DUE TO THE EXTRAORDINARY PUBLIC HEALTH CIRCUMSTANCES RELATED TO THE ONGOING COVID-19 (CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE TELEPHONIC. ALL PDA COUNCILMEMBERS WILL PARTICIPATE REMOTELY.

Date: Wednesday, March 18, 2020  
Time: 4:30 p.m. – 5:45 p.m.  
Location: Members of PDA Staff, PDA Council Members and the public, dial in number is 855-202-9977  
Committee Members: Rico Quirindongo (Chair), Betty Halfon, Devin McComb, Patrice Barrentine and David Ghoddousi

<table>
<thead>
<tr>
<th>Time</th>
<th>Section</th>
<th>Chair</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:30pm</td>
<td>I. Administrative</td>
<td>Chair</td>
</tr>
<tr>
<td></td>
<td>A. Approval of Agenda</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Approval of the February 19, 2020 Executive Committee Meeting Minutes</td>
<td></td>
</tr>
<tr>
<td>4:35pm</td>
<td>II. Announcements and/or Community Comments</td>
<td>Chair</td>
</tr>
<tr>
<td>4:40pm</td>
<td>III. Council Chair Report</td>
<td>Chair</td>
</tr>
<tr>
<td>4:55pm</td>
<td>IV. Committee Chair’s Report</td>
<td>Patrice Barrentine</td>
</tr>
<tr>
<td></td>
<td>A. Market Programs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Finance &amp; Asset Management</td>
<td>Devin McComb</td>
</tr>
<tr>
<td></td>
<td>C. Ad hoc Nomination Committee</td>
<td>Chair</td>
</tr>
<tr>
<td>5:20pm</td>
<td>V. Executive Director’s Report</td>
<td>Mary Bacarella</td>
</tr>
<tr>
<td>5:35pm</td>
<td>VI. Public Comment</td>
<td>Chair</td>
</tr>
<tr>
<td>5:40pm</td>
<td>VII. Concerns of Committee Members</td>
<td>Chair</td>
</tr>
<tr>
<td>5:45pm</td>
<td>VIII. Adjournment</td>
<td>Chair</td>
</tr>
</tbody>
</table>
Tuesday, February 19, 2020
4:30 p.m. to 5:45 p.m.
Economy Goodwin Library, 1433 First Avenue (3rd Floor)

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

Other Council Members Present: Colleen Bowman

Staff Present: Mary Bacarella

Others Present: Howard Aller

The meeting was called to order at 4:02 p.m. by Rico Quirindongo, Chair.

I. Administration
   A. Approval of the Agenda
   The agenda was approved by acclamation.

   Approval of the January 23, 2020 Executive Committee Meeting Minutes
   The January 23, 2020 Executive Committee Meeting Minutes were approved by acclamation.

II. Announcements and/or Community Comments
None.

III. Council Chair Report
Rico Quirindongo began with the following updates:
   - MarketFront leak investigation continues.
   - Overlook Walk design conversations have started up and the next meeting with the Office of the Waterfront is Friday. An updated will be provided at the Council meeting.
   - As a member of the Downtown Seattle Association Committee on Policy, Rico recently heard a presentation from the Mayor’s office on congestion pricing in downtown, a form of tolling, which the City is considering. There was a conversation on the views of DSA on this topic and Rico believes the Market needs an opportunity to weigh in on this as well. Mary is working to have a presentation on this topic at a future council meeting.
   - The signature sign designs are on the website and there will be presentations at council and Market Programs.
   - The nomination committee will be conducting four interviews on February 24th.

Betty Halfon would like the Market to be ahead of the conversation with regards to congestion pricing.

Colleen Bowman has heard from members of the community concern that a signage package was going to be passed this month at Council. Mary Bacarella commented that a timeline and presentation are available on the website and there is a process for this project. There will be no resolution this month.
IV. Committee Chair’s Report

A. Market Programs

Patrice Barrentine noted it was a great meeting in which the 2020 Daystall Rules proposals were reviewed and staff are getting ready to make their recommendations on those proposals. There was also a 2020 Marketing and Communications plan presented, which includes data collected on 2019 programs which are being used to create the 2020 plan. Patrice noted she is impressed with the plan. The next program is Love in the Market on February 29th. There are new murals, historic tours of the DownUnder, Sylvia Stayformore fortunes, and Crafty is back with a new outfit. Tickets are also available for a wine tasting around the Market.

Patrice Barrentine also noted that in April there will be an event for the digital book launch and the new website. The education program is undergoing a revamp, the Co-op marketing program is adding digital advertising, and small business incubation classes are taking place in the spring.

Betty Halfon noted there was a question at the Constituency meeting regarding the Daystall Rules review process. Mary Bacarella noted she will address that in her report.

Patrice Barrentine lastly noted there was a resolution to hire a new pedestrian counter company to replace the one that went out of business. That resolution passed unanimously and is on the consent agenda.

B. Finance & Asset Management

Devin McComb noted it was a full agenda, highlighting the following topics:

- Reviewed the year end financials for 2019. It was a successful revenue year and Resolution 20-07 allocated the funds for the pension fund. There will be further discussion on pension fund allocation at a future meeting.
- The January financials were reviewed and so far revenue and expenses are on track. Revenue for parking is doing very well.
- The 2020 strategic plan was reviewed.
- Sabina Proto provided materials on best practices for how the Finance & Asset Management Committee can best work with the PDA.
- John Turnbull provided a presentation on 2019 retail sales report and there was a lot of discussion and was helpful for beginning to dive deeper into the complex questions presented in the data.
- Resolution 20-06 was approved to keep the project consultant on board to manage the LaSalle replacement reserve work.

Devin McComb lastly noted that owners from My Fabric Stash provided public comment on the future of their business at the Market and there was further conversation about how to handle this situation. He suggested having a clear policy on how to handle this type of conversation in the future so the Committee can provide the community with guidelines on how to discuss sensitive topics with the Council. The owners also provided comments during a closed session.

Betty Halfon noted that conversations like this have taken place in the past but it was noted on the agenda.

Devin McComb wants to ensure the community knows there is a forum for which they can come talk to the Council outside of public comment.
Mary Bacarella is asking legal counsel how best to deal with this situation and what topics are allowed to be discussed during a closed session. Rico Quirindongo added the law is very clear on what can be discussed during closed session and it’s good to get clarification from legal counsel.

There was further conversation on how to deal with a situation in which a Market tenant wants to speak directly with Council about sensitive topics.

Patrice Barrentine noted there are separate processes for handling grievances versus listening to a direct request about business transactions.

Colleen Bowman asked if the policy created can come to full council so all council members can become familiar with the policy. Mary Bacarella responded yes.

Rico Quirindongo noted that the PDA now has over $20 million in the Capital Reserves and Replacement Fund and there should be a future conversation on what is best practices for what is maintained in reserves and what is responsible for investments in assets and community. This is probably a pre-curser to the budget process in the fall and will include a list of the large ticket items that will need to be invested in.

Rico Quirindongo commented that he has heard the Finance & Asset Management Committee regularly runs over the allotted time and previously there were two Committee’s to deal with finance and assets separately. He wonders if it’s worth considering separating the committees again.

Mary Bacarella commented that she believes they belong together. Staff and the Committee chair could be better at managing the agenda.

Devin McComb commented there is a balance of how to address the critical issues the Committee wants to address while being respectful of staff time in preparing those.

Mary Bacarella noted that the financial report is provided in the packet and rather than going through line by line, council members could ask questions, if they have any.

David Ghoddousi believes it’s important to go over the financials. Last night was a heavy agenda and attendance has been great at FAM. He likes the participation and normally the meeting ends on time.

Rico Quirindongo just wanted to make sure there was an opportunity to address this and to ensure this is a sustainable model over time. At some point there may be opportunity to create a third committee due to FAM being overly burdened.

David Ghoddousi noted there should be more conversation on the vacant Read All About It space. It’s an important space at the Market and maybe there should be an ad hoc committee for that space. Mary Bacarella disagrees with an ad hoc for filling commercial spaces and it’s the job of commercial staff to vet all ideas and present those to Council.

Betty Halfon suggested starting FAM 15 minutes earlier as there is always a meeting following FAM. Maybe another space should be available for those meetings.

Patrice Barrentine suggested providing more specifics on timing for the presentations and including that on the agenda.
C. Nomination Committee

Rico Quirindongo provided an update on the Nomination Committee. There were approximately 25-30 potential applicants, which was reduced to about 13 to be considered and there is a short list of four people being interviewed on February 24th. The Committee has not discussed adjustment of or chair positions for each committee and the council.

Patrice Barrentine when a decision will be made regarding the four candidates. Rico Quirindongo depends on how the interviews go. There may be further discussions after the interviews.

Devin McComb asked when a recommendation needs to be presented to the Mayor. Rico Quirindongo noted we are ahead of schedule and we hope to get that recommendation to the Mayor by April 1.

V. Executive Director’s Report

Mary Bacarella began with the following updates:

- The elevator RFP interviews have taken place and conversations continue on which firm to select. The firms include Ron Wright Associates/Architects, Stemper, and SRG.
- There is a meeting Friday on the 60% design of the Overlook Walk. She will schedule a presentation for Council.
- The 100% design for the garage modifications have been reviewed and feedback has been provided to the City. The schedule may change and she’s awaiting for confirmation from the City. It may be pushed back a year and there’s no indication for why this potential change to the schedule.
- The MarketFront close out agreement has been updated and has been sent to the City for review.
- Parking is over budget by $57,000.
- Mary reviewed the Daystall Rules process and noted all the opportunities the community has had to provide comments and provide feedback. She would like to know how to provide additional information to the people who are requesting it.

Colleen Bowman suggested sharing it with the Constituency newsletter. Mary Bacarella responded all that information is available to them and they can ask for it directly from her or David Dickinson.

Mary Bacarella further reviewed the schedule.

Mary Bacarella provided an updated on the signature signage project. A location map and timeline are provided on the Market’s Capital Projects page and Mary handed out copies. The designs will be emailed to the Council tomorrow and available on the same webpage. On the same night as the March 12 Market Programs meeting there will be a special meeting to discuss the sign designs.

Rico Quirindongo requested a calendar invite to council for the March 12 special meeting.

Colleen Bowman asked if this will be in the March Insider and given to the Constituency. Mary Bacarella responded the Constituency can come to her with any questions.

Mary Bacarella continued with her updates on the following:

- Pedestrian counter resolution was passed at Market Programs Committee.
- The updated action plan that goes with the strategic plan was presented to FAM last night. It includes initiatives carried over from last year and new initiatives for this year. All of the Action Plans will be presented at Council.
• Oriental Mart restaurant received a James Beard Award and there have been numerous stories written about this in the media. It’s an American Classics award and it’s very exciting for Oriental Mart and the Market.

Betty Halfon asked if the Historical Commission guidelines are referenced in creating the signs. Mary Bacarella responded yes and included in the research sign designs that are currently in the Market. These designs fit in with the look and feel of the Market. The designs will still need to be approved by the Historic Commission.

Colleen Bowman noted Historic Commission has their own process and it doesn’t make sense for the PDA at this point to duplicate their work. Colleen added that she reviewed the RFP for the project and the Historic Guidelines were provided to the design firms and that National Sign was selected because of their work in the District.

Mary Bacarella added that after the design process is approved there will be a separate RFP process for fabrication and installation.

Patrice Barrentine reiterated the Daystall Rules Review and the Signature Sign discussions will take place on Thursday, March 12 at the Market Programs Committee meeting.

Mary Bacarella passed around the sign-up sheet for the Market Foundation Board meeting.

VI. Public Comment
Howard Aller would like to see every map of the Market oriented in the same way.

Howard Aller noted in the past there were four committees. Finance & Asset Management were combined in order to increase the ability for meetings to have a quorum. However, now with only two committees the meetings are getting two long. Howard would like to see another committee added and the work divided.

VII. Concerns of Committee Members
None.

VIII. Adjournment
The meeting was adjourned at 5:36 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator