



Executive Committee Meeting Minutes

Wednesday, April 17, 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, Patrice Barrentine, Ali Mowry, JJ McKay

Staff Present: Mary Bacarella, Karin Moughamer

Others Present: Howard Aller

The meeting was called to order at 4:31 p.m. by Rico Quirindongo, Chair.

I. Administration

A. Approval of the Agenda

The agenda was approved by acclamation.

Approval of the March 20, 2019 Executive Committee Meeting Minutes

The March 20, 2019 Executive Committee Meeting Minutes were approved by acclamation.

II. Announcements and/or Community Comments

None.

III. Council Chair's Report

Rico Quirindongo elected to forgo his Chair Report to allow additional time for discussion topics later in the agenda.

IV. Committee Chair's Report

A. Market Connections

Colleen Bowman noted that Mary Bacarella gave a construction update as well discussed strategic initiatives that will be covered by the Market Connections Committee. David Graves provided an update on Victor Steinbrueck Park design and construction. Included in that conversation was discussion of removal and replacement of the totem poles, lighting, tables and chair design, etc. Colleen Bowman will attend the MHC meeting next week where Seattle Parks will give an update on park programming.

Rico Quirindongo wants to ensure a PDA representative continues to attend MHC meetings on this topic and the PDA needs to initiate conversations on design regarding the connection between MarketFront and the park.

There was a conversation on when Parks will have a final design for review by the PDA and MHC. Mary Bacarella responded she is in contact with David Graves regarding connection between the park and MarketFront.

Rico Quirindongo asked if conversations will continue with the State Hotel regarding partnerships. Mary Bacarella responded she is in contact with Kelly at the hotel.

Ali Mowry entered the meeting at 4:37 pm

B. Market Programs

Betty Halfon reviewed some of the highlights on the 2019 Marketing and Programs plan. The Market wants to position itself as a shopping destination for all and all the time. That will be measured by PR work, digital and advertising. A theme for 2019 is "Make it a Market Day!" The Market will tell its story through partnerships and community outreach and more work will be done to protect the Market's trademark and update the filming guidelines. The new concierge program will create brand awareness of the Market. The school program will work to diversify the schools that visit the Market. Small business workshops are underway, including series on social media. There will be a focus on core events and additional programming on the MarketFront Pavilion.

Mark Brady added that a core event should be the celebration of the Market's birthday every year.

Mary Bacarella noted the plan is broken down by Marketing and Programming goals and each has its own set of metrics.

Paul Neal entered the meeting at 4:43 pm.

Betty Halfon thanked the Marketing team for their work and feels this is the most comprehensive plan she's seen that includes measurable metrics.

Betty Halfon noted the Instagram small business workshop was offered on the same night as a Constituency Meeting.

Patrice Barrentine added the plan was very extensive and looks forward to supporting it throughout the year.

C. Finance & Asset Management

Ray Ishii noted first quarter financials were reviewed and they were good and above budget despite poor weather during the winter. First quarter parking was reviewed which is trending above budget. The annual insurance was reviewed and this year there was an 8% increase in premiums as a result of natural disasters over the last few years. The standalone terrorism policy will be reviewed in July. Insurance premiums will be over budget by 2%.

Ray Ishii noted resolutions that were passed unanimously to consent agenda:

- 19-20 insurance renewal and premium payments
- 19-21 replacement of lighting fixtures in the LaSalle. Ray Ishii explained the terms of the LaSalle tax credit partnership and the spend-down of nearly \$1 million before the partnership expires next year.
- 19-22 lease proposals for April 2019

David Ghoddousi noted his concern for one of the initiatives on the strategic plan initiatives for Finance & Asset Management Committee, specifically where it says "update and review policies for consistency concerning standards for renewal of leases to focus on sustainability. Identify new opportunities for space to promote new business and services currently lacking or under represented." He feels this is

aimed at identifying small marginal merchants and that the PDA is going to move them out. Mary Bacarella responded that is not the intention and that the PDA is going to assess opportunities for new types of business, such as looking to bring in more services, and use that as a way to enhance the Market.

David Ghoddousi is concerned the PDA Council is not getting the opportunity to review potential new businesses and that review is stopping at the PDA. He would like to see a report on applicants to review. Ray Ishii suggested the PDA providing an update on the leasing process and issues and concerns can be addressed at that time.

Betty Halfon asked if the LaSalle will remain low income after the partnership ends. Ray Ishii and Mary Bacarella responded yes. Betty Halfon asked if the PDA receives the tax credit. Ray Ishii responded no, the financier receives the tax credit as part of the partnership and redevelopment.

Betty Halfon asked if commercial revenue was up for first quarter. Ray Ishii responded commercial revenue is up as is percent rent. Mary Bacarella added its up compared to the same period 2018. A conversation continued on commercial revenue including how that revenue is broken down in the council report.

V. Executive Director's Report

Mary Bacarella provided updates on the following topics:

- WSDOT is behind two weeks on viaduct demolition. They are predicting completion of the central waterfront (aquarium south) to be June 12th. Mary is meeting with WSDOT tomorrow to prepare for the full council meeting and has requested a timeline but has not received one. She believes work will begin in front of the Market between May 28th and June 10th. Mary reviewed the status of current projects associated with viaduct demolition including the railroad portion should be completed at the end of August.
- The MOU for the parking garage modifications is being negotiated with the City.
- No new updates on the Overlook Walk
- Parking is \$8,000 away from first quarter 2018 budget goals.

JJ McKay entered the meeting at 5:02 pm.

Mary Bacarella concluded by noting the Farm program is teaming up with the Food Innovation Network, an organization working with immigrant groups in south King County, will be helping to program food offerings on the MarketFront Plaza during the spring and summer.

Rico Quirindongo noted that WSDOT will continue to slip on their timeline and the PDA can message, prepare, and plan for the delay. Rico noted that the removal of the viaduct is a spectacle that people flock to watch and take pictures. Rico suggests making people aware that the viaduct removal is a good thing for the Market. Messaging and events can be planned around it.

Colleen Bowman wants WSDOT to provide a timeline and doesn't feel the drawings that were shown last month need to be shown again. Mary Bacarella reiterated that she has asked for a timeline repeatedly.

Rico Quirindongo would like to see WSDOT's presentation slides in advance of the presentation and one of those slides needs to be a timeline.

There was a conversation on the reasons for receiving a timeline from WSDOT even when the timeline keeps changing.

Rico Quirindongo explained his view on the reasons WSDOT is choosing not to publish a schedule and the reasons now known by WSDOT for the reasons for the delay. Having a timeline allows for the PDA to have a comparison between presentations to interpolate trends in the schedule.

Ali Mowry believes the one thing the PDA can control is the messaging and that should be talked about in programs.

Ray Ishii suggested having a discussion or presentation at full council on the PDA's internal plans as the viaduct demolition continues to change.

JJ McKay appreciates having staff working to spin this into a positive for the Market and believes an event at the Market would be good. JJ also noted the Market is in this position because WSDOT did not communicate and manage the process well with the railroad. He would like to see a signage plan in place and not wait for WSDOT to handle signage. Mary Bacarella responded the PDA has already ordered signage and it has already been delivered. WSDOT would prefer to have the PDA handle the design and placement and just pay for the printing.

Mark Brady has heard WSDOT has 15 months to complete the job so they don't need to be on time and feels WSDOT will be lying when they provide future timeline dates.

Paul Neal asked if the PDA could encourage merchants to create events around the demolition to encourage people to visit the Market and watch. Mary Bacarella responded that is possible.

Colleen Bowman personally doesn't feel WSDOT is lying to the council. JJ McKay noted they did lie about the railroad.

Patrice Barrentine would like to see WSDOT provide their presentations condensed as not to take up so much time at council meetings.

Rico Quirindongo would like to see the WSDOT presentation limited to 10 minutes on agenda, the PDA needs to see the slides in advance and one of those slides needs to be a timeline.

Rico Quirindongo made a motion to move Public Comment to Section VI. of the agenda. Betty Halfon moved the motion and Colleen Bowman seconded the motion.

For: Rico Quirindongo, Betty Halfon, Colleen Bowman, Ray Ishii, David Ghoddousi

Against: 0

Abstain: 0

The motion carried with a vote of 5-0-0.

VI. Public Comment

Howard Aller commented that the timeline for the demolition of the viaduct will continue to slide, and not in the favor of the Market. He feels we'll be lucky if it's completed by Labor Day and that the PDA should move forward with making the best plans they can for when demolition starts in front of the Market. He also noted that chaos sells and the Market thrives on chaos and to find ways to draw people to the Market based on that idea.

VII. Executive Session

A. Executive Director Annual Review (*RCW 42.30.110(1)(g)*)

The Committee Chair stated that the committee would go into closed session at 5:12 p.m. to discuss the annual performance review of the Executive Director and return into open session at approximately 5:32 p.m.

The committee entered into closed session at 5:13 p.m.

The committee entered into open session at 6:10 p.m.

The committee discussed the annual performance review of the Executive Director during the closed session.

VIII. Concerns of Committee Members

None.

IX. Adjournment

The meeting was adjourned at 6:11 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator