Executive Committee Meeting Agenda

Date: Wednesday, July 17, 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Segment</th>
<th>Chair</th>
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<tbody>
<tr>
<td>4:30pm</td>
<td>I. Administrative</td>
<td>Chair</td>
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<tr>
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<td>A. Approval of Agenda</td>
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<td>B. Approval of the June 19, 2019 Executive Committee Meeting Minutes</td>
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<td>4:35pm</td>
<td>II. Announcements and/or Community Comments</td>
<td>Chair</td>
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<td>4:40pm</td>
<td>III. Council Chair Report</td>
<td>Chair</td>
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<td>4:55pm</td>
<td>IV. Committee Chair’s Report</td>
<td>Colleen Bowman</td>
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<td>A. Market Connections</td>
<td>Betty Halfon</td>
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<td>B. Market Programs</td>
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<td>C. Finance &amp; Asset Management</td>
<td>Ray Ishii</td>
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<td>5:05pm</td>
<td>V. Executive Director’s Report</td>
<td>Mary Bacarella</td>
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<td>5:25pm</td>
<td>VI. Discussion Items</td>
<td>Chair</td>
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<td>A. Nomination Committee Update</td>
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<td>5:35pm</td>
<td>VII. Public Comment</td>
<td>Chair</td>
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<td>5:40pm</td>
<td>VIII. Concerns of Committee Members</td>
<td>Chair</td>
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<td>5:45pm</td>
<td>IX. Adjournment</td>
<td>Chair</td>
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Executive Committee
Meeting Minutes

Wednesday, June 19, 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 4:32 p.m. by Rico Quirindongo, Chair.

I. Administration
   A. Approval of the Agenda
      The agenda was approved by acclamation.

      Approval of the May 28, 2019 Executive Committee Meeting Minutes
      The May 28, 2019 Executive Committee Meeting Minutes were approved by acclamation.

II. Announcements and/or Community Comments
    None.

III. Council Chair’s Report
    Rico Quirindongo noted his attendance at the consultant interview regarding the Showbox. He feels the process is appropriate and takes the historic boundary context into account.

    David Ghoddousi heard great feedback from the Market community on Rico’s public comment at the city council meeting regarding The Showbox last week.

IV. Committee Chair’s Report
   A. Market Connections
      Colleen Bowman noted the presentation by Jeannie Falls of the Pike Place Senior Center and Food Bank. The Senior Center served over 52,000 meals in 2018 and provided over 1 million pounds of food at the Food Bank. They are looking to expand their service hours and budget and will be converting the Food Bank to a grocery model.

   B. Market Programs
      Betty Halfon noted the spring recap of the small business workshops which focused on social media classes. There was an overview of Flower Festival and Mom’s Market Day and Betty noted the new staff member, Madison, who handles PR and trademark.
Mary Bacarella added the small business classes were focused on Instagram, product photography and website development. The Instagram classes were led by PDA staff and the other two classes by Ventures. Meet the Market Concierge program started which includes monthly outreach to 30 downtown condos and apartment buildings. Last week the Marketing team attended a condo happy hour to meet people who live downtown and brought Market vendors, provided swag bags, and shared information about the Market.

David Ghoddousi added information on the surveys from the small business workshops, including demographics and referenced the charts included in the presentation materials.

Mary Bacarella continued by noting the upcoming fall small business workshops which will focus on Facebook as well as some specific classes for craft and farm.

Colleen Bowman asked how many people attended the first Meet the Market concierge happy hour. Mary Bacarella responded about 130 people.

David Ghoddousi and Betty Halfon commended the Marketing staff on all their hard work.

C. Finance & Asset Management
Ray Ishii noted the meeting’s full agenda. The May financial statements continue to be strong. Percentage rent is strong, which is due to the success of the Market restaurants. Parking continues to be strong and while expenses are under budget, the Market is entering the busy season and expenses will increase. Sabina Proto provided a high level overview of the PDA investment policy. Most of the money is held in the LGIP and the policy is probably due for a review by the council. Over $26 million is invested in the LGIP. Brady Morrison provided an update on women and minority owned businesses utilized for capital and maintenance projects at the Market. John Turnbull provided a great overview of commercial leasing which included a number of graphs, including the tenure of tenants. Ray highlighted that over 60 businesses have been at the Market for over 40 years. Ray noted there was a conversation on what the PDA can do to help assist in business succession and what is appropriate as well as the proportion of successful Market businesses that are restaurants and what that means if there is a recession.

Ray Ishii noted there were many proposed resolutions moved to the consent agenda, all passed unanimously. For lease proposals one business was removed for further review.

Rico Quirindongo, based on Ray’s report, acknowledge there is an issue around the Pike Place Market identity and the Market tenants. The five year plan is to maintain the position despite what goes out outside the Market.

David Ghoddousi noted that in the past restaurant revenues have been reviewed and several have gone into new ownership. He hasn’t seen any issues with restaurants not having a succession plan. David Ghoddousi noted for the record that a lot of the $26 million in the LGIP is tied up under a contractual obligation. He also noted the common space, including Pike Place, is a big obligation, and the Market is obligated to maintain it 24 hours which is a cost to the Market.

Betty Halfon suggested the PDA could offer succession planning for businesses to help them plan for the future. Betty noted this would normally be something covered by a Merchants Association.

Ray Ishii noted that is why it’s important to understand the PDA’s role in helping plan for the financial future of the PDA and Market businesses. Maybe that means supporting a Merchant’s Association.
Colleen Bowman noted that the PDA should be careful on how the PDA should move forward on conversations regarding succession planning.

Rico Quirindongo asked Mary Bacarella to think about looking at continued financial viability of the PDA as it relates to long term and large leases and to develop a policy. Second, Rico would like to have a conversation regarding a Merchants Association, and that could include a 101 on the role of the Merchants Association and how to reconstitute that organization and the role of the PDA.

Colleen Bowman noted her experience on the Market Historical Commission and they have a guideline committee. That commission has four vacant seats and some members would be open to reevaluating the guidelines, while others may not.

Mark Brady noted that Market leases include a clause that all businesses must be a member of the Pike Place Merchants Association.

David Ghoddousi added that utilities were down due to Little Fish not being in operation.

V. Executive Director's Report
Mary Bacarella began with the following updates:

- Viaduct demolition in front of the Market has started. Kiewit has taken the parking spots on the upper level and will protect the two vans plugged in. The parking garage stairwell has been closed but people can use the elevator, which now has a line. Signage is being adjusted to help direct people to the Market and waterfront. On Tuesday, Phase 3 is tentatively starting, which means the shuttle service will start and the garage stairwell and elevator are out of service. The contractors are hoping to create a path from the Pike Street Hillclimb to the waterfront.
- Parking is flat for June but revenue year to date is over budget for both daily parking and monthly parking. The closure due to viaduct demolition is providing good information on how to budget for when the parking garage is closed for nine months during the realignment of Alaskan Way as well as how to plan with the city for traffic mitigation. Both daily and monthly parking are over budget through the first five months of the year.
- Garage modification meetings have started. Final design is anticipated for fall 2020 with 30% design currently shared with the PDA.
- Work has started with the LID consultant, who will be meeting with the PDA team next week.
- The June 27 Night Market is Pride themed. In addition a Pride Flag raising is being planned for next week.
- Viaduct promotion is going well and a couple Market vendors have been featured on a number of media outlets.
- Overlook Walk design meetings have started again.
- A resolution was presented to continue retention of Angie Battazzo to assist with viaduct demolition, garage modifications and Overlook Walk design conversations.
- She attended a meeting with the consultant hired to develop the Showbox historic district review. An online survey is being created and she will forward that once received.

There was further conversation on the parking stalls being utilized by the viaduct demolition team.

David Ghoddousi asked who is on the Overlook Walk design team. Mary Bacarella responded Rico, Matt, Colleen, John, Brady and herself, as well as Angela Battazzo.

There was further conversation on the raising of the Pride celebration flags.
Ray Ishii questioned whether issues previously reviewed by Council with regards to outside projects, such as the Overlook Walk, should be reconsidered by the Council. Are their issues the Council should mobilize on to be better prepared in the future. Rico Quirindongo asked to table that conversation to Concerns of Committee Members later in the meeting.

David Ghoddousi asked how information presented to the PDA on the Overlook Walk will be conveyed to the Council. Rico Quirindongo asked to table that conversation to Concerns of Committee Members later in the meeting.

Mark Brady asked if a police officer could direct traffic along Alaskan Way at University to help alleviate traffic along Western. Mary Bacarella responded she has requested a traffic officer and was told they are currently limited on staffing. There will be a traffic officer on Western to help with the garage exit.

VI. Public Comment
None.

VII. Concerns of Committee Members
Rico Quirindongo summarized the thoughts previously presented by Ray Ishii and David Ghoddousi above, suggesting the Market Connections Committee will be handled first through the Market Connections Committee and raising any issue requiring more conversation to full Council. With regards to the Showbox Rico Quirindongo would like to see a PDA council member at future public meetings held by the City. Regarding the Overlook Walk, that conversation will be a slow simmer for a number of years and the PDA is still waiting for a plan and schedule from the Office of the Waterfront. Design elements that can be shared in public meetings will be shared and anything requiring confidentiality will be presented during closed sessions, when possible.

Rico Quirindongo suggested providing the council an updated construction scheduled that has previously been presented to Market Connections. He suggested presenting at the August council meeting.

David Ghoddousi would like to revisit at the council level talks regarding PDA involvement of the Overlook Walk as costs are rising in the City and there are new council members to update on the status. Rico Quirindongo commented that once the revised Waterfront plan is released a presentation can be scheduled for full council.

Ray Ishii wants to ensure that larger projects are connecting to projects currently online at the Market, such as alterations to Heritage House in conjunction with development and design of Overlook Walk.

There was a conversation on the creation of a fourth committee to handle larger projects such as Overlook Walk. Colleen Bowman responded there is room on the Market Connections Committee to handle these issues and a fourth committee is not necessary in her opinion. Since the Overlook Walk meetings have been on hold there hasn’t been anything to discuss at the Committee level.

Colleen Bowman would like to see additional council member attend outside meetings. Currently there are two or three council members attending the majority of external public meetings on issues such as The Showbox or Market Historical Commission. Rico Quirindongo asked Colleen Bowman to create a list of the meetings she knows of that require PDA council attendance and then ask for volunteers to attend those meetings.
Mark Brady would like to see a special event next year for Memorial Day and has volunteered to help plan the event. Mark would also like to know the status of the streetcar as he was going to write a letter advocating for a ride free zone over the streetcar. Mary Bacarella responded she has no update on the streetcar.

David Ghoddousi has heard from a couple daystall permit holders that they would like to pay rent online. Mary Bacarella will look into that with the Daystall team.

VIII. Adjournment
The meeting was adjourned at 5:55 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator