



Executive Committee Meeting Minutes

Thursday, November 14, 2018

4:30 p.m. to 5:45 p.m.

Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Rico Quirindongo, Betty Halfon, David Ghoddousi, Matt Hanna

Other Council Members Present: Devin McComb, Mark Brady

Staff Present: Mary Bacarella

Others Present: Howard Aller

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

I. Administration

A. Approval of the Agenda

The agenda was approved by acclamation.

Approval of the October 18th, 2018 Executive Committee Meeting Minutes

The October 18th, 2018 Executive Committee Meeting Minutes were approved by Acclamation.

II. Announcements and/or Community Comments

None.

III. Council Chair's Report

Rico Quirindongo noted that MarketFront repairs are ongoing and Overlook Walk conversations continue. He is looking forward to further discussion of the retreat survey results later in the meeting.

IV. Committee Chair's Report

A. Market Connections

Mary Bacarella updated the Committee on Colleen Bowman's behalf. WSDOT provided a presentation on the viaduct demolition, including a timeline for the closures of the viaduct and the work of the demolition. They stressed the community to get ready for the closure and there will be additional response teams, additional water taxis and standby buses. There will be a viaduct demolition celebration the first weekend in February which will include a run, bike, ribbon ceremony and the Market will host a music stage on the MarketFront. The tunnel will be toll free for a period of time. Demolition will take roughly 6 months with additional time needed for filling the Battery Street Tunnel and Harrison Street connections. Demolition in front of the Market will take place in late spring, early summer and Mary is working with other community members to see if work can start earlier to avoid the Market's busiest time.

David Ghoddousi noted WSDOT did not mention if they were adding more park-n-rides to add more parking spaces for people taking transit. They also did not talk about increasing train service during this time.

B. Market Programs

Betty Halfon mentioned upcoming marketing programs, including the Market's participation in the Visit Seattle Holiday Breakfast on December 5th.

Mary Bacarella noted that 8-10 market vendors will participate in the pop-up Market at the holiday breakfast and those vendors will be selling their merchandise. The PDA will be buying a table and will invite councilmembers.

Betty Halfon continued with an overview of Magic in the Market, which includes Stockings and Stuffers, Santa, reindeer, coloring wrapping paper, music, cookie decorating, and more. The Market Sasquatch will be hanging out in the Downunder and magic pinecones will be handed out. Vendors will be given bells to ring throughout the holiday season.

Mary Bacarella provided an update on the Holiday Gift Guide, which will be going live in a couple days. It's similar to last year, with more tenants participating and several changes to make it more user friendly. The design will be used to create digital ads as well as wrapping four Sound Transit light rail trains, both inside and out.

Devin McComb suggested jokingly that past and current council chair's dress up as elves during Magic in the Market.

C. Finance & Asset Management

Devin McComb noted the November 1st community meeting, at which one community member attended and provided comment. At FAM, the budget was reviewed, including a few changes, mostly to reduce numbers and be more conservative. The budget was passed unanimously but was not moved to consent agenda to allow discussion at full council. There was approval of an increased percentage rental rates, however that will not be implemented in January, rather after review of the Daystall Rules in March. The other topic discussed was additional funds for the Market Foundation to help pay for a Services Coordinator at the Market Commons. That \$62,000 is not included in the budget and more conversation needs to take place before making that decision. The Market Foundation request is in the FAM packet.

Rico Quirindongo added that the budget now shows one line item for the Market Foundation of \$282,555 and they will be required to report on their spending. There will still be a monthly invoicing process. Funding the Market Foundation will require annual conversations on how much support to provide.

Devin McComb continued the lease proposals and \$30,000 for the term architect resolutions were approved and moved to consent agenda.

David Ghoddousi clarified the reason for breaking down the Market Foundation expenses by line-item is it's required by the auditor.

Betty Halfon asked if there is a firm agreement between the PDA and the Market Foundation. Rico Quirindongo responded last year the Services Agreement was renegotiated. Matt Hanna provided some background to the process for renegotiating the agreement.

Rico Quirindongo suggested Mary send a PDF of the Services Agreement to councilmembers.

Mark Brady noted he attended the Market Foundation meeting last night and added they are working to increase their endowment and investments. In addition, the clinic wants to do more outreach outside the Market, especially with the homeless.

Rico Quirindongo added the PDA has to review the agreement to identify what the service the Foundation is to provide the PDA and what the PDA can ask and dictate versus what we listen to and direct concern. If increased risk is affecting their work with the five families, then the PDA should be concerned. Rico noted his mention at FAM of the upcoming recession, which will affect the PDA's operations budget as well as the Foundation's capacity to fundraise. He wonders if that is being discussed at the Foundation board meetings.

Mary Bacarella noted that Sabina is going to learn about how the city does financial modeling.

Rico Quirindongo added that the PDA knows there will be a decrease in revenue, in a year the LID will be in place, sales will take a hit during viaduct demolition which will affect income, and since we don't know when the recession will start, there should be additional funds added to the reserves.

David Ghoddousi would like to see a risk assessment that shows if certain businesses are not performing at peak or are gone, what that looks like for the Market.

Matt Hanna responded that he believes the Market has modeled out declining revenue at different levels. He does not think the PDA would want to project based on losing particular tenants since it's speculative, but that the PDA could look at a decline in revenue at different levels.

Rico Quirindongo would like to see a plan on what a draw down on the reserves looks like with a deficit in the budget.

V. Executive Director's Report

Mary Bacarella provided updates on the following topics:

- Mary will be talking with a representative from the Hahn building and they will be presenting at the next Market Connections meeting.
- The skybridge is moving along and the hope is still that it will come down in 2018.
- Parking is up. As of Nov. 13 revenue is \$91,868 (\$84,124 same time last year.)
- The Hildt-Licata will be going in front of City Council once their budget process is over.
- Overlook Walk design is on hold and will pick up in January.
- Nothing new with the streetcar and LID.
- The last small business incubation class is next week and the series has been well received.
- The state audit is complete and there was an exit conference. Materials were sent to councilmembers and it was a clean audit, clean opinion, no management letter and no findings. There were a few recommendations for staff.

David Ghoddousi asked if there are still leaks at the MarketFront. Mary Bacarella responded they are ongoing.

Rico Quirindongo received an update on the streetcar at the DSA policy community meeting, the mayor's office has asked for a second report. If that proceeds that will put the federal dollars at jeopardy.

Matt Hanna asked how long the delay has been. Mary Bacarella responded eight months.

VII. Discussion Items

A. Overview of Retreat Survey and Next Steps

Mary Bacarella handed out a 2019 strategic plan schedule, the strategic planning concepts and work plan prepared following the retreat and the results from the council and staff survey on outcomes. Everyone responded and all the ideas presented in the survey came from the SWOT.

Rico Quirindongo asked why there are 13 council responses. Mary Bacarella will ask Karin Moughamer.

Mary Bacarella continued by noting the council will be going through the key themes identified. Some new ideas were presented in the survey and those will be part of the conversation. For each strategic focus, the survey responses will be ranked and prioritized for action. Responsibility and a lead will be assigned and additional expertise will be identified, if needed. This plan will be distributed at the November council meeting and the work plan will be confirmed.

Mary continued by reviewing the plan moving forward. That includes:

January/February 2019

- Conduct market research (underway) in coordination with strategic information desired
- Conduct stakeholder outreach and engagement
- Leadership team develops action plan
 - Specific plan, budget, timeline, responsibility

January 2019 through spring 2019

- Conduct strategic plan “vision” session
 - Distill strategic focuses to a few strong concepts that will guide operations and choices
- Finalize strategic plan (action plan) for 2019
- Community/stakeholder communication as needed
- Monthly action plan check-ins at committee and council levels
- Annual check in at annual retreat in October 2019

Devin McComb asked what will be presented at full council on this topic. Mary Bacarella responded the plan will be reviewed at council and a copy of the original outcomes before prioritizing will be included. The work will be handled at the Committee level along with items already identified and being worked on.

David Ghoddousi asked if the questions he didn’t answer were filled in by Karin Moughamer with a 1. Mary Bacarella said she would check in with Karin and doesn’t think he needed to fill in the questions if he didn’t want to answer them.

Mark Brady asked if the plan could be placed on the screen at the council meeting. Mary Bacarella responded if that’s what the committee wants.

VIII. Public Comment

Howard Aller suggested, based on recent personal experiences, increasing publicity and outreach on the fact that the Market has a parking garage and that it’s the cheapest option.

IX. Concerns of Committee Members

Betty Halfon thanked Mary, Colleen, Karin and herself for helping Mary do all of the reporting at Exec today.

X. Adjournment

The meeting was adjourned at 5:25 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:

Karin Moughamer, Executive Administrator