



Pike Place Market Preservation and Development Authority (PDA)

Executive Committee MEETING MINUTES

Wednesday, March 23rd, 2011
7:30 a.m. to 9:00 a.m.
Goodwin Library

Committee Members Present: James Savitt – Chair, Ann Magnano – 2nd Vice Chair, Bruce Burger, Gloria Skouge, John Finke

Staff Present: Ben Franz-Knight, Ryan Yale

Others: Ernie Sherman

This meeting was called to order at 7:33 a.m. by Jim Savitt, Chair.

I. Administrative

- A. Approval of Agenda
Agenda was approved by acclamation.
- B. Approval of January 19th, 2010 Minutes
Minutes were approved by acclamation.
- C. Announcements and Community Concerns
Ernie discussed the article Edible Seattle and the Vashon Island farmer recruitment.

II. Council Chair's Report – Jim Savitt

Jim discussed the key issues for the upcoming PDA Full Council agenda and meeting. Jim added there will be a second presentation by the commercial leasing department and it will focus on the availabilities within the Market. In addition, the presentation will also include a discussion of the Council's involvement in commercial leasing and suggestions on how volitional the Council should be with regards to leasing. There will be a third meeting schedule if policy issues arise from the next commercial leasing presentation. Jim added there will be another update on the Waterfront developmental issues currently. Ben will be making a presentation in May to the Waterfront design team. The organization structure still seems up in the air and Ben will be presenting some opportunities the PDA will have. Jim then discussed the Farm program and the issues currently surrounding the decisions. Jim suggested that the presentation of these issues would most likely be in April so staff and Council members can thoroughly research all available options.

Jim discussed the STRAP committee and the next steps they will be taking. Jim commented on the various consultants and discussions he has had with Bruce Burger with regards to the potential consultants. Jim discussed that the strategic planning focus should be on the Waterfront, which will allow other strategic planning issues to be included. The consultants the STRAP committee has been interviewing with are Cedar River Group and Gregg Johnson. The next step will see the STRAP committee will meet in April to decide on a consultant. This will be followed by a presentation and will need a serious presentation on what the process will be and who we should hire as a consultant.

John Finke commented on a conversation he had with Carol Binder about the Waterfront and that the design concept and are mainly focused on the triangle area extending from the Market to the Waterfront will going to be the place for a more intense and public involvement. The Market presence needs to be engaged very quickly and Carol offered her services to the PDA and Council.

Ann felt we should look at the Market as the leader and be in the forefront instead of looking at the Waterfront and should also position the Market in an influential way.

Ben added the Market should leverage all its resources including the vast political ties. Ben mentioned the PDA was approached by Peter Steinbrueck whom will be attending the Full Council meeting on March 31st. Peter will also be a part of the presentation given on the Waterfront. Ben discussed the varying components will be influencing the Market and put the Waterfront on the top of that list. Ben added that transportation and transit are also going to be crucial to the way people flow through downtown. Ben believes that the response to the Waterfront will be very important as well from other entities and we should be focused on how we protect the integrity of the Market at the same time we are being proactive. Ben discussed the Waterfront developer, James Corner, and his plans to meet with him in April and express to him all the integrated details of the Market that may not be known to everyone. These details, include social services, senior housing, Market history, and the people within.

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

A. Renovation/Levy Update

Ben reported on the Phase III contract being successfully negotiated with Turner construction and expressed thanks to Joseph Paar on the work he has done to secure the finalized bid. Ben added that during the summer and Phase III renovation there would not be visible construction. There will be some construction as a part of Phase III, but these will be limited to areas outside of public use. Some of these areas include work done on the Economy Market and Soames Dunn. Ben reported on two business relocations including the Market Foundation and Cedar River Group.

B. NMTC Update

Ben reported on QB2 and closing for the NMTC II.

C. Other Issues

Ben reported on his trip to Portland and the tour of Portland's transportation system. Ben met with Portland's Mayor along with other key city council members from Seattle. Ben discussed some key operations in Portland within the downtown area where they have buses, streetcars, bikes, cars, pedestrians on each street. Ben added that with the traffic, it did not only feel safer, but it showed what a huge catalyst for development it is with transit and transportation working together.

Ernie discussed Parking in relation to transportation and how the PDA and Council should be thinking about parking facilities closer to the Market.

IV. Other Reports and Action Items

Bruce reported on STRAP and Market Research. STRAP has approved the proposal from EMC to operate intercept surveys. EMC would be interviewing about 1200 Market visitors at a cost of roughly \$50k. Bruce explained the reason for the amount of individuals interviewed is due to getting down to the sub-groups. The 2nd draft of the survey will be included in the packet submitted for Full Council review. Bruce explained that the Phase II of this survey is, at this time, the last Phase of the survey. James Haydu will be

V. Items for the Consent Agenda

None.

VI. Public Comment

None.

VII. Concerns of Committee Members

Pat expressed concern on relocating the Market Foundation to downunder and he feels that the Property Manager should find an alternate location for the Market Foundation

VIII. Adjournment

Meeting was adjourned at 8:12 a.m. by Jim Savitt, Chair.

Meeting minutes submitted by:
Ryan Yale, Executive Assistant