



Executive Committee Meeting Minutes

Wednesday, May 28, 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: Amy Wallsmith, John Turnbull, Karin Moughamer

Others Present:

The meeting was called to order at 4:32 p.m. by Rico Quirindongo, Chair.

I. Administration

A. Approval of the Agenda

Rico Quirindongo noted the Executive Report will be given by Amy Wallsmith and John Turnbull. The agenda was approved as amended by acclamation.

Approval of the April 17, 2019 Executive Committee Meeting Minutes

The April 17, 2019 Executive Committee Meeting Minutes were approved by acclamation.

II. Announcements and/or Community Comments

None.

III. Council Chair's Report

Rico Quirindongo noted Mary Bacarella's absence due a family business and provided no Chair Report.

IV. Committee Chair's Report

A. Market Connections

Colleen Bowman noted the presentation provided by Karin Moughamer on the heritage displays in the historical district involving the Market Foundation, Friends of the Market and the PDA. Next steps on that project include removal of signs in disrepair, development of an interpretive plan, and funding. A viaduct demolition update was provided and noted that a walkthrough took place on May 15th. The Marketing team is working on ways to capitalize on the demolition and WSDOT and Kiewit will be providing an update at council.

Rico Quirindongo asked for more information on the heritage report. Colleen Bowman responded the Foundation and Friends of the Market were the grantees of a 4Culture grant to assess the heritage signs around the Market and work with a consultant to develop a draft interpretive plan with Rand & Associates.

A conversation regarding the next steps of the heritage display project were discussed and Rico noted past conversations with Chief Seattle Club. Karin Moughamer provided background information on the project which is broken into three phases, this first phase is just to assess the current condition of signs and the completion of this phase meets the obligation of the 4Culture grant. Rico Quirindongo asked for a copy of the report.

Ray Ishii asked for additional information on expectations of the project moving forward. John Turnbull noted at this stage there is an expectation to remove signs that are in disrepair and outdated.

B. Market Programs

Betty Halfon provided an overview of the meeting which included a presentation by Zack Cook on the status of the farm program, noting the remote farmers markets start this month. In addition Leigh Newman-Bell has been working to secure grants for farmers and the Fresh Bucks program is going well. Betty noted the shoulder season programs presented, which included Love in the Market in February, Daffodil Day and mother's day programming. New this summer are the Pike Place Market PM (Producers Market) which start on May 30th.

C. Finance & Asset Management

Ray Ishii noted his absence at FAM and asked David Ghoddousi to provide the report.

David Ghoddousi noted the closed session to discuss potential litigation. In open session a resolution to hire a consultant to assess LID benefit passed unanimously but was not moved to the Consent Agenda. David noted the lease proposal which included the sale of two businesses. The PDA audit was complete and was a clean report.

John Turnbull commented on the public comment regarding potential conflict of interest. That topic was discussed during closed session and the committee passed the resolution in an amount not to exceed \$75,000 to hire a third party to conduct a study regarding the LID.

A discussion took place regarding the hiring of a third-party consultant.

Colleen Bowman asked if the concern regarding conflict of interest is being voiced by more than one person. David Ghoddousi responded a few others have expressed concern.

V. Executive Director's Report

Amy Wallsmith began with the following updates:

- The 14 TCE has been received for the viaduct demolition. That takes effect June 7th and there will be a presentation with WSDOT and Kiewit at the council meeting later this week. On June 6th there will be a walkthrough to review signage.
- The first Producers Market starts on May 30th and is held on the MarketFront. They will take place the last Thursday of the month from May – September.
- Amy is working to connect Market craft vendors with pieces of the viaduct and marketing is developing a plan for drawing people to the Market during the demolition.
- The spring small business incubation workshops have wrapped up and the fall schedule is being planned. The fall will include a three series Facebook course.

John Turnbull continued with the following updates:

- Mary met with David Graves regarding the connection between MarketFront and Victor Steinbrueck Park. They will meet again in mid-June.
- The next meeting regarding the Overlook Walk design will take place on June 10th.

- Regarding the Showbox, Historic Seattle would like to make an offer on the building. John noted the study being conducted by a consultant hired by the City to determine the effects of expanding the Historical District. John provided an overview of the new timeline for the study which includes a survey for public comment and one-on-one interviews with specific stakeholders.
- John will be attending the International Markets Conference next week in London and presenting. He will be meeting with the M7 group which the Market is a charter member of and is looking forward to hearing about different models for engaging new ways of featuring crafts and artisanal foods.

Amy Wallsmith concluded with an update on parking numbers. Total tickets pulled as of 5/27/19 is 26,805 (21,988 in May 2018). Transient parking is up \$50,000 so far in 2019. All of that is due to reduced parking along the waterfront and marketing.

David Ghoddousi had several questions regarding his meeting with the M7 including “How authentic are the markets,” “Are there differences in seasons,” “How do they save their money and plan for the future,” “Do they have housing,” and “Are the city’s invested in their Markets?”

Rico Quirindongo asked for a summary presentation on his visit to London at an upcoming council meeting.

Mark Brady would like an update on traffic along Western Avenue during the viaduct demolition. Amy Wallsmith noted that until mid-June cars can turn left out of the garage until Western reopens at University. Amy Wallsmith will check to see if the traffic cops are allowing people down Western from Virginia to enter the garage.

Colleen Bowman asked for clarification on who is organizing a study on the Showbox. John Turnbull responded Save the Showbox, Historic Seattle, Friends of the Market have all been involved.

A conversation continued on the PDA’s presence in conversations regarding expansion of the historical district and the potential effects on the Market.

Rico Quirindongo asked to have updates added to a future agenda. Karin Moughamer noted the consultant will be providing a survey to community members and the PDA may choose to share that. IN addition, Mary will be having a one-on-one meeting with the consultant.

Rico Quirindongo would like to talk with Mary Bacarella and legal counsel to review the previous letter provided to City Council regarding expansion of the Historical District.

There was a conversation regarding the PDA’s involvement in expansion of the district and the role the PDA plays as well as the Historical Commission. Colleen Bowman will reach out to Heather with the Market Historical Commission for more information.

Mark Brady noted the upcoming public hearings regarding the Showbox. Karin Moughamer added there is a meeting June 4th at 5:30 pm at City Hall to hear public comment on a six-month extension on the interim expansion. On June 5th there is a Landmark Preservation Board hearing. Rico Quirindongo asked for calendar invites to both of those meetings.

Ray Ishii asked if the Pike Place Market PDA Council position needs to be reviewed. Rico Quirindongo responded the letter provided to City Council nine months ago needs to be reviewed with legal counsel and in one month the Executive Committee should review this topic again.

Mark Brady noted at the last Constituency meeting a member of Rise up Belltown and Friends of the Showbox attended and asked the Constituency to sign a letter in support.

Betty Halfon noted that not all Constituency members agree on signing the letter.

David Ghoddousi noted the Constituency does not have liability insurance.

Betty Halfon noted that as council members they cannot sign the letter but they can support as an individual.

VI. Public Comment

None.

VII. Concerns of Committee Members

Betty Halfon commented on artwork on the MarketFront Plaza and wants to know if this will be addressed in the future. John Turnbull provided background on that topic and noted additional MarketFront artwork is included in the current wayfinding conversation.

Betty Halfon noted how she tried to provide public comment to the Market Historical Commission regarding approval of Joe's Chocolates and tried to attend public meetings on this topic but did not see when the meeting took place. Betty questioned how they were allowed to open when they are selling their products all over Seattle. John Turnbull noted his attendance at the Historic Commission meeting and one of their rules is that the Market must be their first brick and mortar location. Joe's had wholesale selling prior to opening a store and that is ok. The PDA has used that similar model for moving craft vendors into commercial space, such as Honest Biscuits.

VIII. Adjournment

The meeting was adjourned at 5:30 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator