



Pike Place Market Preservation and Development Authority (PDA)

**COUNCIL MEETING MINUTES – MARCH 31ST, 2011
DRAFT**

Council Members: James Savitt-Chair, Ann Magnano, Gloria Skouge, Patrick Kerr, Bruce Burger, Jackson Schmidt, David Ghoddousi, Matt Hanna, Bruce Lorig, Gerry Kumata,

Staff Present: Ben Franz-Knight, Ryan Yale, James Haydu, Teri Wheeler, Jennifer Maietta, Sabina Proto, Ryan Hostetler

Others Present: Peter Steinbrueck, Liza Couchman, Buddy Foley, Ken Johnson

The meeting was called to order at 4:06 p.m. by James Savitt - Chair.

I. Administration

- A. Adoption of Agenda
The agenda was approved by acclamation
- B. Review and Approval of Minutes of February 17th, 2011
The Minutes were approved by acclamation

II. Public Comment Including the Market Community

Jill Andrews – Reported on the Washington Tourism Alliance and the efforts currently being taken to boost tourism within Washington State. Jill expressed the importance of Pike Places presence and collaboration with the WTA.

Sharon McKay – Discussed the Daystall Rules and Regulations and the proposed rule change.

III. Reports and Information Items

- A. Council Chair Report
Jim reported on the waterfront development and the current time frame in which the PDA should proceed. Jim stated that the Council meeting initially had scheduled the follow-up to Commercial Leasing presentation and the Farm study, but due to time constraints it will be rescheduled for April's meeting. Jim gave a brief overview of the Farm Program and the progress that is currently being made in relation to land acquisition. Jim discussed the STRAP Committee and their progress of retaining a consultant to advise the PDA Council and Staff on Strategic Planning. The final decision of the consultant will take place over the next 30-60 days.
- B. Executive Director's Report
Ben discussed the ED Report and gave an overview of the tenant revenue from January 2010 – 2011. Some key impacts to this have been the renovation, which has affected at least 30 businesses which have been closed during the renovation. March was a very busy month in the Market. Phase II Renovation turned a significant corner with a majority of the demolition work completed and significant progress made with the installation of brace frames, major mechanical and electrical upgrades, Corner Market elevator and new public restrooms. Extensive coordination and planning efforts were focused on finalizing plans for Tenant Improvements and confirming schedules to ensure that tenants are back in their locations and operating by summer.

Ben discussed the second New Markets Tax Credit financing which includes the Economy Building, Corner Market, Sanitary Market, Triangle Building, Soames Dunn and Stewart House. The NMTC financing resulted in just over \$5.8million in net equity that will be invested in tenant relocation and restoration and the Stewart House Reclad. NMTC is an important compliment to the Levy funded renovation work being undertaken in Phase II and III.

Ben reported on his trip to Portland in early March, which included Mayor McGinn, Former Mayor Royer, a number of City Council Members and local business leaders with the primary focus of studying Portland's transit and transportation networks and ongoing riverfront development.

Ben announced the return of Rachel the Pig, which coincided with Daffodil Day and a week-long tour of Seattle prior to installation. Ben also discussed Billy the Pig and the overwhelming positive reception it has received since its installation.

I. Update on Phase II Renovations

Ben reported on the renovations and the tremendous amount of work that has been done by PDA Staff and Turner construction in completing the bulk of the renovation work. Ben reported that all aspects of the renovations are on schedule and all tenant improvements will ensure that the tenants will return by summer with no Phase II work being done in the months of July and August.

2. Update on Phase III – Proposed Renovation Schedule

Ben gave an update on Phase III and stressed that the Market will be operating business as usual and will be presenting the contract for Stewart House work and Soames/Dunn. Ben stressed that the summer time is an important time for all those involved to have the Market operate as planned. There will be work starting for Phase III beginning the day after Labor Day

3. Other items

None

C. Committee Chair Report

None

D. Other Reports

I. Farm Report – James Haydu

James reported on the Farm Program and stated that in January, 2011 the PDA Council requested that Staff bring forth a suggested prioritization of key goals related to the Farm Program and with the suggestion of a hierarchy of these goals.

James commented on completing the due diligence required to answer the question of whether or not the Pike Place Market PDA should acquire land with the intent purpose of preserving such land for farm practices and most specifically in order to provide land that potential Pike Place Market-sell based farmers might use. This process should include (but not limited to):

Engagement of a consultant who is an expert in the field of determining the feasibility of such an undertaking including the potential profitability tied to the long-term asset and ways in which land can be acquired (grants), best practices of other organizations engaged in land acquisition for farm use and models/options for the best structure of to "hold" the land (i.e. creation of a land-trust, the structure by which to rent or lease the land to potential farmers as well models for (as an exercise) deeding or selling (parcels) of the land to farmers who may use it.

The continuation and budget allocation of/for two remote or "satellite" farmers markets (to branded *Pike Place Market Express*) locations in the vicinity of Downtown Seattle (with the suggested boundary of not more than three miles from Pike Place Market proper – in order to not saturate an area where a Neighborhood Farmers Market Alliance location might already be established.

James continued to discuss the programmatic and budgetary consideration/inclusion into the Farm Program of a new component to the current School Program. This entity is the creation of Seattle's first *Edible Schoolyard* in partnership with Washington Middle School (WMS), located in a low-income census track area of Seattle's International District.

James discussed the preliminary talks with Washington Middle School about a partnership to create an Edible Schoolyard on campus.

The design and build out of a multi-use commercial kitchen space is the fourth and final key goal.

A commercial kitchen has not only become commonplace in most public markets of any scale in the United States but moreover a tool in the recruitment and maintenance of farmers (these spaces are commonly rented by farmers and food purveyors who don't have access to commercial kitchens to can or make value added products as a way to enhance their table sales). The kitchen must also be programmed to rent out for events/parties, chef demos (including a link to the proposed Edible Schoolyard).

Ann referenced the satellite program and commented on the trailers being gone and perhaps we it was time to start think about moving the trailers around like down in the parking lot near Western Ave or even Alaskan Way.

Bruce Lorig suggested we should be interviewing the farmers to discover what problems they are facing in addition how the Market's farmers compete and what can we do to make it more attractive to be here at the Market instead of outside the Market.

IV. Waterfront Presentation and Discussion:

A. Presentation: Waterfront Development & Planning – Peter Steinbrueck and Ben Franz-Knight
Ben presented the Waterfront development process and spoke about the current roles the PDA could engage in with regards to the Waterfront design and development. Ben discussed various aspects of the Waterfront including the process and structure and laid out a rough timeline and the potential roles the PDA could play. Ben introduced Peter Steinbrueck who discussed the background of some of the history behind the Waterfront development and PCI North design concepts. Peter continued to discuss the near and long term opportunities and options including the physical area of the waterfront as it relates to the Market. Ben and Peter discussed the universe of possibilities and touched on the areas that could be affected including public space, parking, recreation, retail, storage, housing and transportation. Ben and Peter concluded the presentation by discussing the next steps that need to be taken which is the creation of priorities, drafting concepts, and presenting concepts to the Waterfront Design team in May.

B. Next Steps
There was a brief discussion period.

Pat Kerr left the meeting at 5:23pm

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

A. Consent Agenda

Proposed Resolution **II-14**: Authorization for Contract Authority – Replace Joe Desimone Stairs – North Arcade

Proposed Resolution **II-15**: Authorization for Contract Authority – Repair Leaking Skylight – Economy Building

Proposed Resolution **II-16**: Authorization for Contract Authority – Paint (20) Apartment Units in the Sanitary Building

Proposed Resolution **II-17**: Amendment of Tenant Improvement Allowance for Work in Matt's In The Market

Proposed Resolution **II-18**: Restoration of Restroom and Balcony Related to Renovation Work in Chez Shea

Proposed Resolution **II-19**: Authorization for Contract Authority - Vending Spaces on Pike Place

Proposed Resolution **II-20**: Authorization for Contract Authority – NMTC2 Floor, Plumbing, and Electrical work – BN Builders

Proposed Resolution **II-21**: Authorization for Contract Authority – SHKS Architects – Architectural Services

Proposed Resolution **II-22**: Authorization for Contract Authority – SRG Partnership, Inc. – NMTC I Design

Proposed Resolution **II-23**: Authorization for Contract Authority – SRG Partnership, Inc. – Architectural Services

Proposed Resolution **II-24**: Authorization for Contract Authority –NMTC2 – Turner Special Projects – Sanitary Shaft

Proposed Resolution **II-25**: Authorization for Contract Authority – NMTC2 – Sanitary Residential Apartment Build Backs

Proposed Resolution **II-26**: Authorization for Contract Authority – NMTC2 – Mr. D's Interiors Buildout

Proposed Resolution **II-27**: Authorization for Contract Authority – Harris Refrigeration, Inc. – Cooler Boxes for Choice & Corner

Proposed Resolution **II-28**: Authorization for Contract Authority – WCCU Mechanical work – Phase II – Turner Special Projects

Proposed Resolution **II-29**: Authorization for Non-Exclusive Trademark Licensing Renewal/Agreement with Savor Seattle Food Tours

Proposed Resolution **II-30**: Update PPMDA's Network File Server

Proposed Resolution **II-31**: Authorization for Contract Authority – Phase II – Turner Special Projects – Ageless Acupuncture

Proposed Resolution **II-32**: Lease Proposals – Reflecting on Seattle

Gerry Kumara moved, Jackson Schmidt seconded

Approve: 9

Against: 0

Abstain:0

The consent agenda and resolutions passed by acclamation.

Pat Kerr returned to the meeting at 5:26pm

B. New Business

Action Item: Proposed Resolution **II-33**: Authorization for Continued Contract Authority with EMC Research/Market & Opinion Research Services for Market Research Study Phase-II

Bruce Burger presented the resolution and stated the resolution shall serve exclusively as authorization for contract authority for Market Research Phase-II. Scope of Work for Phase-II includes conducting a total of 1,200 intercept interviews evenly divided between Peak (tourist season) and Non-Peak seasons. The average length of each interview is approximately 10 minutes. Within these seasonal divisions, interviews will be conducted at different times of the day and on different days of the week to ensure a random sample of visitors. Interviewers will be stationed at the main egress points for the Market and potential respondents will be screened to ensure they are leaving the Market. This will allow the capture actual customer behavior (what they did while at the Market), rather than a prediction of what the customer/consumer might do upon entrance to Pike Place. In addition, three-quarters of the interviews (900) are to be conducted with local residents and 1/4th (300) with non-local visitors in order to gather information that will help the PDA better

understand and develop strategies to increase loyalty (spending and visits) among local residents. The interviewing is to begin with a “pre-test” of the survey wherein 25-30 actual interviews are to be conducted to assess the effectiveness and completeness of the questionnaire, and to assess the interviewing approach outlined above.

Bruce requested that the PDA enter into a contract not to exceed \$51,160 for Phase-II work to be completed by EMC Research/Market & Opinion Research Services.

Bruce Burger moved, Matt Hanna seconded

Approve: 5
Against: 5
Abstain:0

The proposed resolution failed by a vote of 5-5

VI. Further Public Comment

Liza Couchman suggested the Council should consider an alternative to the Council retreat and possibly hold community Charrette involving the Market community in order to get ideas for the Market. Liza commented on the proposed uses of trailers on Western Avenue and stated that trailers would not activate the area. She requested that trailers not be put on Western Avenue near the bottom of the Hillclimb. She suggested the Council should look at other alternatives in order to activate area along Western and the Hillclimb. Inquired about commercial kitchens and the Council’s familiarity with them and suggested more Council members should go out experience it for themselves if they have not already. Liza added that she supported the EMC survey and felt it is a crucial component in order to drive strategic decisions and a marketing plan by informing the PDA Council and Staff who and who isn’t coming to the market.

Buddy Foley commented on the proposed EMC survey and the ability to acquire information and data can already be derived from the information booth already in place within the Market. The ability to acquire specific information about the visitors to the Market can easily be obtained.

VII. Reports and Information Items (cont’d)

A. Potential Property Transactions

1. Heritage House Issues – E.D. Update (*Closed Session Per (RCW 42.30.110(1)(b))*)
2. Heritage House/Land Acquisition Ad Hoc Committee Update (*Closed Session Per (RCW 42.30.110)(1)(b))*)

VIII. Concerns of Council Members

Pat Kerr discussed his conversation with Theresa Alexander and stated she requested not to be reappointed to the Council.

IX. Adjournment

The meeting was adjourned at 6:08 p.m. by Jim Savitt, Chair

Meeting minutes submitted by:
Ryan Yale, Executive Assistant