



PDA Council Meeting Minutes

Thursday, September 24, 2015
4:00 p.m. to 6:00 p.m.
The Atrium Loft

Committee Members Present: Matt Hanna, Patrick Kerr, Gloria Skouge, David Ghoddousi, Ann Magnano, Patrice Barrentine, James Savitt, Betty Halfon, Rico Quirindongo, Jackson Schmidt, Bruce Burger

Staff Present: Ben Franz-Knight, Tamra Nisly, Lillian Sherman, John Turnbull, Jennifer Maietta, Cathy Silva, Emily Crawford, Dianna Goodsell

Others Present: Ernie Sherman, Joe Read, Howard Aller, Joan Paulson, Cynthia Hope, Haley Land, Colleen Bowman, David Kenagy, Sharon Mukai, Frank Coble, Chris Scott, Vanessa E. Lopez, Robert Shapiro

The meeting was called to order at 4:03p.m.by Matt Hanna, PDA Council Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the July 30, 2015 PDA Council Meeting Minutes
The minutes were approved by Acclamation

II. Announcements and Community Comments

Joan Paulson commented on the Lease Administrative Guidelines noting the importance of including an emergency plan of action with the guidelines.

Cynthia Hope provided her comments regarding the proposed composting program. She said that her concern for the composting program was regarding the physical location of machine. She noted her concerns in blocking a main doorway to the Market. She had noted that all of the other recycling locations on the street was located further north, adding that the Harvester should be placed in a nearby area.

Haley Land had provided a brief update of the August Stakeholders meeting for MarketFront, noting that there have been so few of the MarketFront Committee meetings to date. He reported that there was discussion about more public communication with Sellen Construction and their work on the MarketFront project. He added that there was some updates provided with the construction progress as well. He reported that the next Stakeholders meeting would be on Tuesday, September 22nd.

Vanessa E. Lopez from Defenders of Wildlife was curious to know where we were in status of the public art project for the MarketFront.

Rico Quirindongo entered into the meeting at 4:12

III. Reports and Information Items

A. Council Chair Report

Matt Hanna presented a Chair Report to the PDA Council. He provided an update on the Nominating Committee stating that Ray Ishii would be the recommended person to replace Jackson Schmidt's PDA Council-appointed seat on the Council. He provided a brief background on Ray highlighting his Accounting and Finance expertise. A resolution would come next month with the Nominating Committee recommendations for the PDA Council and Committee Chairs, Vice Chairs, Officers and Council-selected member. He had asked for Ben to provide the appropriate materials to the PDA Council regarding Ray Ishii's background. He secondly mentioned about a recommendation for Colleen Bowman to serve as the Mayor-Appointed PDA Council member; she would need to seek appointment through the Mayor. He provided a brief background on Colleen's experience noting that she has a connection to the Market that's intimate and unique. He lastly discussed an upcoming trademark renewal with Starbucks for Pike Place Roast. He said that he would like to seek out expertise externally on the evaluation of what the Pike Place name is valued out.

There was a brief discussion that followed regarding the trademark renewal with Starbucks.

Jackson Schmidt said that he had heard that the Pike Place blend is the highest selling item for Starbucks.

Patrick Kerr commented on the trademark agreement with Starbucks, noting that the monetary benefit is secondary to what Starbucks does for the Market. He noted that many people come to the Market to visit Starbucks.

Ann Magnano commented on the agreement with Starbucks and her support for Starbucks as a company. She said that rather than spending our money on a consultant, we could determine an amount on our own regarding the use of the trademark Pike Place name.

Jim Savitt wanted to provide some thought regarding legal info.

Rico Quirindongo had asked about the timeline and process for the renewal of the trademark agreement with Starbucks.

Matt Hanna noted that the negotiations are underway regarding the trademark renewal agreement with Starbucks.

Ben Franz-Knight noted that the agreement is up and is carrying over.

Bruce noted that this item should be discussed in closed session.

Matt Hanna asked Ben to get pricing information through our attorney including trademarking service. We would then bring the following information back to Finance & Asset Management under Closed Session and then to the PDA Council.

B. Executive Director's Report

Ben Franz-Knight said that there was a detailed written ED Report included in the PDA Council packet for August. He highlighted a few items in the ED Report including the short and long term options we are exploring to aid our farmers; he noted that the drought affects are very serious, and he wanted to make sure we had an appropriate role in assisting the farmers affected. He briefly reported on the Raw Power event which was held on August 23rd. He gave thanks to KEXP and staff for their work for this event. He mentioned that the event was well attended with an estimated 8000 people.

C. Committee Chair Report

Betty Halfon briefly reported on the Market Programs committee.

D. Other Reports

None

IV. **Key Issues and Presentations**

A. WISerg Harvester Update

Tamra Nisly, Senior Projects Manager presented an update on the WISerg Harvester location study; a copy of the presentation was included as part of the PDA Council records. She presented several illustrations on a recommended location for the Harvester situated by the entrance that connects to the sky bridge, near City Fish. She noted that this proposed location was placed further south as requested and did not take up parking space. She separately spoke of opportunities with incorporating a wrap design over the Harvester machine which could serve as an educational tool for the public. She provided an example wrap design to the Council which was similar to the current wrap on the Market farm truck.

I. **Action Item:** Proposed Resolution **15-56:** Agreement between Seattle Public Utilities and the Pike Place Market PDA for On-site Foodwaste Processing Demonstration Project
There was a discussion that followed.

Tamra Nisly introduced Proposed Resolution **15-56:** Agreement between Seattle Public Utilities and the Pike Place Market PDA for On-site Foodwaste Processing Demonstration Project which states that the Pike Place Market preservation and development authority (PPMPDA) had adopted Resolution 14-68 in 2014 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 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; and,

Whereas, in accordance with City of Seattle Ordinance #124582 effective January 1,2015 the disposal of food waste in both residential and commercial garbage containers would be prohibited with businesses required to sign up for a food waste collection service or have an onsite system to compost or anaerobically digest or process food scraps; and,

Whereas, Seattle Public Utilities has expressed interested in studying other food waste disposal technologies and has published a Request for Proposals for commercial businesses to provide monthly monitoring information on food waste diversion, water, electrical energy, and waste water inputs and outputs associated with the businesses' selected food waste processing technology; and,

Whereas, the PPMPDA has chosen to collaborate with Wiserg for the trial installation of the food waste technology necessary to participate in the study with Seattle Public Utilities; and,

Whereas, Seattle Public Utilities has selected the PPMPDA to participate in the aforementioned food waste study and has agreed to compensate the PPMPDA in an amount not to exceed \$16,000 for quarterly reports regarding data on food waste diversion, water, electrical energy, and waste water inputs and outputs.

Now, therefore be it resolved that the PDA authorizes the Executive Director to enter into contract with Seattle Public Utilities for compensation for the Market food waste diversion data in an amount not to exceed \$16,000.

There was a discussion that followed by the PDA Council.

Ann Magnano moved, Patrice Barrentine seconded

David Ghoddousi commented on the location for the Harvester, noting that he would not be in support of the resolution with the current location proposal.

Matt Hanna had asked for clarification regarding the proposed resolution since it did not state a location for the trial food technology to be installed. He said that resolution appears to approve the concept of the food waste study which included collaboration with WISERg for their technology; this would lead to installation of the Harvester machine on the Market premises in which a location had not been signified. He said that there seems to be broad support of the concept by the Council

Ann Magnano noted her support of the food harvester trial program concept.

Betty Halfon said that she did support the general concept of the Harvester but did not support the current proposed location. She noted that the current proposed location blocks

the main doorway while also blocking light into the building. She said that she would be okay with having the machine take up a parking space if the location was moved.

Patrick Kerr proposed an amendment to be in favor of the food composting concept, and directing the Executive Director for further exploration of alternative location sites. David Ghoddousi seconded his motion.

Bruce Burger had asked if we could authorize contract authority with Seattle Public Utilities with subsequent approval of the location within the agreement with SPU.

Jim Savitt asked if we could enter into contract with SPU without a finalized location. He mentioned about the possibility of deleting the location within the contract.

Ben Franz-Knight answered Bruce and Jim's questions noting that we could technically enter into contract with SPU insinuating that we would later agree upon a location for the Harvester. He added that if we had not determined the location for the trial installation of the equipment, we would not fulfill our obligations and would not receive the grant from SPU.

Rico Quirindongo said he would volunteer with looking at alternative location options for the Harvester on Pike Place.

Matt Hanna articulated a proposal for a friendly amendment in which Patrick Kerr could choose to accept. The amendment would state the following:

Under the second to last Whereas paragraph it should state "the PPMPDA has chosen to collaborate with Wiserg for the trial installation of the food waste technology necessary to participate in the study with Seattle Public Utilities at a site yet to be determined; and," in

Under the last paragraph it should state "that the PDA authorizes the Executive Director to enter into contract with Seattle Public Utilities for compensation for the Market food waste diversion data in an amount not to exceed \$16,000 provided a location can be determined by the Council."

It should state "the PPMPDA approves the concept of a food waste technology pilot program at a site to be determined by future resolution" prior to the last paragraph of the proposed resolution.

Patrick Kerr accepted the friendly amendment, David Ghoddousi seconded

Patrick Kerr and Ann Magnano accepted the friendly amendment.

For: Matt Hanna, Patrick Kerr, Gloria Skouge, David Ghoddousi, Ann Magnano, Patrice Barrentine, James Savitt, Betty Halfon, Rico Quirindongo, Jackson Schmidt, Bruce Burger

Against: 0

Abstained: 0

Resolution **15-56**: Agreement between Seattle Public Utilities and the Pike Place Market PDA for On-Site Foodwaste Processing Demonstration Project by a vote of 11-0-0.

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

A. Consent Agenda

Proposed Resolution **15-53**: Authorization for Contract Authority - DEI Creative, Inc. for PDA Website Move to New Platform

Proposed Resolution **15-54**: Unwinding of the NMTC Financing for Leland Fairley and PPM Hillclimb

Proposed Resolution **15-55**: Employee Medical and Dental Coverage 2015-2016

Proposed Resolution **15-57**: Lease Proposals - August 2015

Proposed Resolution **15-58**: Authorization for Contract Authority – Repair and Preserve Existing Roof - Heritage House

Motion to approve the Consent Agenda

For: Matt Hanna, Patrick Kerr, Gloria Skouge, David Ghoddousi, Ann Magnano, Patrice Barrentine, James Savitt, Betty Halfon, Rico Quirindongo, Jackson Schmidt, Bruce

Burger Against: 0

Abstained: 0

The Consent Agenda passed unanimously by the PDA Council by a vote of 11-0-0.

B. New Business

C. Other

VI. Further Public Comment

Frank Coble briefly commented on the MarketFront project. He said that he did not agree with the timing of the project. He separately commented on his prior daystall appeal to the PDA Council noting that the decision they had made was unfair. He mentioned his frustration with the lack of heating for the daystallers during the colder months.

Haley Land briefly commented on the heating issues for the daystalls. He noted that a lot of people have expressed the issue of heating in the past. He said that he was not one of those folks who had expressed the same concern over heating and did appreciate that the Market was seasonal; he added that some people may or may not like this aspect of selling in the Market. He separately inquired about the Harvester and if there would be food loaded into the machine daily. He briefly spoke about the Market Rummage Hall stating that he had written a letter to Ben and Matt about having a finished look for the space as well as improved signage. He noted that many years ago the Rummage Hall was a very active space and it was great; the current space could use improvement though. He lastly complimented the PDA Council for their recommendation to have Colleen Bowman seek appointment through the Mayor as a PDA Council member. He thanked Ben, staff and the Council on the parking improvements, congratulating David

Ghoddousi on his reappointment to the PDA Council and lastly thanking Jackson and Bruce for their time on the PDA Council.

Joan Paulson commented on the budget and ordinance obligations in regards to decision making; she said that in regards to process, it is lacking. She said that parking in general is not a short term decision and that we must look at long term decisions.

Howard Aller mentioned the possibility of assigning the rights to our Trademark Agreement with Starbucks to the Market Foundation since they are a non- profit organization.

VII. Concerns of Committee Members

David Ghoddousi thanked the community for his re-election as Constituency appointed council member.

Betty Halfon commented on the wraps, she wants to make sure that we are not rebranding and also wants to see if we can provide the compost byproduct to our farmers.

Rico Quirindongo said that his firm DLR Group would be sponsoring a Waterfront Symposium on September 17th; he provided an open invitation to the PDA Council and Public for the event.

Ben would like an update on the Marketing Programs Manager opening for the next committee meeting.

Gloria Skouge thanked Jackson Schmidt and Bruce Burger for their service on the PDA Council. There would be recognition at the September 24th PDA Council for Jackson and Bruce's service on the PDA Council.

VIII. Adjournment

The meeting was adjourned at 6:08pm. Matt Hanna, PDA Council Chair

Meeting minutes submitted by:
Dianna Goodsell, Executive Administrator