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.

**Date:** Thursday, November 12, 2020  
**Time:** 4:30 p.m. – 5:45 p.m.  
**Location:** Join Zoom Meeting: [https://us02web.zoom.us/j/83168754961?pwd=cUVIb3NSbTQzUFZDK0xiStQS1REdz09](https://us02web.zoom.us/j/83168754961?pwd=cUVIb3NSbTQzUFZDK0xiStQS1REdz09)  
OR dial +1 253 215 8782 US (Tacoma), Meeting ID: 831 6875 4961, Passcode: 229562

**Committee Members:** Rico Quirindongo (Chair), Devin McComb, Patrice Barrentine, David Ghoddousi and Mark Brady

<table>
<thead>
<tr>
<th>Time</th>
<th>Section</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>
<td></td>
<td>A. Approval of Agenda</td>
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<td></td>
<td>B. Approval of the October 21, 2020 Executive Committee Meeting Minutes</td>
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<tr>
<td>4:35pm</td>
<td>II. Announcements and/or Community Comments</td>
<td>Chair</td>
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<tr>
<td>4:40pm</td>
<td>III. Council Chair Report</td>
<td>Chair</td>
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<tr>
<td>4:55pm</td>
<td>IV. Committee Chair’s Report</td>
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<td></td>
<td>A. Market Programs</td>
<td>Patrice Barrentine</td>
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<td>B. Finance &amp; Asset Management</td>
<td>Devin McComb</td>
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<tr>
<td>5:15pm</td>
<td>V. Executive Director’s Report</td>
<td>Mary Bacarella</td>
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<tr>
<td>5:25pm</td>
<td>VI. Discussion Items</td>
<td>Chair</td>
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<td></td>
<td>A. Nomination Committee Update</td>
<td>Colleen Bowman</td>
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<td>5:35pm</td>
<td>VII. Public Comment</td>
<td>Chair</td>
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<tr>
<td>5:40pm</td>
<td>VIII. Concerns of Committee Members</td>
<td>Chair</td>
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<tr>
<td>5:45pm</td>
<td>IX. Adjournment</td>
<td>Chair</td>
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Wednesday, October 21, 2020
4:30 p.m. to 5:45 p.m.
Location: Join Zoom Meeting:
https://us02web.zoom.us/j/82445176017?pwd=Z3Q5StRacWc0RFjKjNjMEtWTGNldz09 OR dial +1 253 215 8782 US (Tacoma), Meeting ID: 824 4517 6017, Passcode: 302814

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, Patrice Barrentine, David Ghoddousi, Devin McComb, Mark Brady

Other Council Members Present: Colleen Bowman

Staff Present: Mary Bacarella, Karin Moughamer, Amy Wallsmith

Others Present:

The meeting was called to order at 4:34 p.m. by Rico Quirindongo, Chair.

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

Approval of the September 16, 2020 Executive Committee Meeting Minutes
The September 16, 2020 Executive Committee Meeting Minutes were approved by acclamation.

II. Announcements and/or Community Comments
None.

III. Council Chair Report
Rico Quirindongo noted a few updates and deferred the rest of his updates to Mary Bacarella.
- He participated in review of the Overlook Walk 90% design drawings.
- There was an internal meeting to review and flush out the vision for the elevator in the PC-1S garage.

IV. Committee Chair’s Report
A. Market Programs
Patrice Barrentine and Mary Bacarella reviewed the Market Programs presentations which included:
- An overview of the pedestrian counters since March 2020, which shows the Market is starting to increase visitation numbers and the trend is inching closer to pre-COVID numbers.
- PR update that include more coverage of outdoor dining options at the Market.
- Concierge program update.
• Social media highlights, including recent Instagram Stories showcasing craft vendors on site which is helping to drive traffic to the Market on those days.
• Lunchtime Tunes has wrapped up but will return during the holidays. Buskers reported good tips and would like to see this program continue.
• The small business webinars concluded for the fall and attendance greatly increased over past seasons. This is most likely due to a need for education opportunities and the fact they were offered remotely. 100% of survey participants thought all three webinars were beneficial and would like to see this program continue.
• The farm program provided more survey data collected via phone interviews with permit holders who have not yet returned to the Market. The data is included in the Market Programs packet.

The new fall advertising videos were shared along with one of the new fall digital ads.

Colleen Bowman asked if there has been any headway in the trademark overhaul. Mary Bacarella responded that has unfortunately been sidelined due to COVID but she does know that the retail trademark has been obtained. She also noted that our trademark consultant is retiring.

Patrice Barrentine added the postcard program is going to kick off soon. Mary Bacarella added that it’s a Falladay themed mailing that will launch in time for the holidays and have a festive look and feel and encourage local people to shop at the Market.

Rico Quirindongo asked when the new ads were posted to YouTube. Amy Wallsmith responded they posted to YouTube about two weeks ago. They are also in circulation on KING and KOMO and mixed in on social media, including online games, which she heard from a friend.

B. Finance & Asset Management
Devin McComb began by noting two new leases were approved and two leases were amended. Those leases were moved to Consent Agenda. The budget was introduced last night by the directors and managers and the committee spent roughly two hours reviewing revenue and expenses. Discussion was limited in order to provide time for the presentation, but there were good questions from the committee. Devin is reaching out to council members to see if they have any questions with regards to the budget in preparation for the next special Finance & Asset Management Committee. There was good attendance by council and PDA staff, however not a lot of public comment or participation.

Mary Bacarella commented that the first budget she received was balanced and asked staff if that was realistic. Staff responded no. So the draft provided is a more realistic budget based on the current state of downtown. She does not believe there are a lot more reductions that can be done but is open to more conversation on how that can be achieved.

Mark Brady shared the idea he provided at the Committee meeting about offering daystall free days on Monday or Tuesday to encourage more attendance. He believes when there are more daystallers at the Market that results in more sales Market wide. Mark was also concerned about a comment made about the Constituency’s budget and he would like to see a presentation at full Council from the Constituency on the budget and what the Constituency does for the Market.

Mary Bacarella commented that she talked with staff to get their opinions on Mark Brady’s idea. There was concern that offering a free day on a Tuesday or Wednesday would not increase attendance as it tends to be slow for them and not worth their time.
Mark Brady noted that he was suggested the free days be Monday and Tuesday, not Tuesday and Wednesday. Mary Bacarella stated day stall is already able to sell on Monday’s and what she is hearing from staff and the community is that daily rates are not the barrier rather concerns for COVID and the lack of visitors to the Market.

Devin McComb noted that there was conversation around the amount and what the funds are used for with regards to the Constituency allotment and the amount provided to the Market Foundation. Those topics will continue to be discussed throughout the budget process, both by staff and by the Council.

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

- Garage modifications and main corridor construction will not start November 1\textsuperscript{st}. The city has selected a contractor but the contract has not been executed. A revised Memorandum of Agreement regarding the changed dates has not been finalized.
- Per the Council meeting last month, a group consisting of Mary, Rico, Matt, Angie and Ron Wright met to discuss design options on the garage staircase. Ron will be working on some designs on three different levels and Mary noted that this would have been a very different situation if COVID hadn’t hit. Options will be provided at the November meeting.
- She attended a meeting on the Overlook Walk 90\% design along with Rico, Devin, Angie and staff members. Comments will be provided to the City as they move into 100\% design. Mary hopes a presentation on 90\% design will be provided at the November Council meeting.
- In the last week Mary has spoken with the Governor’s office and has been put in touch with the arts task force and will soon be meeting with them. She provided Jonny’s letter to that group and understands that this task force is focusing on how to safely open up music venues and opportunities for busking. However, this is all dependent on COVID numbers and if they continue to go up things could change for all businesses. She added that restrictions on busking is not being put in place by the Market but by the state. PDA staff are doing all they can to find ways to support not only the buskers but other businesses at the Market. She hopes that council members understand that this is not a decision that was made by the PDA but is a result of state wide restrictions to help reduce the transmission of COVID-19.
- Carter Grant is currently managing the farm department until a replacement is hired. In the interim, Zack Cook is stepping in to assist.
- New marketing ads for fall and holiday are in development.
- There was a small uptick in parking and revenue is nearing $1M. The waterfront has purchased 1,500 parking passes $15,000. So far 644 validations have been redeemed for a parking value of $6,440.
- The 2021 draft budget was presented at FAM.
- There will be an update on strategic planning at Council.

Colleen Bowman noted DSA is holding a discussion on busking and thought it looked interesting. There was a brief discussion on the webinar participants.

VI. Discussion Topics
A. Nomination Committee Update
Colleen Bowman thanked council members for all of their participation and time on the nomination committee. The group is making good progress and has been able to stay on track for the most part. Colleen reviewed the committee action items completed to date as well as the next steps. The committee will meet next week to select candidates to interview and then will work with Karin Moughamer to schedule. The goal is still to have a recommendation to full council on November 19\textsuperscript{th}. She noted that schedule is ambitious but the committee will continue to do their best to get a
recommendation to the council as soon as possible but that it will depend on committee member and candidate availability.

VII. Public Comment
None.

VIII. Concerns of Committee Members
David Ghoddousi received a comment from a community member who would like to see the Rummage Hall begin operations again. This member relies on the income from this store and is asking that the space be used as the Rummage Hall again.

Colleen Bowman commented there are many people who own or work for businesses in the Market, who also rent market rate units and are having trouble paying rent. Colleen is concerned because this doesn't just impact our residential occupancy but also diminishes support systems for our businesses-these are their employees. Colleen noted that the Market Foundation is not currently applying Safety Net Funds to these individuals yet given the eviction moratorium through Dec 31, but they are aware of this need and are preparing to support that group when the moratorium expires, Jan 1. There will be a need for additional support.

Mary Bacarella noted that in talking with the Foundation and residential staff, she is most concerned with market rate housing and their ability to keep up on rent. There are some programs available to help cover costs, but she is working with staff to find ways to assist.

Devin McComb encouraged council members to review the services agreement with the Market Foundation. He noted there is a red line version that shows a comparison of the previous agreement to the current one and believes that was included in a Council packet in October 2018. He can send that to anyone interested in reviewing. Devin also commented that it is important to review the Charter and Bylaws in light of the conversation regarding the Constituency.

David Ghoddousi thanked Devin McComb for mentioning the Charter and he too reviews the Charter once a year.

IX. Adjournment
The meeting was adjourned at 5:21 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
The following calendar outlines a proposed schedule for the 2020 Nominations Committee to deliver their recommendation to Full Council. This is a working document of the Committee. **All Proposed dates are subject to the availability of Committee Members, the ED, and applicants.**

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
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<tbody>
<tr>
<td>August 27th</td>
<td>PDA Council Chair appointed the ad-hoc Nomination Committee</td>
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<tr>
<td>September 9th</td>
<td>Nominations Committee Meeting #1- Focus: Process Refinement</td>
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<tr>
<td>September 16th</td>
<td>Nominations Committee Update at Executive Committee</td>
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<tr>
<td>September 22nd</td>
<td>Nominations Committee Meeting #2- Focus: Process Refinement (continued)</td>
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<tr>
<td>September 24th-October 5th</td>
<td>Nominations Committee gathers inputs from Councilmembers</td>
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<tr>
<td>October 1st</td>
<td>Nominations Committee Update at Special Meeting of the Council</td>
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<tr>
<td>October 7th</td>
<td>Nominations Committee Meeting #3- Focus: Survey Review, Stakeholder Outreach, Evaluation Tools</td>
</tr>
<tr>
<td>October 18th</td>
<td>Deadline for all interested parties’ application materials (resumes/CVs/Bios) to be submitted to Executive Administrator (EA)</td>
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<tr>
<td>October 19th</td>
<td>Nominations Committee Meeting #4- Focus: Candidate Evaluation</td>
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<tr>
<td>October 21st</td>
<td>Nominations Committee Update at Executive Committee</td>
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<tr>
<td>October 27th</td>
<td>Nominations Committee Meeting #5- Candidate Evaluation (continued), Committee selects candidates to interview</td>
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<tr>
<td>November 2nd</td>
<td>Nominations Committee Chair works with EA to schedule and interviews</td>
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<tr>
<td><strong>November 12th</strong></td>
<td><strong>Nomination Committee update at Executive Committee</strong></td>
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<tr>
<td>November 17th &amp; 18th</td>
<td>Nominations Committee Conducts Interviews</td>
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<tr>
<td>December 2nd</td>
<td>Nominations Committee Meeting #6- Formation of recommendation to Full Council</td>
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<tr>
<td><strong>Proposed- December 17th</strong></td>
<td>Nominations Committee delivers recommendation to Full Council; Proposed Resolution for recommendation of selected candidate to Mayor's Office</td>
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<tr>
<td><strong>Proposed- December</strong></td>
<td>ED one-on-one meetings with new councilmember; orientation with current councilmembers.</td>
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<tr>
<td><strong>Proposed- December</strong></td>
<td>Chair provides Nominations Committee materials and resources to ED and EA, for reference of future committees</td>
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Nominations Committee Chair Update

THANK YOU to all Councilmembers and leaders of Market organizations who participated in our Nominations Committee Survey! Your participation has enhanced our collective understanding of desired skill sets and criteria to guide our candidate search. We will continue to reference and incorporate your valuable input into our committee work.

THANK YOU to all Committee Members for finding space in your very busy schedules to continue the process in a thorough yet efficient manner. Our committee continues to meet frequently and move forward. Despite taking extra time to focus on process refinement, we are on track for a typical 3- to 4-month process. A BIG thanks to all Committee Members, Mary and Karin for your time, energy and thoughtfulness.

Committee Action Items Completed to Date:

- Preliminary discussions of process refinement ideas and methods
- Reviewed former 2020 Nominations Committee defined criteria
- Redefined criteria list using a “critical issues first” approach
- Conducted Councilmember and other Market organizations’ Leadership survey
- Reviewed survey results, prioritized criteria, and created a weighted decision matrix
- Reviewed an audit of current Councilmembers’ skill sets and recruitment path
- ED conducted outreach to a few external stakeholders for candidate recruitment
- Received and compiled all application materials by October 18th deadline
- Began review and evaluation of a robust pool of applicants during our October 19th meeting
- Interviewee selection completed, Oct. 27th
- Interviews scheduled, November 17th and 18th
- Post-interview Committee Meeting Scheduled for Dec 2nd

Next Steps:

- Conduct interviews and determine Committee recommendation
- Discuss committee ideas for onboarding and exit process refinement ideas with Chair
- Deliver process overview and Committee recommendation to Full Council on December 17th
- New Councilmember onboarding
- Final Committee Materials shared with EA for reference of future Nominations Committee