



Executive Committee Meeting Agenda

Date: Wednesday, March 21st, 2018

Time: 4:30 p.m. – 5:45 p.m.

Location: Goodwin Library (Economy Building)

Committee Members: Matt Hanna (Chair), Ray Ishii, Rico Quirindongo, Betty Halfon, Gloria Skouge, and David Ghoddousi

4:30pm	I. Administrative:	Chair
	A. Approval of Agenda	
	B. Approval of the February 14 th , 2018 Executive Committee Meeting Minutes	
4:35pm	II. Announcements and/or Community Comments	Chair
4:40pm	III. Council Chair Report	Chair
5:00pm	IV. Committee Chair's Report	
	A. Market Connections	Rico Quirindongo
	B. Market Programs	Betty Halfon
	C. Finance & Asset Management	Ray Ishii
5:20pm	V. Executive Director's Report	Mary Bacarella
5:35pm	VI. Public Comment	Chair
5:40pm	VII. Concerns of Committee Members	Chair
5:45pm	VIII. Adjournment	Chair



Executive Committee Meeting Minutes

Wednesday, February 14th, 2018
4:30 p.m. to 5:45 p.m.
Goodwin Library

Committee Members Present: Matt Hanna (Chair), Ray Ishii, Rico Quirindongo, Gloria Skouge, and Betty Halfon

Other Council Members Present: Mark Brady

Staff Present: Mary Bacarella, Karin Moughamer

Others Present: Howard Aller, Chris Scott

The meeting was called to order at 4:35 p.m. by Matt Hanna, Chair.

I. Administration

A. Approval of the Agenda

The agenda was approved by Acclamation.

Rico Quirindongo entered the meeting at 4:40 pm.

B. Approval of the January 17th, 2018 Executive Committee Meeting Minutes

The January 17th, 2018 Executive Committee Meeting Minutes were approved by Acclamation.

II. Announcements and Community Comments

Howard Aller shared his recent experience trying to get a person to answer the phone at the PDA. He would like to know why the PDA doesn't have someone answering the phones.

Chris Scott asked the Council to conduct a full and independent audit of the Merchants Association noting the absence of election notices in Market News, lack of public meetings, and lack of transparency. Chris stated he will make the same comment at full Council.

III. Council Chair's Report

Matt Hanna began by mentioning his conversation with Mary Bacarella following last month's full Council regarding Council engagement and participation as well as visibility for the public for items raised during public comment. Matt suggested having more deliberate follow-up and reporting during Mary's ED report in order to keep track and not lose sight of those comments. Next, Matt will be setting up a regular meeting with Mary, suggesting monthly, the Monday before Executive Committee in order to set the agenda and check-in.

Matt continued with an update on the Overlook Walk. Mary, Rico, Gerry and Matt had a meeting with Marshall and Joshua, reiterating their thoughts on how to ensure the Overlook

Walk is a success without over committing the PDA, practically, financially, or otherwise. The City has the PDA's preferred approach and Gerry Johnson is working on a term sheet for what will eventually become a MOU or Development Agreement. Once that is completed, Matt will provide a copy to the Executive Committee to discuss the details and ideas on how the PDA will participate in the Overlook Walk to ensure success. Matt has urged Gerry and Marshall to keep the PDA participation front and center as they work through the LID issues, relationships with Friends of the Waterfront, and other groups. Matt wants to ensure the agreement is vetted, discussed and negotiated. Matt hopes to have a term sheet at the next Executive Committee meeting and possibly invite Gerry Johnson to help review.

Ray Ishii asked if the City is having similar conversations with the aquarium and other businesses along the waterfront. Matt Hanna responded the idea is to have Friends of the Waterfront to program and possibly operate the public spaces on most all of the waterfront, with help from Parks, financially and practically, and possibly from DSA. The Overlook Walk is potentially the one exception where the Market, maybe as a master tenant, and the PDA would have more responsibility for the space than Friends of the Waterfront, and they would still be in charge of the programming but the PDA would stay involved so we know it work but not so much that we're over committed.

Ray Ishii asked if that would obligate the PDA for operations, maintenance and security. Matt Hanna responded yes and it's an expansion of the PDA's resources and staff. The reason being the Market knows how to operate in this space and works best when all of those pieces are working together.

Betty Halfon asked if the PDA would be compensated for that work. Matt Hanna noted the idea is that there is financial incentive to do the work and at worse there would be no cost to the Market. How the costs are allocated is not clear yet but the whole point is to protect what the Market has. Matt Hanna has seen similar arrangements, such as the Asian Art Museum in Volunteer Park so there is precedent with the City.

IV. Committee Chair's Report

A. Market Connections

Rico Quirindongo began by sharing the construction project outline and with a little more work will share with the Council. In addition to that list there are some other topics and projects to keep track of (One Center City, Skybridge) or champion (visibility of the downunder, Pike Street Hillclimb). With regards to the downunder and Pike Street Hillclimb, more conversations need to take place.

Rico continued by saying there was a good conversation on MarketFront construction. A new plan is in place for how to address the multiple leaks. The PDA, SOJ, Sellen, and Whetherholt are meeting bi-weekly and Sellen is on the hook for fixing the leaks. Whetherholt will be onsite to collect and report on the presence and location of leaks. This is data that hasn't been consistently collected and will inform next steps. There is a small, medium, and large approach to take to fix the leaks and Miller Hull is working on a mitigation plan.

Mary Bacarella added that she just received the first update report and she is working to check off items on the warranty list.

There was a Center City Connector Streetcar presentation and over the next year each major project will be invited to present and provide updates on their projects to the Committee. There will be more reporting and updates on the Center City Connector Streetcar.

Mary Bacarella added that she provided the streetcar team a list of requests and needs for the Market during construction. Kalyn Kinomoto will be attending the weekly community outreach meetings and there will be a Market Outreach Meeting at the Market sometime at the end of March. As soon as the date is finalized Mary will share that information.

Rico Quirindongo noted that during the last meeting he asked for more specifics on their plans for loading and parking spots, including drawings and dimensions.

Matt Hanna asked if the streetcar presentation was substantive enough to represent at full council. Rico and Mary responded not yet. The April full Council meeting was suggested.

Matt Hanna would like the construction project timeline and Committee scope by shared with Full Council and the opportunity to discuss at the meeting.

Rico Quirindongo would like to see the streetcar team present to full Council in April with an enlarged plan with every single area of the Market that's effected by construction.

B. Market Programs

Betty Halfon noted the 2018 marketing plan was presented, sharing one of the target audiences are people 30-65. Betty would like to see more work done to attract millennials and suggested a gorilla approach to marketing, meaning pushing hard to get people to the Market. We will need to tell people how to get to the Market and where to park their bikes. She does not believe we should market the Market the way we've always done it and thinks it's old fashioned. There needs to be ways to market to the Millennials. She thinks the marketing team is doing a good job, but a good job with what has been done in the past.

Betty mentioned the farm program presentation, which focused on how to work with young farmers to ensure they stay in the Market. She respects the work being done by the farm team.

Mary Bacarella added that the Marketing team is going to conduct studies to determine who our customer is. That has not been done in a long time. She noted there is definitely a new customer that's moving in and around the Market and that's a different discussion. In addition, she would like to explore ways to engage the new Seattle to visit the heart and soul of the city.

Betty Halfon believes that bright sells and she thinks the images used on bus ads have been too dark. She would like to see "in your face" marketing with Pike Place Market big and bold.

Betty concluded with David Dickinson's daystall rules and regulation update. She believes David is doing a great job and noted that the crafters love him. She's never had programs meeting with only 11 proposals.

Rico Quirindongo mentioned that during the State of Downtown presentation, the Pike Place Market showed up three times in the video presentation, however not once did it show how the Market is making Downtown better. He recommends providing that feedback to DSA and it

could be a way to start the conversation on how the DSA is going to help drive traffic to the Market.

Betty Halfon concluded she would like to see more marketing for the merchants Downunder.

C. Finance & Asset Management

Ray Ishii noted that Finance & Asset Management will meet on February 20th, but the agenda will review the year end 2017 financials, including a resolution for what to do with the surplus.

Ray does not believe there will be anything new to report on Sammamish Farm as a draft agreement has not been received. In March he hopes Sabina will have a report on MarketFront Financing and will be working with Devin to present a broader primer on New Market Tax Credits, bond financing, and what are our obligations. In April he would like to review garage revenue, noting the 2017 budget was below 2015, so he would like to ensure there are goals surpassing that moving forward.

Ray just talked to Sabina Proto on how best to monitor capital project budget. Matt Hanna asked if there was a discussion of off-setting risks of over disclosure in a competitive bid market. Ray responded yes. Mary Bacarella added that she had a spreadsheet created that lists the Capital projects, the budget, and had the Maintenance department estimate each project to be able to match up bids with estimates.

Ray Ishii continued, he noted that 2017 Maintenance was well under budget and wonders if, from a day-to-day experience, we fulfilling what we want.

Ray noted the LaSalle and WASH audits are taking place and will probably be presented in May along with the PDA audit. QB2 is due to unwind on March 2, the seven year anniversary.

Matt Hanna asked if Ray could provide the same briefing to full Council on his plan for the year and what you're going to focus on.

Rico Quirindongo, based on Ray's comment on the garage, recommended the PDA should approach the Oak View Group regarding the creation of a city circulator that takes guests from parking garages to Seattle Center. An organization is going to need to champion it.

Ray Ishii believes this might be one of those topics straddles various committees. Matt Hanna added Executive Committee could be the forum to start these conversations and follow-up on what's being done.

Mary Bacarella added monthly parking is up and daily parking is up 19% in January. Ray Ishii wonders if there are ways to offer parking discounts to staff and tenants during slow times.

V. **Executive Director's Report**

Mary Bacarella began by stating finances for 2017 look really good and continue to look good for the first few months of 2018. Skybridge demolition is taking a little longer because they had to find the original plans in the city archives. They have been found and she anticipates two bids coming in and hopes to have a proposed resolution in April with demolition completed in May.

Mary continued that a presentation was provided at historic commission on Victor Steinbrueck Park redesign, and they will present at Market Connections in March. The PDA will need to talk with the Parks Department about how we all work together.

Mary met with a state representative on their proposal for how to reimburse the Market when they have to shut down access to the garage along Alaskan Way. They anticipate 30 non-consecutive closure days and they think that will break down into two 15 day closures. WSDOT will be providing a timeline in April and right now the PDA has a month to answer their offer and she has already started putting together a response. The reason they gave a low number is that the Market, with the new garage, still has two entrances, and Alaskan Way won't really have an effect.

Betty Halfon asked if the closures would be during the summer months. Mary responded they don't know the time of year.

The PDA has a couple more weeks to answer. WSDOT made the offer with a stipulation that if the offer is accepted within 30 days, there is a signing bonus. If the PDA does not answer in 30 days, it will go down 30% over the next 60 days.

Matt Hanna asked if she has spoken to Gerry Johnson. Mary responded she was waiting to put together the response, with the number the PDA believes its worth, before reaching out to Gerry.

Rico Quirindongo asked if it's easy to pull the counts on entry from each location to determine the percentage of entrance along Alaskan Way. Mary responded that is exactly what the PDA is doing.

Mary Bacarella continued with an update on the Hahn building plans. She is meeting with a building representative this week and noted there is a change.org petition. She plans to hear the development team out. Matt Hanna asked if they are asking the Market to take a position. Mary responded no.

Mark Brady noted there is another design meeting on April 3 and he believes it's the last meeting.

Matt Hanna added that he believes we should hear them out but that the PDA should not take a position.

Rico Quirindongo added that he was approached by the developers two months ago to sign a letter of support. He ignored that request.

Betty Halfon added the Constituency was approached to take a stand against the development.

Rico Quirindongo does not believe the PDA should take a stand.

Matt Hanna would like Mary to pass along information presented at the next Market Connections.

Mary Bacarella continued that she would like to review the strategic plan objectives for 2018. Matt Hanna suggested the two of them discuss soon in order to formulate a plan for each topic.

Mary concluded by mentioning her meeting with Howard to discuss his comments on sidewalk cafes along First Avenue.

Betty Halfon welcomed Mary to the PDA.

VI. Public Comment

Chris Scott stated the Constituency made it clear to the Newmark group the Hahn Building is outside of their scope of public oversight as it's outside the historic district.

VII. Concerns of Committee Members

Gloria Skouge noted Bob Messina's mention of the courtyard last month. She made a visit and it's awful. Mary Bacarella responded that she has followed up and is working to identify a landscape architect to take a look.

Betty Halfon stated the phone issue is not professional and the PDA needs to have someone answering the phone. Mary Bacarella asked if at some point it was more efficient for the PDA to funnel calls through a phone tree. Matt Hanna believes that's correct and it might have made sense at the time due to the staffing plan. Mary will look into the phone system.

Ray Ishii noted that he will be teaching a course in the fall which will affect his attendance at this meeting in September, October, and November.

Rico Quirindongo offered a cautionary note that if the Hahn building team is in their third early design presentation they are not doing the job they are supposed to be doing. Secondly, Rico believes the PDA needs an action plan for how people are going to get to the Market. Based on the holiday campaign with the ability to provide a map of the Market, maybe there is a way to translate that into a tool for how to get to the Market. In addition he suggested there could be ways to incentivize their visit, such as preselling parking, providing a virtual map with construction updates, or some package such as a parking ticket and \$10 off if you spend \$50 or more in the Market.

Mark Brady noted the he and Betty have met with Lillian and Colleen meet with her last week. In addition he would like to revisit how to handle traffic at Western Avenue, especially as streetcar construction starts on First Avenue. Mary added that Buster came in and had a chance to talk about the flaggers.

Mary Bacarella shared that Sosio's had been broken into last night and Seattle Police is working on the case.

VIII. Adjournment

The meeting was adjourned at 5:44 p.m. by Matt Hanna, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator