



Executive Committee Meeting Minutes

Wednesday, April 22, 2020

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

Location: Join Zoom Meeting: <https://us02web.zoom.us/j/83622146623> OR Dial +1 253 215 8782 US (Tacoma), Meeting ID 836 2214 6623

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

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

Other Council Members Present: Colleen Bowman, Mark Brady, JJ McKay

Staff Present: Mary Bacarella, Karin Moughamer

Others Present: Joan Paulson

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 April 22, 2020 Executive Committee Meeting Minutes

The April 22, 2020 Executive Committee Meeting Minutes were approved by acclamation.

II. Announcements and/or Community Comments

Joan Paulson is looking forward to receiving the opening program for the craftspeople. She would like to see less gentrification and more local people at the Market through a PR program that opens up to the larger public. She would also like to see staffing be able to clean the Market better and have better equipment and procedure during COVID.

III. Council Chair Report

Rico Quirindongo provided the following updates during his chair report:

- MarketFront leak investigation and remediation has started up again on-site.
- Regarding Office of the Waterfront, the city is moving forward with the next phase of the waterfront project which includes work on Alaskan Way and on the waterfront as a result of the LID.
- Ed Bridge was put forth to the mayor's office as the recommendation for the open mayoral position on the Council. He has heard that the mayor's office is not working on board nominations at this time but he will keep an eye on it.

- He has been amazed by Mary and PDA staff to pivot to take care of the community during this time. He thanked her for her work and looks forward to continue to work on the budget in response.
- One family. One mission. One love.

IV. Committee Chair's Report

A. Market Programs

Patrice Barrentine began by noting it was a fantastic meeting and the Marketing team has been doing wonderful work. Updates on the Mother's Day flower festival was provided. Roughly \$43,000 was earned for 20 different flower farms as well as \$2,000 in sales of Pike Boxes. Updates on press coverage during COVID was provided highlighting the Daystall education program and how Market businesses are helping flower farmers, to name a few. Staff also shared examples of concept signage for reopening under COVID-19 as well as the new Pike Place Market face mask that was created for staff.

Patrice Barrentine gave kudos to staff and Mary on their productivity during this time.

Colleen Bowman added that it would be nice to have an abbreviated update on Market Programs during the full Council meeting. Rico Quirindongo added his agreement with that.

David Ghoddousi added provided kudos to David Dickinson for his work coordinating greeting cards created by seven daystall crafters during the Flower Festival pick-up. He also noted the meal kits were a big hit and that website click-thrus for the event increased from 200-600 to over 6,000 clicks.

B. Finance & Asset Management

Devin McComb began by noting that he's thankful that the Market is in the financial position it was in prior to the COVID-19 pandemic. Devin noted that the April audited financial statements are not very good and gave the example that the budgeted revenue for April was \$1.7 million but the PDA received \$494,000, a \$1.3 million deficit for the month. The remainder of the meeting was focused on a budget revision discussion. Devin encouraged councilmembers to review the one-page summary which shows that on a month-to-month basis the PDA has \$700,000 in expenditures and by the end of the year \$4.3 million will need to be borrowed from the CRRF or another source to balance the budget. One resolution was passed to the consent agenda regarding emergency repairs at the Neighborcare clinic.

David Ghoddousi heard during the Finance meeting that one of the ideas being considered is to provide commercial tenants a 20% incentive if they pay their rent on time through December 2020. David asked if the PDA got in writing from our attorney that this is possible.

Betty Halfon believes that a Save the Market campaign is in our future in order to make up the shortcomings in the budget. She encourages the Marketing team to get busy with that. She has seen the work being done by the Foundation but does not believe that is enough. This will last for a long time and it will be a while before tourists come back to the Market.

Devin McComb noted that ways to immediately help Market tenants is being considered by the Foundation but a larger fund will be needed to assist with budget shortfalls. One idea is a no interest loan from the city. Regarding the commercial rent incentive, Devin believes this works because the PDA is incentivizing rent payment because during this time they do not have to pay under the City's small business ordinance.

Mary Bacarella added Devin is correct and she has asked legal counsel three times, but she will check one more time. Devin McComb added that Mary and staff are still working on how that program would work but the details, including the percentage, are still being developed.

David Ghoddousi agrees that there are a number of ways the incentive could be offered. David would also like to know what the Market's contractual obligations are for the garage before incentives are identified and he feels that there is an opportunity for people that work in the Market. He would like to take advantage of the garage and suggested people pay for parking up front. He also looks forward to seeing the reopening plan.

Mark Brady asked if the rummage hall will be moved to a different place in the market. He noted this has been part of the Market since WWI and would like to see it continue. Mary Bacarella responded she will consider it.

Colleen Bowman asked what the feasibility is for obtaining a loan from the City. Mary Bacarella responded she has had multiple conversations with the City and she has sent the City the draft budget revisions along with the 30-year capital assessment plan. Rico Quirindongo added there will most likely be more meetings.

Mary Bacarella further described the initial conversations with the City regarding the loan, which included all five PDA's who are facing similar financial challenges.

Patrice Barrentine asked if the City has received COVID relief funds. Rico Quirindongo responded the City will be receiving relief funds but he doesn't believe the PDA's will be allowed to apply for any of those relief funds.

Rico Quirindongo noted summaries for the committee meetings will be provided in the usual time allotment on the agenda. Karin Moughamer will include handouts from the budget discussion and the programs meeting.

V. Executive Director's Report

Mary Bacarella provided the following updates:

- Staff are working towards an opening of June 1 for phase 2.
- Currently there are 35 businesses open in the Market.
- MarketFront leak construction started last week and will go through July.
- Residential is still doing wellness checks and food delivery.
- There were 45 people in attendance of a webinar on Instagram live sales.
- Scaffolding came down on Western.
- Mary noted the reopening plan is still being worked on and she shared the table of contents which includes sections for:
 - PDA Office and Staffing Guidelines
 - Governor's Four Phases to Reopening the Economy
 - Preparing the market and Common Areas for Reopening
 - Preparing the Market for Daystall & Farm
 - Preparing the Market for Commercial Business (already been shared with the community)
 - Social Services in the Market
 - Residential Buildings
 - PDA Council

Mark Brady asked if a business owner has a health condition or is older, are they going to be required to open up under the rules of their lease. He wants to know if they will be in violation of their lease if they don't open. Mary Bacarella responded she does not know and will find out. Mary mentioned the questions crafters are asking with regards to unemployment payments and the Market reopening. Mary asked Mark to encourage people to direct their questions to her.

Colleen Bowman asked if there is a way for councilmembers to opt into Tenant Alerts to be able to keep up with these communications. Karin Moughamer will look into this option and will email council members to inquire if they want to receive these communications.

JJ McKay noted the success of the Instagram Live Sales webinar and that this type of model will be helpful to businesses in the future.

Mary Bacarella responded to a questions asked at a different meeting regarding whether King County is helping the Market with their reopening plan. She stated the PDA is gathering all the resources being provided by King County and the state to develop the PDA reopening plan. The County is not offering their services to consult with the Market or review the plan.

Patrice Barrentine added that public health response is complaint based and that is how they are operating during COVID-19.

David Ghoddousi asked what the plans are for the social services in the Market. Mary Bacarella responded child care is closed and the food bank is open serving less people during this time. The senior center is open for breakfast and lunch and have an amazing plan for cleaning and serving. The clinic is open and Heritage House is not letting anyone in.

David Ghoddousi noted that people are asking questions about the reopening and it should be recorded on the record so that there is a reference of the plan.

Mary Bacarella next shared the commercial reopening plan, which was provided to commercial tenants this week. Mary emphasized that commercial tenants should be reaching out to their managers with questions. The plan includes information on each of the four phases outlined by the Governor, the guidelines being provided by the state and county, signage available created by the PDA or King County, facial covering policy and additional resources.

Mark Brady asked if individual store owners are allowed to require customers wear face masks. Mary Bacarella responded she cannot answer that question for business owners and recommends Mark ask his attorney. She also mentioned the PDA is considering offering a de-escalation class.

Betty Halfon asked if the commercial reopening plan is on the website. Mary Bacarella responded yes. Betty added that she believes each individual business needs to have their own plan for handling people not wearing masks.

Mary Bacarella shared examples of signs that have been designed to go on the ground to remind people to stay 6' apart as well as ground signs for where people should wait in front of businesses. An example of the Market oath sign was also shared asking visitors to be accountable during their visit.

Colleen Bowman added that for businesses that serve alcohol, simply posting a sign that says they have the right to refuse service is a step in the right direction but that each business has to consult legal counsel.

Mark Brady asked if signs will be provided to business owners. Mary Bacarella responded that in the commercial reopening plan there are signs that can be printed by businesses owners and commercial staff can help print if needed.

Mary Bacarella noted that the City reached out to say they would like to start garage modifications this fall rather than next fall. The City also wants to start work on the elevator project as well. The state has provided \$48,000 for elevator design and the PDA has selected Ron Wright for this portion of the project. Overlook Walk is at 60% design and once staff reviews it will come to Council.

Patrice Barrentine commented that the reopening planning looks great.

Colleen Bowman asked if there's anything council members can do to help.

Rico Quirindongo asked that signage be included in the Council packet.

VI. Public Comment

Joan Paulson thanked everyone for a good meeting. She would still like to see information provided to council members placed on the website for the public to view.

VII. Concerns of Committee Members

Patrice Barrentine wonders if on the Market oath a line be included asking visitors to wear a mask to protect Market businesses. There is a picture representing someone wearing a masks but wonders if we should be more proactive.

There was a discussion on how best to highlight or ask people to wear masks.

David Ghoddousi noted that he has signs printed for the shop and is following recommendations from the CDC.

Mark Brady asked about what the plans are for Memorial Day. Mary Bacarella noted that on Friday flags will be placed on top of the Corner Market and the National Anthem will be sung.

Colleen Bowman thanked Mary for the signage program, especially with regards to wearing masks to protect our workers.

Rico Quirindongo thanked PDA staff for all of their work.

VIII. Adjournment

The meeting was adjourned at 5:44 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator