





# Executive Committee Meeting Minutes

**Wednesday, December 11, 2019**

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

Economy Building Goodwin Library, 1433 First Avenue (3<sup>rd</sup> Floor)

**Committee Members Present:** Rico Quirindongo, David Ghoddousi, Patrice Barrentine, Betty Halfon

**Other Council Members Present:** Mark Brady

**Staff Present:** Mary Bacarella, Karin Moughamer

**Others Present:** Howard Aller, Joan Paulson

The meeting was called to order at 4:33 p.m. by Rico Quirindongo, Chair.

## **I. Administration**

### **A. Approval of the Agenda**

*The agenda was approved by acclamation.*

Approval of the November 13, 2019 Executive Committee Meeting Minutes

*The November 13, 2019 Executive Committee Meeting Minutes were approved by acclamation.*

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

Joan Paulson brought a copy of Seattle at 150 and said there is some interesting information on the Market. She noted a very few number of the books were printed and she urged people to get a copy soon.

Howard Aller noted he has a good friend who teaches at the UW and could potentially offer some recommendations for Council candidates. Howard requested a short meeting with his friend to be able to provide some parameters for the type of person the council would like.

## **III. Council Chair Report**

Rico Quirindongo began by noting there is an ad hoc Nomination Committee meeting tomorrow. If anyone has suggestions for people to consider, please provide those names to him for consideration.

Rico provided the following status updates:

- MarketFront leak investigation and remediation continues. There will be a discussion during closed session at the December council meeting.
- Office of the Waterfront meetings have begun.
- There will be an update on retreat findings at the January council meetings.
- One family. One mission. One love.

Patrice Barrentine suggested Rico provide updates on the work of the ad hoc committee at monthly council meetings.

#### **IV. Committee Chair's Report**

##### **A. Market Programs**

Patrice Barrentine noted the update on the farm program. Farmers market sales are up and at the remote markets the average vendor sales are at \$750 (the goal was \$700). There was a presentation on the Refract event, which went well and staff and organizer are figuring out the Market's participation in 2020. Some preliminary reports were provided on Magic in the Market and there will be more in January. There was also a presentation on the small business incubation and the findings show that the spring classes have better attendance than the fall so staff are analyzing that information. Lastly, there was a presentation on the Meet the Market concierge program and showed similar trends in which people attended more in the spring than fall.

Patrice noted that Programs meeting agendas have been full for at least the last six months and they are doing a lot of work in adding new programs and evaluating their success or failures.

Mary Bacarella added that a new person is being hired in Marketing and the department is assessing the needs for that new role in relation to what other staff are currently doing. This person will also have graphic design expertise.

##### **B. Finance & Asset Management**

Mary Bacarella provided an update in lieu of Devin McComb. Mary noted financials remain strong but the PDA is planning more cautiously for the future as many things surrounding the Market are changing. Brady provided a capital projects update. Five resolutions passed unanimously and added to the Consent Agenda. Sabina Proto provided a report on the 2019 discrete component unit and the 2020 discrete component unit budget. John Turnbull provided a residential update and overall things are going well with a less than 3% vacancy. Mary Bacarella responded she is researching the current sale of Eighth Generation and changes to their lease.

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

Mary Bacarella began with the following updates:

- Signature sign concepts were reviewed and the PDA team provided feedback to National Sign. January will kick off the public meeting portion of this project.
- The Executive Director of the PDA has been elected to the Central Waterfront Oversight Committee. There are five representatives from non-profits and 14 appointments from the community. The first meeting will be in January.
- The first Overlook Walk design meeting took place. They are still at 30% design and shared the Building B concept, which has been greatly reduced. That idea is being reconsidered. They hope to be at 60% by March.
- Meet up with Mary went well and about 250 market business community members were served at the Pancake Breakfast.
- She has not received the 100% garage modification designs and anticipates receiving them by Christmas.
- The Seattle Aquarium will present to the PDA council in January on their Ocean Pavilion expansion.
- December parking is under budget, but over budget for the year.
- Read All About will be closing at the end of the year. There was a discussion on the reasons why and what is being planned.
- Mary shared some statistics she just received, which include:
  - In the last 10 years, overnight visitors in Seattle and King County have grown by 142%
  - Hotel inventory in the last 10 years has increased 36%
  - Seattle hotel demand has risen 40%

- SeaTac passengers has grown by 60%
- And Chinese visitors has grown by 556%

Mark Brady asked how long the parking pay station will be out of commission. Mary Bacarella responded she hopes it will be fixed by the end of the week. Mary will look into that.

Mark Brady noted the increase in shop lifting in the Market. He suggested making sure Market tenants have pictures of the people who have stolen goods at the Market so they can keep an eye out.

Rico Quirindongo requested a timeline for the Signature Sign project be shared at an upcoming council meeting. Karin Moughamer responded she will prepare a presentation for some time in the first quarter 2020.

Rico Quirindongo asked for clarification on the Central Waterfront Oversight Committee and would like to know if this replaces the previous 61 person committee. Mary Bacarella will look into it.

Rico Quirindongo requested the Market sees a 60% design before it is released to the public. He has not seen the design schedule.

#### **VI. Public Comment**

Howard Aller commented that during the wayfinding project and in the future in general, any maps created or printed should be oriented the same way to reduce confusion. Howard also noted that he hopes lease renewals for building along First Avenue will be amended in the future to require that sidewalk seating be flexible and brought in at night. Lastly, he would like to see two elevators worked into the Overlook Walk design.

Joan Paulson made eight comments: 1. Wayfinding signage for public restrooms should be studied and increased; 2. She believes there should be another attorney on the council; 3. MarketFront leaks have been occurring for over two years and now it will be hard to get any money back on that projects; 4. Joan suggested that the small business classes be advertised in December for the coming year so that the businesses can plan in advance. She also thinks the PDA should ask tenants what kind of classes they want to take; 5. Eighth Generation should have received approval from both the Historic Commission and PDA before the sale occurred; 6. Joan asked how the Constituency can be involved in the Central Waterfront Oversight Committee meetings; 7. Regarding the closing of the Read All About It, Joan suggests a cooperative be created with the Senior Center in order to continue the business; 8. Regarding the security issues, the PDA should consider a block watch program.

#### **VII. Concerns of Committee Members**

David Ghoddousi thanked and congratulated the staff for the work on the holiday decorations. They did a fantastic job.

Mark Brady thanked Mary for having the chairs removed in the DownUnder and it's helped with traffic flow and business.

#### **VIII. Adjournment**

The meeting was adjourned at 5:19 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:  
Karin Moughamer, Executive Administrator