



Executive Committee Meeting Agenda

Date: Wednesday, March 20, 2019

Time: 4:30 p.m. – 5:45 p.m.

Location: Economy Building Goodwin Library, 1433 First Avenue (3rd Floor)

Committee Members: Rico Quirindongo (Chair), Betty Halfon (Vice Chair), Matt Hanna, Ray Ishii, Colleen Bowman, and David Ghoddousi

4:30pm	I. Administrative	Chair
	A. Approval of Agenda	
	B. Approval of the February 20, 2019 Executive Committee Meeting Minutes	
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4:35pm	II. Announcements and/or Community Comments	Chair
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4:40pm	III. Council Chair Report	Chair
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4:55pm	IV. Committee Chair's Report	
	A. Market Connections	Colleen Bowman
	B. Market Programs	Betty Halfon
	C. Finance & Asset Management	Ray Ishii
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5:10pm	V. Executive Director's Report	Mary Bacarella
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5:35pm	VI. Public Comment	Chair
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5:40pm	VII. Concerns of Committee Members	Chair
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5:45pm	VIII. Adjournment	Chair



Executive Committee Meeting Minutes

Wednesday, February 20, 2019

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

Economy Building Goodwin Library, 1433 First Avenue (3rd Floor)

Committee Members Present: Rico Quirindongo, Betty Halfon, David Ghoddousi, Colleen Bowman, Ray Ishii

Other Council Members Present: Mark Brady

Staff Present: Mary Bacarella, Karin Moughamer

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

Rico Quirindongo amended the agenda to include a discussion on the Nominations Committee. The agenda was approved as amended by acclamation.

Approval of the January 23, 2019 Executive Committee Meeting Minutes

The January 23, 2019 Executive Committee Meeting Minutes were approved by acclamation.

II. Announcements and/or Community Comments

None.

III. Council Chair's Report

Rico Quirindongo began by noting the MarketFront leak remediation is ongoing and the next meeting is next week. Conversations regarding the Overlook Walk have been on hold and those meetings should resume regarding the design. The conversation about the PPM having a role in the management and operations of Overlook Walk is ongoing. There are ongoing negotiations regarding the viaduct demolition sequencing and on that topic there have been conversations with the Governor's Office and BNSF. There is no update on the Streetcar and the Showbox lawsuit continues with the end of June being the deadline for the end of the Historical District submission. The Executive Director review has begun and Betty will touch on that later.

Lastly, Rico Quirindongo touched on the Market Connections Committee, the PDA council and Mary's job over the 3-4 years is to ensure the Market is not affected by nearby construction. The PDA will use its surplus in an effective way so that there is a net zero loss for the Market community. He closed with "One family. One mission. One love."

Betty Halfon asked if the Streetcar has received funding for the project. Rico Quirindongo responded the project had funding and they are at risk for losing funding. The federal government will be conducting a study and Rico is not sure how that will affect the earmarked funding.

Colleen Bowman, with regards to the net zero affect that was mentioned by Rico, she wonders if a quarterly report would be helpful to show the city or anyone interested in the viability of the Market. Mary Bacarella responded that would be easy to put together.

Ray Ishii asked if there are two or three metrics that could be looked at for a dashboard. Rico Quirindongo believes those metrics are percent rent, parking, and attendance. Mary Bacarella added that while attendance is good, it doesn't mean crafters or farm are making money.

A conversation continued on different ways to analyze and look at the data for a dashboard.

Rico Quirindongo feels that a quarterly dashboard with important metrics is a good idea. David Ghoddousi recommended putting toilet paper usage on the dashboard as a means for gauging attendance in a humorous way.

Ray Ishii asked for more information on the MarketFront leak remediation. Mary Bacarella noted the work is ongoing and recommended an update from Sellen during closed session at an upcoming council meeting. Rico Quirindongo noted there will be actions to take in the near future.

IV. Committee Chair's Report

A. Market Connections

Colleen Bowman noted that even with snowmagedon there was strong attendance, however The State Hotel presentation was postponed until March. Chris Brown from WSDOT returned to finish the presentation from full council regarding the viaduct demolition. Colleen noted her attendance at the SDCI meeting on the First and Pike Hotel, which passed.

David Ghoddousi added that Chris Brown from WSDOT was going to meet with BNSF to continue that conversation. Mary Bacarella added she had a quick conversation with BNSF and will be getting an additional update soon.

B. Market Programs

Mary Bacarella gave the Programs update noting the current status of the 2019 Daystall Rules and Regulations. 23 recommendations were received, including 15 from the daystall and busker community. Mary reviewed the presentation given on 2018 MarketFront activation which included results from surveys to the daystall community. Mary highlighted data that showed the community would like to see almost all of the programs repeated again and she shared anecdotal feedback on some of the events. Working with the DSA on the Summer Sounds program was an experiment but she feels that staff could produce that program for a fraction of the cost. Lastly, there was a review of Love in the Market which is taking place February 23.

David Ghoddousi noted there was conversation at the Constituency regarding staff recommendation to add artisanal food to the Daystall Rules and Regulations as well as a recommendation to allow amplified music. Mary Bacarella noted both of those recommendations will undergo review.

David Ghoddousi noted there was an article in the Seattle Times regarding year-round farmers markets and the Pike Place Market was not included. There was a conversation regarding reaching out to the reporter and Mary Bacarella shared a recent article in Forbes featuring the Pike Place Market. Rico requested that article be sent to the committee.

David Ghoddousi would like to see more representation of the hidden gems of the Market and to find ways to get more media covering the range of stories possible on Market vendors. Betty Halfon agrees and suggested a discussion at Market Programs.

C. Finance & Asset Management

Ray Ishii noted there was significant surplus from 2018 and Proposed Resolution 19-09, Allocation of Year End 2018 Balance, was discussed and will not be on the Consent Agenda, although it passed unanimously. There was also a discussion on the topic of risk management. Ray mentioned that it's a big conversation that's part of our strategic plan. There were three Proposed Resolutions, 19-07, 19-08, and 19-10 and all were approved unanimously and moved to Consent Agenda.

Colleen Bowman agrees the conversation on Risk should start at the committee level.

Mark Brady noted the pension plan allocation language and percentage hasn't been reviewed since 1985 and he'd like to see that conversation continue.

V. Executive Director's Report

Mary Bacarella provided updates on the following topics:

- She is still pushing to have the viaduct demolition shifted from May to earlier in the year. Conversations are happening with stakeholders and BNSF.
- Parking was up \$21,000 in January, however, in February parking is \$30,000 under budget
- Merchants noted February so far has been tough due to the snow and cold weather
- No updates on the new Alaskan Way and streetcar
- Mary Bacarella and John Turnbull may be deposed regarding the Showbox
- Each of the committees are working on strategic plans
- This weekend is Love in the Market
- Pig Day, hosted by the Foundation, is March 1

VI. Discussion Items

A. Executive Director Annual Review Timeline

Betty Halfon noted the review is on schedule. The survey was emailed today and sent to community members compiled by PDA staff and Mary Bacarella.

Rico Quirindongo asked for Betty Halfon or Patrice Barrentine to send a reminder next week.

Betty Halfon provided an overview of the survey. Rico Quirindongo asked if it is easy to monitor responses. Karin Moughamer noted it is easy to monitor responses, however names are not required but there are categories to identify what community a respondent belongs to. Rico Quirindongo would like all councilmembers to respond as councilmembers.

B. Nomination Committee Process Review

Rico Quirindongo asked for volunteers for the Nomination Committee. David Ghoddousi, Betty Halfon, Colleen Bowman and Mark Brady responded they would like to participate.

David Ghoddousi noted he is up for reelection and asked if he can be on the Nomination Committee. There was a conversation on whether he could participate on the Nomination Committee, as well as other members up for reelection, including Ray Ishii (PDA Council) and Colleen Bowman (mayoral.) Rico Quirindongo believes that there is no conflict of interest for David Ghoddousi to sit on the Nomination Committee as the Constituency is responsible for his reelection.

Rico Quirindongo will ask for volunteers at full council and asked that Karin Moughamer send him the Nomination Committee schedule.

VII. Public Comment

Howard Aller reiterated that the Pike Place Market is no longer a farmers market and believes they should be highlighting and focusing on all the other ways the Market thrives. The PDA farm team supports farmers through the CSA and remote markets, which are wonderful.

VIII. Concerns of Committee Members

David Ghoddousi noted that attendance has been low at Committee and Council meetings over the last few months and encourages participation by all members.

Colleen Bowman asked to check the Bylaws and precedent with regards to the Nomination Committee.

Mark Brady would like to see how many parking spaces are open tomorrow that are covered with dust from the viaduct demolition. Mary Bacarella will follow-up with WSDOT on fencing.

Rico Quirindongo asked when the next meeting with WSDOT and Kiewit will take place. Mary Bacarella responded she currently attends a weekly meeting and WSDOT has been attending council committee meetings.

There was a conversation on the current status of the meetings with WSDOT and Kiewit on the status of the viaduct demolition.

Rico Quirindongo requested that WSDOT come to full council with general information regarding the viaduct demolition. Mary Bacarella will reach out to Chris Brown to see if they can make the February meeting.

IX. Adjournment

The meeting was adjourned at 5:51 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator