



Executive Committee Meeting Minutes

Wednesday, September 18, 2019

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

Economy Building Goodwin Library, 1433 First Avenue (3rd Floor)

Committee Members Present: Rico Quirindongo, David Ghoddousi, Colleen Bowman, Devin McComb, Patrice Barrentine

Other Council Members Present: Mark Brady

Staff Present: Mary Bacarella, Karin Moughamer

Others Present: Howard Aller

The meeting was called to order at 4:30 p.m. by Rico Quirindongo, Chair.

I. Administration

A. Approval of the Agenda

The agenda was approved by acclamation.

Approval of the August 21, 2019 Executive Committee Meeting Minutes

The August 21, 2019 Executive Committee Meeting Minutes were approved by acclamation.

II. Announcements and/or Community Comments

None.

III. Council Chair's Report

Rico Quirindongo provided the following status updates:

- MarketFront leak investigation and remediation report continues.
- Negotiations and ongoing discussions continue with the Office of the Waterfront.
- The Local Improvement District (LID) report is being considered by the City.
- There are no updates on the Streetcar. Mary Bacarella noted she will have an update in her report.
- Rico would like to discuss the study that was put on hold regarding the Showbox and Mary noted she has an update.
- Lastly, there remains the goal for net zero financial impact to the Market over the next five years.
- One family, one mission, one love.

IV. Committee Chair's Report

A. Market Connections

Colleen Bowman noted there were two presentations. The first was from Jessica Murphy with Office of the Waterfront on the main corridor construction. Work will begin this November and the timeline extends to 2023. The roadway work will start first and the new Alaskan Way is slated to open in late

2021, 2021-2023 the park and landscaping improvements will be underway, east-west connections will start in 2020 and the Overlook Walk will start in early 2021. Discussed at the meeting was pedestrian access in and out of level one and the fact that no left turns will be allowed from southbound Alaskan Way into the garage, which was the first time Colleen had heard this information.

Mary Bacarella noted she had a meeting with Ron Judd today who said that has been in the plans and confirmed probably in 2015. Mary will be meeting with Marshall soon and discuss that with him as well.

Colleen Bowman noted discussions will need to start on how to address wayfinding in the garage through signage.

Colleen Bowman noted that Angela Battazzo provided an update on the garage modifications which are currently at 60%. The project is slated to reach 100% design at the end of the month at which point permitting will begin. She requested the committee receive a presentation on the 100% design.

Rico Quirindongo would be surprised if the permitting process has not already started. Rico requested Mary request more information on the permitting status. He feels that the project should be a 60% street improvement plan (SIP) with SDOT already and if it's not then he would have some questions about the whole process and worries that could affect future design of the project.

B. Market Programs

Patrice Barrentine noted there were three presentations. Farm reported on $\frac{3}{4}$ of the year and all their programs are on track for meeting their goals. There were also presentations on the proposed program changes on the education and trademark program. The education program is aimed to be more inclusive and increase diversity of kids that attend the program. By looking at schools with free and reduced lunches that will help assess which schools to target. Overall the committee was excited and supportive of the ideas and approach to these changes. The presentation on the trademark program was eye opening and explained how best to register marks associated with the Market, including a new registration for marks under the category retail. She noted there may be budget changes associated with these proposals as we move into the budget discussion.

David Ghoddousi noted the staff did a great job on the presentations and he learned a lot about different trademark categories, for which there are 45.

Mary Bacarella added the Market has to apply for trademark registration under each category it wants to be protected under. For instance, the Market marks are not protected under #35, retail. Mary can share the list of current trademarks and the ones our trademark attorney Mark is recommending filing. Mark is also research trademark of the Public Market sign and Meet the Producer.

Mark Brady added for the education program presentation, it was noted there is no diversity in the volunteers associated with the education program.

C. Finance & Asset Management

Devin McComb noted finances are continuing on the same track with expenses under budget and revenue over, resulting in a \$1.7million surplus year to date. Percentage rent is \$271,000 over budget compared to 2018 year to date. John Turnbull provided a presentation on commercial operations, breaking down commercial revenue and tenure and it was presented in an accessible way. He hopes that John is able to give a similar presentation at the retreat or a council meeting. There were a few resolutions including a resolution for additional funds for the Soames Dunn western window replacement project.

It was noted John's presentation also included information on business type by square footage, including social services.

Mark Brady added Sweetie's Candy was sold and there is a new business going into Mastercraft. It was noted that it's been a long time since the Mastercraft space has been turned over and the first new tenant in that general area in 11 years.

David Ghoddousi noted it's nice to see new tenants in the space and tenants move from lower levels up to higher levels to provide more opportunity for growth.

Rico Quirindongo asked when the Council meeting is in October. Karin Moughamer responded its October 31 and the retreat is October 30th. He noted it would be intriguing and a great opportunity to have some version of a condensed finance presentation that came to council to prep councilmembers before the retreat.

There was a discussion about cancelling the October 31 full council meeting and conducting business on October 30th during the Council retreat.

Rico Quirindongo asked if the retreat date has been announced. Karin Moughamer responded no.

Rico Quirindongo recommended continuing this discussion later in the meeting.

V. Executive Director's Report

Mary Bacarella began with the following updates:

- The 2020 Budget
- Strategic planning (retreat) October 30th
- There will be a resolution tomorrow on Signature Signage at the council meeting. Mary provided an overview on the process noting that Request for Qualification process and approval from the Market Connections Chair to present the resolution at full council.
- Overlook Walk meetings will hopefully start at the end of the month.
- This week the Streetcar Coalition hosted an event in which the mayor announced she has found sources to cover the budget overages and her team is reviewing the budget. They have cancelled the original cars and that project will go back to bid.
- The last PM: Producers Market is next week (September 26)
- Viaduct demolition should be finished end of October, early November
- Parking is currently \$172,000 for September and \$8,100 above actuals for September compared to 2018. Year to date, revenue is \$335,000 over budget with monthly parking \$161,000 over budget year to date.
- Mary noted Rico's comments about understanding PDA reserves and she will continue to discuss that with Sabina.

Mark Brady asked if the new parking pay machines are covered under parking. Mary Bacarella responded that is covered under capital projects. Mark Brady noted one of the pay machines at the old garage has been damaged.

Colleen Bowman suggested researching trademark for any new signature signs that are installed in the Market.

Colleen Bowman attended the Constituency meeting last night and shared a comment from a community member. They asked that if the Market is doing so well on parking, would we consider bringing back the one hour free, which brings down locals. Mary Bacarella responded parking is one of the few revenue sources and the Market needs to be careful about making changes to parking rates.

Mark Brady asked if the Pike Up banner is going to remain. Karin Moughamer noted that is coming down when the skybridge gets painted.

Patrice Barrentine noted, with regards to wayfinding and signature signs, that project used to be under Market Programs as it was considered marketing. She wants to ensure councilmembers and the community has the opportunity to review the project.

Rico Quirindongo commented the council should be briefed on the project, including scope, deliverable, timeline, and opportunities for community input. Mary Bacarella responded those items have been addressed in the RFQ. Karin Moughamer added the selected firm is ready to create the timeline as soon as we sign a contract.

David Ghoddousi asked if a budget has already been allocated for this project. Mary Bacarella responded no as the PDA and Council need to determine the design of the signs. Wayfinding is identified as one of the 12 items listed on the strategic plan.

David Ghoddousi noted it's not often resolutions are ratified at Market Connections. Mary Bacarella responded but resolutions can be brought to Market Connections.

David Ghoddousi asked if the Director of Marketing will be coming to Market Connections meeting. Mary Bacarella responded she may and that she is part of the selection team.

Rico Quirindongo requested context be included in the presentation for the resolution. He would like to see slides as part of the presentation at the council meeting.

VI. Public Comment

Howard Aller asked what meeting he should attend to make a comment regarding the 2020 budget. Howard was given a copy of the 2020 budget schedule and he was encouraged to attend the community meeting on October 10, or at any other Finance & Asset Management Committee Meeting.

Howard Aller also commented that he would like to see the permanent fences along First Avenue in between Pike and Pine associated with sidewalk seating be changed so that those businesses have to pull back tables and chairs when not in use. He is requesting that when those businesses have leases up for renewal, the issue of sidewalk seating be addressed and wording included that prohibits them from keeping permanently fixed fencing.

VII. Concerns of Committee Members

Mark Brady asked for an update on Matt Hanna's council participation. Rico Quirindongo responded his attendance should not affect Council business. Matt will soon know more about his future availability to attend council meetings.

Mark Brady is concerned that Matt Hanna is involved in the Overlook Walk discussions when he's not participating in PDA council meetings. Mary Bacarella responded there have been no meetings on the Overlook Walk therefore neither he or any other councilmembers have been involved.

David Ghoddousi hopes Matt is able to find some resolution soon and he hopes that Matt can come back and be a member of the council. If that doesn't happen then the council will deal with it then.

Colleen Bowman will be traveling the day of the October Market Connections meeting, so if there is a travel delay David Ghoddousi may need to run the meeting.

Rico Quirindongo would like to suggest that the October 31st council meeting be canceled as the retreat is on October 30th. There was agreement to add any council business to the retreat.

David Ghoddousi asked what time the retreat is. Mary Bacarella responded 11 am to 4 pm on October 30th.

Patrice Barrentine suggested simplifying items added to the October council meeting.

Rico Quirindongo noted the agenda is being worked out for the retreat. He would like to consider items the council members could think about in advance of the retreat, such as condensed information related to finance, the budget, etc. Those are items to be worked out between Rico, Devin, and Mary.

Rico Quirindongo noted council member Betty Halfon is recovering from a serious surgery and she's in our thoughts.

Colleen Bowman asked if there will be a facilitator at the retreat this year. Mary Bacarella responded Ted Sive will once again facilitate the retreat.

VIII. Adjournment

The meeting was adjourned at 5:22 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator