained: Matt Hanna, Patrick Kerr, Ann Magnano

Resolution **14-67**: Approval of Second Supplement to Services Agreement between the Pike Place Market PDA and the Pike Place Market Foundation passed with a vote of 8-0-3.

**Action Item:** Proposed Resolution **14-68**: Approval of Pike Place Market PDA Environmental Policy

Ben Franz-Knight introduced the resolution which states that the Pike Place Market PDA Council approved Resolution 00-36 in September, 2000 for an Environmental Policy in order to pursue continued environmental and community improvement; and WHEREAS, the Pike Place Market PDA ReTeam, comprised of PDA senior staff from multiple PDA departments, in 2014 held several meetings to review and update the 2000 Environmental policy; and WHEREAS, the Pike Place Market ReTeam, in collaboration with other senior PDA staff, established the following Environmental Policy:

*It is the policy of the Pike Place Market PDA to reduce the use of resources and the generation of waste within the Market, to continually improve our environmental performance, to comply with environmental laws and regulations, to lead by example, and to work in coordination with and provide assistance to PDA tenants to ensure Market-wide business practices are conducted in an environmentally responsible and sustainable manner.*



WHEREAS, the Pike Place Market PDA and its Council has reviewed this Environmental Policy for the Pike Place Market and expresses their commitment to this non-binding policy. NOW, THEREFORE, BE IT RESOLVED, that the PDA Council hereby approves the aforementioned Pike Place Market Environmental Policy.

Gloria Skouge moved, Patrice Barrentine seconded

For: Matt Hanna, Patrick Kerr, Gloria Skouge, David Ghoddousi, Bruce Burger, Jim Savitt, John Finke, Betty Halfon, Ann Magnano, Patrice Barrentine, Rico Quirindongo  
Against:0  
Abstained: 0

Resolution **14-68**: Approval of Pike Place Market PDA Environmental Policy passed unanimously.

#### C. Other

##### VI. Further Public Comment

Frank Coble commented on the security issues in the Market including a need for increased security officer presence and more cameras around the Market campus. He separately commented on a rumor he had heard regarding farmers not having to pay parking at the Market.

Joan Paulson commented on three distinct issues related to the Market. She provided a brief comment in regards to the Market Neighborhoods Boundaries & Outreach presentation stating that the reason why the Market works is because it is a neighborhood; she added that we need to think about governance between the layers of the City. Her second comment was in regards to West Lake Park. She noted that West Lake Park is an example of a standard approach to activating parks in urban areas for the last 30-40 years. She noted that the parks department needs to be incorporated back into the neighborhoods; she would like to have this possibly incorporated onto policy issues with the PDA. She lastly commented on the upcoming issue in regards to the Retreat which is the budget. She noted that it was stated by Ben at the recent Constituency meeting that there will be additional increases in the Budget beyond the percent increase for 2016-2017; he would like the PDA and Council to propose what that figure would be. She noted we have a future obligation in redoing the Hildt Licata agreement and part of this will include integrating the Plaza uses in this agreement. She provided an overview of the changes in government in the next few years in the City, State and Country which could affect funding for the PPMWE project. She noted that there are too many unknowns and too many unknown factors; the PDA needs to do measurements in regards to overall operations. She lastly commented on the linkage to the Waterfront. She noted that the connection from the Pike Street Corridor has a 14% pedestrian usage to the Market, up and down that corridor according from the 1982 Urban Renewal Plan Final Report. She added that there is no signage down near the Pike Street Corridor. She suggested that part of the strategy for the PDA Council Retreat is to incorporate the Pike Street Corridor in the Western Avenue approach.

**VII. Concerns of Committee Members**

Gloria Skouge noted that she attended the Pike Place Producer's Behind the Table event in which she commented was very well done.

Ann Magnano noted that the MarketFront PikeUp! parade was absolutely fabulous. She thanked Lillian Hochstein, Executive Director of the Market Foundation and her staff for their efforts with the MarketFront campaign kickoff.

**VIII. Adjournment**

The meeting was adjourned at 5:53pm. Matt Hanna, PDA Council Chair

Meeting minutes submitted by:  
Dianna Goodsell, Administrative Services Coordinator