PDA Council Packet
September 2019

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PDA Council  
Special Meeting Agenda  

Date: Thursday, September 19, 2019  
Time: 4:00 p.m. – 6:00 p.m.  
Location: Economy Building Classroom, 1433 First Avenue (3rd Floor)  
Committee Members:  Rico Quirindongo (Chair), Betty Halfon (Vice-Chair), JJ McKay (Secretary/Treasurer), Matt Hanna, David Ghoddousi, Patrice Barrentine, Ray Ishii, Colleen Bowman, Paul Neil, Devin McComb, Mark Brady, and Ali Mowry  

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Thursday, August 29, 2019  
4:00 p.m. to 6:00 p.m.  
Economy Building Classroom, 1433 First Avenue

Committee Members Present: Rico Quirindongo, Betty Halfon, Ray Ishii, Mark Brady, Ali Mowry, Colleen Bowman, JJ McKay, Devin McComb, David Ghoddousi, Paul Neal

Staff/Consultants Present: Mary Bacarella, Karin Moughamer, Amy Wallsmith, John Turnbull

Others Present: Bob Messina, Howard Aller, Joan Paulson, Lillian Sherman, Clint Bennett, Nick Setten, Jonny Hahn, Craig Ackerman

The meeting was called to order at 4:02 p.m. by Betty Halfon, Vice Chair

I.  Administrative
   A. Approval of the Agenda
      The agenda as was approved by acclamation.
   B. Approval of the July 25, 2019 PDA Council Meeting Minutes
      The July 25, 2019 PDA Council Meeting Minutes were approved by acclamation.

II. Public Comment Including the Market Community
Lillian Sherman thanked the community for attending Sunset Supper, which proved to be a record evening. Lillian thanked the PDA for helping to make it a successful event where they raised $477,000.

Bob Messina commented there is a broken hand dryer in the Sanitary Market, men’s restroom, and would like to see it replaced as it hasn’t worked in many years.

Rico Quirindongo entered the meeting at 4:04 pm.

Bob Messina also commented he believes Pike Street Press is receiving a lot more foot traffic due to the viaduct removal.

Jonny Hahn provided comments on the following subjects. The first is the proliferation of cigarette butts on the sidewalks and streets in the Market. He noted his conversations with Brady Morrison about past usage of cigarette receptacles and in place of that he suggested posting signs that are cleverly designed regarding responsible disposal of cigarette butts. He believes it’s not only the public but a lot of people who work at the Market. Second, Uber has listed the corner of Pike Place and Pine Street as an official pickup, which his right in front of a performance spot. He suggested the PDA reach out to Uber and ask to remove that as an official pickup spot. Third, Jonny urged the PDA, when approving permits, to remind tour guides to not intrude on with Market business, including busking, during their tours. He’s had several tour
guides who are loud and are disrespectful. Lastly, large events, such as the Head and the Heart, even though it started late, it disrupts business all day for people in the Market. He agrees events like this are a benefit to the Market, but he asks the PDA to be circumspect when planning other big events like this in the future.

Joan Paulson added that Uber and Lyft frequently stop at First and Pike, blocking access and clogging up First Avenue and this area should not be a pick-up or drop-off location. They should be dropped off on the other side of the street. Second, Joan believes the Corner market light fixtures have needed repair for 10 years and if it had been addressed earlier, it would have saved half of the cost of $24,000. Joan also commented on the Livingston Baker which had a foundation added in the late 70’s and believes the tuck and point should have been done with the previous renovations in order to save money. Joan requested initialisms not be used in the minutes for the Finance and Asset Management meetings. Lastly, Joan brought the book Burn the Ice and offered to share it with Council members.

Howard Aller would like to see other options for cable companies available for residents of the Market as rates for current providers keep increasing and it’s becoming difficult for people on limited income to receive cable.

Nick Setten asked if there was a plan to put a geo-fence around the Market for Lyft and Uber. Rico Quirindongo noted that and Mary Bacarella responded she is working on it.

Jonny Hahn also commented there are no longer pay phones in the Market and that was due to the companies who manage pay phones stated they could only remain in the Market if advertising was allowed. The director at the time responded advertising is not allowed in the Market. Jonny would like to see the Market figure out a way to offer pay phones in the Market.

III. Key Issues Presentations and Discussion Items
A. 2019 Marketing & Program Goals and Plan – Mid Year Update
Amy Wallsmith began by noting this is a high-level presentation that is based on a detailed presentation at the Market Programs meeting earlier in the month. Amy began by reviewing both the key messaging included in each of the marketing methods as well as the audiences marketing is being directed to.

Amy Wallsmith continued with the 2019 marketing goals. The first is to position Pike Place Market as an accessible daily, weekly, monthly shopping destination for all. For digital content the blog, email newsletter, farmer’s market newsletter and website are being used to address this. The blog is up 44%, there are currently 1,5000 subscribers for the email newsletter with a 24-27% open rate, the farmers market newsletter has an open rate of 40% and the team is working to hire a website designer.

With regards addressing the first goal through paid advertising, the approach includes:
- Creating media buys to support core programs
- Developing key media partnerships – currently negotiating with print, radio, and TV for fall and holiday
- Focusing digital advertising on Target Market Segmentation – new real time verified walk-ins and social media advertising
• Supporting social media content strategies – boost organic posts and digital content programming
• Creating year-round Make It a Market Day campaign – this launched in April.

Amy Wallsmith provided an overview of the Make It a Market Day campaign and showed several examples of the creative banner ads. For social media the team is utilizing user generated content and will be incorporating that into Facebook and Instagram advertising. Digital banner ads in May-July used real time verified walk-ins that allowed the team to track mobile devised that have received Pike Place ads. This is new this year and there were 408,425 impressions with 8,834 walk-ins. The cost per visit is extremely low at $0.35. WAZR advertising was used in June and July and resulted in nearly 2,400 navigations to the Market (someone clicking on “Drive There.”)

Amy Wallsmith reviewed the PR approach for addressing goal 1. There is traditional PR and media outreach which has resulted in 179 pieces of coverage and over 212 million impressions. Coverage of Daffodil Day increased from 10 million impressions in 2018 to 27 million in 2019. Madison [Bristol] is also utilizing protective outreach to the media with evergreen stories about the Market. An example of a successful PR outreach campaign was the viaduct demolition. This secured 43 pieces of coverage and over 31 million impressions.

Amy Wallsmith reviewed the second goal for the year which is to tell the Pike Place Market story through key partnerships and community outreach. The PR approach included a combination of traditional PR and media outreach and proactive outreach, as outlined previously the social media approach includes Instagram Takeovers, Taste Test Tuesday, What’s In My Bag, and a locals Facebook group. Campaigns launching in the fall of 2019 include the Instagram photo contest, building a strategy for Pinterest, creating influencer videos and launching a video contest asking people how they Make It a Market Day.

Amy Wallsmith wrapped up the marketing goals with the third goal, which is to further develop a filming and trademark plan that protects the Market’s brand and marks. The approach will include permitting brand-aligned film productions and host myriad editorial productions to communicate the Market story. In addition, trademark research will be presented at the September Market Programs Committee meeting.

Next, Amy Wallsmith reviewed the 2019 program goals, which include:
1. Concierge Program: build a monthly concierge program for both residential and hotel concierges to increase brand awareness (Meet the Market)
2. Farm Programs: CSA Pike Box 250 subscriptions (goal attained) and to distribute 150 boxes a week during the school year and 50 during the summer for the Fresh Bucks to Go program.
3. Farm Program: The Remote markets are half way to their goal of $1M in sales. Amy shared examples of the farm program paid advertising, which included social media Facebook events boosts (1 mile radius of people near the remote markets) and digital banner ads. She utilized A/B testing to see which ad design and copy worked best to encourage click thurs.
4. School Education Program: provide an excellent teaching and learning opportunities to a larger and more diverse student/school population, by developing an updated program. The goal is to have 30% of school visits to the Market for low income schools.
5. **Small Business Workshops**: Support and develop small businesses through spring and fall workshop schedules. There were five classes offered in the spring and there will be 8 this fall.

6. **Co-Op Advertising Program**: Provide financial assistance to Market businesses promoting the Market through advertising. To date $6,400 has been distributed.

7. **MarketFront North Pavilion Activation**: Build an event program that explores new partnerships and activities that bring in visitors.

Amy Wallsmith reviewed an example of the Producers Market paid advertising through social media and digital banner ads. From the first three Producers Markets, daystall participants have ranged from 24-29 and sales satisfactions ranged from 32-56% while nearly all of the participants would like the PM to continue.

8. **Development of Core Special Events**: Amy reviewed the program elements associated with Love in the Market and Flower Festival & Moms Market Day. Upcoming events will be Harvest Festival/Costumes on the Cobblestones and Magic in the Market. Amy reviewed the core vent overall goals which are:
   - Bring visitors to the Market creating activities that move the visitor in, around and through the entire Market.
   - Build an audience of new locals to engage them with the Market as a whole.
   - Create opportunities for commercial tenants, Daystall/Farm, and the community to participate and increase sales.

Amy Wallsmith noted upcoming marketing projects which include developing print partners with The Stranger and Seattle Met Newcomers Guide. The later would include a full page ad in September with 40,000 copies distributed annual via the USPS to a list of new movers from out of state in the last 12 months. TV and radio partners will be incorporated into the fall/winter/holiday plans.

Amy Wallsmith reviewed challenges for marketing which includes:
   - Digital advertising: current website pages are not mobile friendly, poor Click Thru Rates
   - Social advertising: creative has not received the response and interactions
   - Creative: A/B testing along with tactic testing.

New initiatives for this year include:
   - User generated content (UGC) platform: evaluating final two platforms from which to choose from.
   - Organic Posts: boost organic content that performs well.
   - Instagram: selected for beta test with interactive story ads.

David Ghoddousi asked what A/B testing means. Amy Wallsmith responded it’s a way to understand which tactics (social media, carousel ads, etc.) are working best and it may be one image presented with two different messages or a message used with two different pictures. It provides information to allow her to best understand if it’s reaching the right audience.

JJ McKay congratulated Amy and her team on the plan. JJ wonders if there is a way for Uber to promote the Market as a restaurant facility location. JJ noted Seattle is one of the cities in which
the residents eat out the most. He also noted that soon Amazon will have 40,000 employees downtown and their facilities will only provide food for 40% of the staff to encourage people to eat out in the community. It might be worth developing a strategy for reaching those employees.

Betty Halfon asked if the PDA has offered a merchandising class. Amy Wallsmith responded they have been offered in the past and this fall Daystall is offering a merchandising class focused on the holidays. She believes there may be one offered this fall on window displays.

Betty Halfon asked what ways smaller businesses can participate in the larger core events. Mary Bacarella responded the core events are aimed at encouraging more flow throughout the Market by putting up the murals and programming the DownUnder levels.

Betty Halfon asked what the Market did for the anniversary. Amy Wallsmith responded the anniversary was celebrated on social media and The Head and the Heart promoted their concert in conjunction with the Market’s 112th birthday. Amy noted Sunset Supper is a great way to celebrate the birthday. JJ McKay added signature numbers, such as 50 and 75, have more meaning associated with it.

Ray Ishii asked if the marketing department helps with advertising at outside art fairs. Amy Wallsmith responded no but the Daystall does more work based on referrals.

Colleen Bowman thanked Amy, Mary and all the staff for their hard work on the Head and the Heart concert. Colleen asked if that trademark revenue is reflected in the totals. Mary Bacarella responded she’ll include that number in her report.

Colleen Bowman asked what the target audience is for costume on the cobblestones. Amy Wallsmith responded downtown families and dog owners with the goal to move people through the Market throughout the all-day event.

Paul Neal commented that in the plan he sees a lot more innovation and a plan that’s more inclusive in the Market. He sees a huge data hole for revenue and he would like see that addressed. He understands why that is but it’s time to start addressing revenue. He noted how important it is to review the trademark policies and he looks forward to that conversation.

Rico Quirindongo asked what the timeline is for the new website. Amy Wallsmith responded having a launch date within the first quarter of 2020. It will take time to develop the layout and move the content. There will be one website designed for mobile but that will work on a desktop.

Rico Quirindongo asked about the status of the digital book. Mary Bacarella responded she and Amy are working on a date for the launch of the digital book. The new website will help in the launch of this. Rico Quirindongo asked if the digital book is outdated. Mary Bacarella responded most of the book is evergreen and a history story so that not a lot of changes should need to be made to launch it.
David Ghoddousi asked if the new website will help answer questions regarding starting markets, as he thinks that may save some staff time. Mary Bacarella responded the book was created in part to help with that.

JJ McKay hopes the book does not replace people coming to the Market to engage with staff and learn from them regarding operating a public market.

IV. Programs and Information Items
   A. Council Chair Report
   Rico Quirindongo apologized for being late. He noted the following updates:
   • MarketFront leak investigation and remediation is ongoing.
   • Office of the Waterfront will still need to provide a schedule for Overlook Walk design.
   • The Streetcar just received $9m in design and the Market needs to get in touch to communicate our list of concerns.
   • Regarding the Showbox, no new updates after being designated a historic landmark.
   • Revenue is doing well and he hopes to review that at the retreat on how the Market is preparing for the upcoming recession/adjustment and how the Market approaches reserves.

   Betty Halfon asked if there is a date set for the retreat. Mary Bacarella is looking at a mid-October date.

   B. Executive Director Report
   Mary Bacarella provided the following updates:
   • Mary handed out the 2020 PDA budget schedule.
   • Signature signage project Request for Qualifications is out and four responses were received. Interviews are now being scheduled.
   • Overlook Walk design meetings will start sometime in the fall and she will let the council know when she hears.
   • The LID report has been sent to the city and will provide an update when she hears back.
   • Regarding the Streetcar, she met with the director of SDOT and they are hiring a consultant to review design issues. Mary told the director that the Market has issues with the current plan and would like to pick up those conversations again.
   • The garage modifications are at 60% design and providing comments and suggestions to the city. The Memorandum of Agreement for the garage modifications are being presented later in today’s meeting.
   • Parking is doing well in August.
   • Victor Steinbrueck Park design was presented at Historic Commission last night and she is still waiting to meet to discuss the connection to MarketFront.
   • She noted a few complaints with regards to the Head and the Heart concert. The concert was held to support two former Market buskers and the Market did not have to pay anything. The PDA will receive $35,000 in trademark fees and the Foundation will receive $15,000. The concert was live streamed and the Market and city was represented well. Roughly 6,000 attended. Mary and Amy will pull the numbers from social media.
Mary congratulated Paul on his recent campaign. Paul Neal noted that he worked on a campaign to raise awareness on gender inequality. The World Economic Forum published a study that stated it would take 208 years to achieve gender equality in the United States. This campaign spotlights that and is called Equality Can’t Wait. It launched August 6th and through the 22nd, a video featuring top level comedians, has received 25 million views. The message is being picked up across a variety of platforms, which is great.

Mary congratulated Colleen Bowman on her appointment to the PDA Council by the mayor’s office. Mary recently found out that a current PDA council member put forward another candidate for the mayoral seat. She suggested reviewing the council nomination process so that everyone understands had people are nominated. Rico Quirindongo thinks the ad hoc nomination committee will need to start earlier in the year and the committee can do a better understanding on how information if filtered through.

JJ McKay suggested a conversation on transparency.

Colleen Bowman thanked everyone who wrote letters in support for her to the mayor’s office.

C. Committee Chair Report
Devin McComb noted a lot was covered in the meeting and encouraged everyone to read Sabina Proto’s notes. Devin thanked all committee members for attending. The committee received a preliminary draft of a spreadsheet for the 30-year cash flow. That is being refined and will be brought to full council at a later date, possibly October.

Rico Quirindongo agrees having a discussion on the 30-year cash flow and reserves is important for the October council meeting and a discussion at the retreat.

Paul Neal noted most of the meeting was listening to and discussing the six month marketing report. As a result, the daystall, farm, and school program reports were pushed to September.

Colleen Bowman noted the presentation on the garage modifications. That project will start in 2020 and take nine months with no construction from June 1 to September 30.

Devin McComb seconded the suggestion regarding a presentation from a representative with the streetcar project, either at Market Connections or full council.

There was a conversation on the importance of having conversations early and often with the city regarding the streetcar.

D. Other Reports
i. Market Foundation Update
Colleen Bowman noted there was no Foundation meeting and they will resume again in September.
V. Action Items
A. Consent Agenda
   iii. Proposed Resolution 19-40: Employee Medical and Dental Coverage for 2019-2020

The Consent Agenda was approved by acclamation.

B. New Business
   i. Proposed Resolution 19-43: Authorization to Enter Into Memorandum of Agreement Regarding Modifications to Pike Place Market PC-1S Garage

Mary Bacarella introduced Proposed Resolution 19-43 which states:

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et seq. with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, in 2011 the Mayor and Seattle City Council established guiding principles for the redesign and rebuilding of Seattle’s central waterfront; and,

WHEREAS, the City’s Main Corridor Project, a key element of the Waterfront Seattle Program, includes reconstruction of Alaskan Way which will rise to the north, gaining elevation from approximately 10-feet above existing grade at the southern edge of the PC-1S Garage; and,

WHEREAS, the Main Corridor Project will require structural modifications to the existing west access to the PDA’s PC-1S parking garage from Alaskan Way, relocating the entrance and exit to the second level of the parking garage. The funding, management, design, scope and schedule of the project are further detailed in the attached Memorandum of Agreement.

NOW, THEREFORE, BE IT RESOLVED the proposed Memorandum of Agreement attached hereto is approved and the PPMPDA Executive Director is authorized to execute it (or a substantially similar version) on behalf of the PPMPDA.

Paul Neal moved the proposed resolution and Betty Halfon seconded the motion.

Rico Quirindongo added the PDA and City have been reviewing this agreement for the last year.
Ray Ishii, referencing Section 6.2.2, noted there is a paragraph in all caps and asked what that is highlighting.

Devin McComb, responded not as counsel for the PDA, that a general matter of Washington law, when a party is making an indemnification, those types of things need to be clearly agreed by all the parties. Those items are called out in caps to make sure all parties are clear on the terms.

Paul Neal asked how we think the Alaskan Way entrance closure will affect the Western Avenue entrance/exit. Mary Bacarella responded based on what was learned during the viaduct demolition, there will be lots of signage, uniformed police officers, and clear marketing messages. There will be lots of traffic on Western and that will need to be mitigated.

Mark Brady added starting November 1 tunnel tolling will start forcing more cars to surface streets.

Colleen Bowman asked if the Proposed Resolution should include more language, such as the specific dates for the garage closure so as not to lose sight of those dates. After discussion, Colleen agrees it’s not necessary.

Devin McComb commented he thinks the agreement was well written with a lot of thought by all parties.

For: Rico Quirindongo, Betty Halfon, Ray Ishii, Mark Brady, Ali Mowry, Colleen Bowman, JJ McKay, Devin McComb, David Ghoddousi, Paul Neal
Against: 0
Abstain: 0

Proposed Resolution 19-43 passed by a vote of 10-0-0.

VI. Further Public Comment

Bob Messina would like to know when the SDOT team will start presenting waterfront design plans to the Council that will be near the Market. He would like to see those presentations start sooner rather than later.

Rico Quirindongo responded there will be a presentation at Market Connections and there will be regular presentations from the City to the Council.

Joan Paulson asked if there will be a retreat this year. Mary Bacarella responded yes, in mid-October.

Joan Paulson commented the City will be releasing a document in October celebrating the City’s 150th anniversary. It will be neighborhood driven and helpful for everyone’s education and the council might want to consider having it at the retreat.
VII. Concerns of Committee Members

Mark Brady noted his concern about the procedures and rules and regulations. Mark read from Section 3, Removal from Office, regarding the terms under which a council member can be removed from the Council. He noted there has been one councilmember absent for more than three meetings. He’s concerned the Council is not following the rules and everyone needs to be participating. He would like this addressed and feels not having a full council hurts the council. He also does not think this person should be representing the PDA Council at waterfront meetings.

Rico Quirindongo clarified Matt has not been at any waterfront meeting. Rico has a meeting with Matt Hanna in early September.

David Ghoddousi noted Matt’s experience on the Council is invaluable and there have councilmembers that have taken extended leaves in the past. Having Matt back would be a great boon for the Council. He hopes he returns to the Council as his talent is needed on the Overlook Walk.

Rico Quirindongo has looked at his attendance record and he has missed a lot of meetings. It is an issue and he’s not sure that he will be able to convince Matt to return to the Council. He will have an update at the September Executive Committee.

David Ghoddousi noted that outside Rotary Grocery there was some historical knowledge displays taken down. He asked what the time frame is for replacing those signs. Mary Bacarella responded it will take time to apply for a grant and replace the signs and they were in bad shape. She added the area will be repainted.

David Ghoddousi added the signs that were there were a draw for rotary grocery and the owner would like to know the schedule for replacement.

Mark Brady suggested installing temporary signs in that place to give people something to look at while they wait for the elevator. Mary Bacarella responded she will look into that.

Rico Quirindongo noted the budget schedule included in the packet and encouraged council members to attend as many meetings as possible to engage in the process.

Ali Mowry asked why the community budget meeting on October 10th starts at 4:30 pm when people are still working. Mary Bacarella responded it’s the same schedule used in the past and not a lot of people attend. Ali Mowry questioned if more people would come at 6 pm.

Colleen Bowman asked how the budget dates are shared. Mary Bacarella responded a Tenant Alert will be sent and it’s in the Market Insider.

David Ghoddousi shared a photo of the replacement signs outside of the Stewart House. The businesses are not doing well since this sign went up. The businesses signs were approved by the Historic Commission and PDA. The font size for the sign is only 1” and he would like to see a better solution.
VIII. Adjournment

The meeting was adjourned at 6:03 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
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SUMMARY
A number of items to be reported on are already listed below and in the committee notes. Others are agenda items that will be discussed in this Council meeting.

September is a very busy month with lots of planning. October 30th has been selected for the PPM Council strategic planning meeting (the retreat). Agenda and more information to follow in the next few weeks. The PDA staff have begun the budget process with the council budget review and approval schedule in this packet. The 30-year Capital Needs Assessment will be presented at the October Council meeting.

Staff is also planning for upcoming fall and winter events. Costumes on the Cobblestones is set for October 26th, Refract, the glass art event partnering with Visit Seattle and Chihuly Garden and Glass is on October 20th and Magic in the Market will take place November 30th. The annual holiday dinners for Market residents are November 6th and December 4th and another Meetup with Mary is being scheduled (date coming soon). A new plan for the School Program (you can find the plan in the September Market Programs packet) will be jump started this coming school year with the complete updated plan implemented in fall of 2020. Also, another round of Small Business Workshops will start at the end of this month. Dates for these classes can be found in the September Market Insider or on the Neighborhood News page on the PPM website.

The wayfinding committee has begun the first phase of the process to select the company for the design of three signature signs for the MarketFront, entrance to Desimone Bridge and Western Avenue. The overall wayfinding plan was presented in the September Market Connections meeting. We received four responses to the Requests for Qualifications (RFQ). The resolution for the design will be presented in this council meeting. Future phases to work through will be fabrication and installation of these three signs and other PPM signage.

We continue to work with the city on the design for the Alaskan Way entrance and exits to our parking garage for the new Alaskan Way roadway. Plans were presented to the Market Connections Committee with a couple of items that still need to be worked through with the city. More presentations to follow.

Lastly, the Armory Way vacation for the MarketFront was finally passed by Seattle City Council this month. During the design process for the MarketFront project, the team realized that in order to provide the anticipated connection to the future Overlook Walk, the project needed to extend beyond the development site. Research revealed that the adjacent land was technically right-of-way - unimproved Armory Way so the PPM team initiated the vacation process with SDOT, and the project was reviewed by the Seattle Design Commission. City Council granted conceptual approval of the vacation on September 2, 2014. The MarketFront project was built, including the substantial public
benefits items, and all the conditions of the vacation have been satisfied. The action (the final vacation ordinance) went before the Seattle City Council on September 16th and this is the step that officially turns the land over to the PDA.

**KEY OPERATING METRICS**

<table>
<thead>
<tr>
<th>Commercial Tenant Sales as Compared to Previous Year*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year to Date Sales (July 2019)**</td>
</tr>
<tr>
<td>Restaurants</td>
</tr>
<tr>
<td>Food</td>
</tr>
<tr>
<td>Mercantile</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Operating Income After Required Reserves and Debt Service:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Goal</td>
</tr>
<tr>
<td>Year to Date: July 31, 2019</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Farm and Daystall Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change from August 2018 to August 2019</td>
</tr>
<tr>
<td>Craft</td>
</tr>
<tr>
<td>Farm</td>
</tr>
</tbody>
</table>

*Several charts are also attached highlighting year-over-year sales trends through July 2019 with partial sales reports for August 2019.

**Missing sales reports for three mercantile, three restaurants, and one food.

***Actual performance is $1,709,407 over budget as reflected in preliminary year-end statement.

**Operating Statement**
August was another strong month for the Market. Total revenue remains over budget (by 9%) and under budget for operating expenses (by 4.7%), resulting in a net result after debt service and reserves of $3,348,903 ($1.7 million over budget). Commercial revenue continues to be over budget by $360,000 with CAM and rents higher than budget, residential revenue is over budget by nearly $100,000 due to low vacancies, and garage revenue is 25% higher than budget. Expenses are generally all under budget, but many will trend out through the year. The Capital Reserve and Replacement fund is at $18.7M.
**Farm and Craft Attendance and Revenue**

In August, Farm attendance is up just slightly while revenue is up 3.2%. Halfway through the season for the remote farmers markets and revenue is already at $735,015 (5.3% over 2018 revenue). With four months to go, the goal of $1 million in sales should be surpassed. Denny Regrade and First Hill continue to be out performing 2018 revenue by 16% and 19% respectively. 1,100 pounds of food gleamed from the Market and remote markets was donated to the food bank. For the Pike Box CSA program, 2,386 boxes have been packed to date. That number jumps to 6,515 when you include the preschool Fresh Bucks to Go Pike Box program. In 2019 nearly $100,000 has been paid to farmers through the Pike Box programs.

The August PM: Producers Market unfortunately was quite literally rained out. Daystall continues to plan for the last Producers Market of the year at the end of September and the Pike Place Foundation will host the beer garden, with proceeds benefiting the Pike Place Market Safety Net. Attendance for Daystall was up 3.2% and revenue was up 10% compared to August 2018. That may be due in part to the fact we managed to stay (wildfire) smoke free this summer! Five crafters left the market in August and the team is gearing up for some upcoming education workshops this fall.

**MARKET PROGRAMS**

**Marketing & PR**

- The Marketing team worked hard, along with many other departments at the Market, to partner with Amazon Music to bring The Head and the Heart to the Market for a special performance under the clock and sign. 6,000 people attended and the partnership brought $35,000 to the Market through a trademark agreement with another $15,000 to the Market Foundation.
- Facebook, Twitter and Instagram followers all increased, up 1% over July. Engagement across all platforms were higher in August with Instagram seeing a 7% increase over last month.
- Mobile and website visits were flat compared to July. The homepage, followed by parking and Plan Your Visit continue to be the most visited pages on the site.
- Three press releases, one feature and 39 separate press coverages garnered nearly 57 million impressions for the Market.
- In July there were six filming inquiries with two executed contracts.

**Programs**

- Scott Davies provided an overview of the new school education program. Starting this fall the program will aim to increase participation of schools representing low-income families to 30% and throughout the year teachers and participants will be surveyed to provide valuable data for making continued changes to the program in fall 2020.

**Market Programs Committee - Key Actions and Discussions**

- David Dickinson and Maggie Mountain provided a six-month update on the Daystall program, including numbers on new recruits and attrition.
- Amy Wallsmith introduced trademark attorney Mark Nielsen. Together they reviewed the current trademarks registered for the Market and previewed the marks they intend to file in the near future.
FINANCE AND ASSET MANAGEMENT
Finance and Accounting Department
- Processed all payables and receivables.
- John Turnbull provided Part II of his recent presentations on commercial metrics and included a conversation on the key challenges for the Market, market businesses and the PDA.

Commercial
- Bar Bazaar is moving out and applicants are currently being reviewed
- Currently reviewing applicants after the 8/26 submission deadline for Suite F at MarketFront
- MarninSaylor (previously a Daystall permit holder!) is opening up a new business on level four DownUnder

Residential
- Vacancies are below 2%, still below the budget of 3%
- New software upgrades for HUD reporting through YARDI and TRACS to be implemented later this year.
- Pressing for more consistent enforcement of no-smoking rules inside buildings and common areas.
- Microsoft, Nordstrom and Remitly volunteers will help with some fall cleaning in building common areas as part of “Day of Caring” on September 13

Capital Projects
- Contract for the new digital radios has been signed and the FCC application has been submitted.
- Skybridge AC unit is installed and complete.
- Soames Dunn western window replacement will begin in October.
- Economy Building tuck and point starting next week.

Parking
- Parking revenue continues to exceed the projected budget. In August, over 3,600 more tickets were pulled compared to August 2018 and total revenue of nearly $430,000.

Maintenance & Facilities
- Garbage increased to 205 tons (188 tons in July) but is down compared to August 2018 (207 tons). Recycling tonnage is down drastically due to rejections from tainted loads (2019 tons compared to the high of 473 in May). 55 bales of cardboard were recycled and 308 yards of compost was processed. 38 tons of fish ice was melted in August.
- 187 work orders were completed in July, including 9 apartment rehabs.

Security
- Conducted routine patrols and provided support for filming and events
- Responded to calls for service in the Market, fire alarms and requests for assistance
Finance and Asset Management Committee - Key Actions and Discussion

- Consent Agenda:
  - Proposed Resolution 19-47: Lease Proposals – September 2019
  - Proposed Resolution 19-48: Authorization for Contract Authority – Soames-Dunn Western Window Replacement Additional Funds

MARKET CONNECTIONS

- Jessica Murphy with Office of the Waterfront, provided an overview of construction associated with the Main Corridor of the new waterfront, including areas that will directly impact the Market.
- Angela Battazzo, consultant for the PDA, reviewed the garage modifications associated with the construction of the new Alaskan Way.
- Mary Bacarella provided an update on construction projects surrounding the Market.

PDA Employee July 2019 Anniversaries:

- 29 yrs: David Ott, Maintenance
- 25 yrs: Scott Davies, Marketing
- 24 yrs: Wayne Porter, Maintenance
- 16 yrs: Daniel Reddin, Facilities
- 10 yrs: Fritz Scharer, Security
- 9 yrs: Diego Sanchez, Facilities
- 5 yrs: Sarah Leaptrot, Commercial
- 1 yr: Daniel Dunlap, Facilities
- 1 yr: Rob Hopt, Maintenance
ALL BUSINESSES REPORTING - THROUGH JULY  August 2019 is partial reports

![PDA last 12 months retail sales chart](chart1)

![FOOD reported retail sales chart](chart2)
# 2020 Budget Review and Approval Schedule

<table>
<thead>
<tr>
<th>Date / Time / Location</th>
<th>Participants</th>
<th>Activity</th>
</tr>
</thead>
</table>
| Tuesday 9/17 4:00 PM-6:00 PM The Classroom | Finance and Asset Management Committee & Staff | **PDA Finance and Asset Management Committee Regular Meeting**  
Budget discussion, goals, and direction with Finance and Asset Management Committee members. |
| Thursday 10/10 4:30 PM-5:30 PM The Classroom | PDA Staff & Community | **Community Budget Meeting**  
PDA staff will give an overview of 2020 programs, discuss the opportunities and challenges that will effect the 2020 budget, and hear the public’s ideas and comments on Market needs that effect the budget. |
| Tuesday 10/22 3:00 PM-6:00 PM The Classroom | Finance and Asset Management Committee & Staff | **PDA Finance and Asset Management Committee Regular Meeting**  
Presentation of 2020 Proposed Final Budget. |
| Thursday 11/7 4:30 PM -5:30 PM The Classroom | Finance and Asset Management Committee Community Staff | **Special Finance and Asset Management Committee Meeting Budget Discussion & Public Comments**  
Finance Committee members and staff will discuss recommended changes to the 2020 Budget as presented to the FAM Committee on 10/22/2019. Committee will also hold public hearing for tenants and public to ask questions, make comments, or offer suggestions on 2020 Proposed Budget. |
| Tuesday 11/12 4:00 PM-6:00 PM The Classroom | Finance and Asset Management Committee Community Staff | **PDA Finance and Asset Management Committee Regular Meeting**  
Additional public comment, and report on public dialogue feedback; Committee discussion and direction provided to PDA staff for recommended changes to the 2020 Proposed Budget; Committee adopts final recommended 2020 Budget and Budget resolutions for consideration by Full Council. |
| Thursday 11/21 4:00 PM-6:00 PM The Classroom | PDA Council Staff | **Regular PDA Council Meeting**  
Full PDA Council reviews Finance & Asset Management Committee recommendations and adopts 2020 Final Budget. |
Section III:

Key Presentations & Supporting Documents
Section IV:

Consent Agenda Items
Authorization for Contract Authority – Replace Plumbing Waste Lines at the LaSalle Apartments
September 2019

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et seq. with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, the Pike Place Market PDA is the managing member of the LaSalle LLC and as such it approves of this resolution relating to this building; and,

WHEREAS, in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined that the LaSalle Apartments LLC, managed by the PDA for low income housing, requires replacement of horizontal plumbing waste lines; and,

WHEREAS, the PPMPDA has executed a bid process to complete the replacement of horizontal plumbing waste lines.

NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to enter into a contract with PSF Mechanical in an amount not to exceed $38,111.12 for the purpose of replacing the horizontal plumbing waste lines of the LaSalle Building.

The funds for this project will be drawn from the LLCLAS 162905-00

_____________________________ _______________________________
JJ McKay, Secretary/Treasurer         Date

Date Approved by Council:
For: 
Against: 
Abstained: 

PROPOSED RESOLUTION 19-44
Proposed Resolution 19-44
Authorization for Contract Authority – Replace Plumbing Waste Lines at the LaSalle Apartments
September 2019

Proposed Resolution Costs: $38,111.12
Project: Replace Plumbing Waste Lines at the LaSalle Apartments
Account: LaSalle Replacement Reserves
Accounting Code: 162905-00
Project Description: Replace plumbing waste lines
Scope: Remove and replace exposed waste lines including fittings such as Y’s and T’s as necessary. Snake and clear lines prior to installing new lines. Exposed lines are on Levels 1A, 3, & 6 at the LaSalle building.
Warranty: One year parts and labor.

Bid Process:
Solicited 5 contractors. Received 4 proposals.

- PSF Mechanical $38,111.12 (with Tax and 15% Contingency)
- McKinstry $52,737.90
- Auburn Mechanical $55,299.34
- Hermanson $116,706.00
- ACCO Engineering Unresponsive
Authorization for Contract Authority – Public Market Clock and Sign Repairs
September 2019

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et seq. with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined that the Public Market Clock and Sign has failing paint occurring and is in need of painting and small repairs; and,

WHEREAS, in order to preserve the Public Market Clock and Sign it requires ongoing maintenance; and,

WHEREAS, the PPMPDA has executed a bid process to complete necessary repairs.

NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to enter into a contract with Novo Painting in an amount not to exceed $22,315.89 for the purpose of completing sign painting and repairs.

The funds for this project will be drawn from the Capital Projects COMLEL 163659-00

____________________________________ ______________________________
JJ McKay, Secretary/Treasurer      Date

Date Approved by Council:
For:
Against:
Abstained:
Proposed Resolution 19-45
Authorization for Contract Authority – Public Market Clock and Sign Repairs
September 2019

Proposed Resolution Costs: $22,315.89

Current Budget: $40,000.00

Project: Public Market Clock and Sign Repairs

Account: Capital Projects
Accounting Code: 163659-00

Warranty: Painting warranty 2 years

Scope: Remove rust and failing paint. Applying bond and rust inhibitor. Fill and seal cracks and holes as needed. 2 coats professional grade exterior.

Bid Process: Solicited four contractors; received three bids.

- Novo Painting (OWMBE) $22,315.89 (With 15% Contingency)
- Purcell Painting $38,428.20
- Long Painting $46,065.84
- All Covered Painting Revoked Bid ($20,258.40)
Authorization for Contract Authority – Garage Canopy and Exterior Hydraulic Elevator Metal Painting
September 2019

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et seq. with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined that the Garage Canopy has failing paint and is in need of painting; and,

WHEREAS, in order to preserve the Garage Canopy it requires ongoing maintenance; and,

WHEREAS, the PPMPDA has executed a bid process to complete necessary repairs.

NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to enter into a contract with Novo Painting in an amount not to exceed $36,088.44 for the purpose of completing the canopy and elevator top exterior metal painting.

The funds for this project will be drawn from the Capital Projects COMGAR 163853-00

____________________________________ _______________________________
JJ McKay, Secretary/Treasurer      Date

Date Approved by Council:
For: ____________________________
Against: _________________________
Abstained: ________________________
Proposed Resolution 19-46
Authorization for Contract Authority – Garage Canopy and Exterior Hydraulic Elevator Metal Painting
September 2019

Proposed Resolution Costs: $36,088.44

Current Budget: $50,000.00

Project: Painting of the garage canopy and top exterior metal on hydraulic elevator

Account: Capital Projects

Accounting Code: 163853-00

Warranty: Painting warranty 2 years

Scope:
Remove rust and failing paint. Applying bond and rust inhibitor. Fill and seal cracks and holes as needed. 2 coats professional grade exterior. Boom to paint exterior corrugated sheet metal on elevator tower (top section only).

Bid Process:
Solicited four contractors; received three bids.

- Novo Painting (OWMBE) $36,088.44 (With 15% Contingency)
- Purcell Painting $37,874.40
- Long Painting $38,506.37
- All Covered Painting  Revoked Bid
## Lease Proposals
### September 2019

<table>
<thead>
<tr>
<th>Tenant</th>
<th>Term</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweeties Candy</td>
<td>One (1) Year</td>
<td>October 1, 2019</td>
</tr>
<tr>
<td>Aika Investments Corporation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aiki Takayanagi &amp; Jia Qi</td>
<td></td>
<td></td>
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<tr>
<td>Marnin Saylor</td>
<td>One (1) Year</td>
<td>October 15, 2019</td>
</tr>
<tr>
<td>MarninSaylor, LLC</td>
<td></td>
<td></td>
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<tr>
<td>Thomas Marnin &amp; Skye Saylor</td>
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<td></td>
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</tbody>
</table>

JJ McKay, Secretary/Treasurer

Date

**Date Approved by Council:**

**For:**

**Against:**

**Abstained:**
Authorization for Contract Authority – Soames-Dunn Western Window Replacement Additional Funds September 2019

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et seq. with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined that the Soames-Dunn top Western Windows are in need of complete replacement; and,

WHEREAS, the PPMPDA has executed a competitive bid process to replace and restore windows in kind and approved under Resolution 18-33 $115,484.63 for the complete replacement and restoration of the Soames-Dunn Upper Western Windows, and,

WHEREAS, During the first window bay installation the hours for the entire project were exceeded due to unforeseen conditions including but not limited to; unsalvageable trim, masonry conditions, unconventional framing conditions, and additional measures requiring material and labor for tenant space.

NOW THEREFOR BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to continue work and approve additional funds not to exceed $15,000.00 for the completion of the complete replacement and restoration of the Soames-Dunn Upper Western Windows.

The funds for this project will be drawn from the Capital Projects Budget, 2019 COMSOA – 163829-00.

JJ McKay, Secretary/Treasurer

Date Approved by Council:
For:
Against:
Abstained:
Section V:

New Business Items
Authorization to Enter into Contract with National Sign for Design Services for New Signature Market Signs
September 2019

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et seq. with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, in July the Market Connections Committee was presented with a wayfinding and signage plan which included the design and installation of three new signature signs at the Market: entrance to the Desimone Bridge from Pike Place, entrance to the MarketFront from Western Avenue (closest to Victor Steinbrueck Park), and at the base of the Pike Street Hillclimb on Western Avenue; and,

WHEREAS, the PDA issued a Request for Qualifications (RFQ) and provided a budget not to exceed $35,000; four proposals were received and one company was interviewed; and,

WHEREAS, National Sign Corporation was selected based on their portfolio of creative design as well as their knowledge of permitting, past experience creating signs at the Market, and understanding of the review process, including presentations to the Market Historical Commission and PDA Council; and

WHEREAS, the National Sign Corporation proposal includes four phases encompassing kick-off meetings, stakeholder site walks, review of permits and historical commission research, drafting of the vision (which includes initial conception generation and review), narrowing the scope (which includes 2 client revisions, presentations at Market Connections and MHC), and the final step of refining selected designs for production.

WHEREAS, this Proposed Resolution does not include costs associated with permitting, engineering, fabrication, or installation.

NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to enter into a contract with National Sign Corporation in an amount not to exceed $35,000 for the purpose of developing designs for three new signature signs at the Pike Place Market.

The funds for this project will be drawn from the MarketFront – Sign Project 165017-00.

_________________________ _______________________________
JJ McKay, Secretary/Treasurer      Date

Date Approved by Council:
For: ______________________
Against: ___________________
Abstained: ___________________
Proposed Resolution 19-49
Authorization to Enter into Contract with National Sign for Design Services for New Signature Market Signs
September 2019

Proposed Resolution Costs: $35,000

Current Budget: $35,000

Project: Design Services associated with creation of three new signature signs at Pike Place Market. Locations include entrance to Desimone Bridge at Pike Place, entrance to MarketFront on Western Avenue and base of Pike Street Hillclimb at Western Avenue.

Account: MarketFront Sign Project

Accounting Code: 165017-00

Scope:
- Concept design(s) for signature signage or design elements to be located at the following locations: Entrance to Desimone Bridge on Pike Place, MarketFront Western Avenue entrance, and Western Avenue entrance at Pike Street Hillclimb.
- Preparation of presentation materials illustrating proposed design elements and concepts suitable for review and approval by the Market Historical Commission and PDA Council.
- Refinement of designs for approved concepts, estimated at two rounds of review.
- Prepare a cost estimate to produce the above mentioned three design elements and to attend 3-5 public meetings (depending on the need for refinement based on staff, historical commission, and council feedback.)
- Candidates will be asked to limit the total budget for this design scope (time/materials and reimbursements) to under $35,000.

Bid Process:
RFQ solicited to over 40 companies, many pulled from the Office of Minority and Women’s Business Enterprises; received four bids.
- National Sign Corporation
- Ilium Strategic Marketing & Design
- Waypoint Sign Company
- RMBVivid
Section VI:

PDA Committee Minutes
Monday, August 5, 2019
4:00 p.m. to 5:00 p.m.
Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Colleen Bowman, David Ghoddousi, Mark Brady, JJ McKay, Devin McComb, Ray Ishii

Other Council Members Present: Ali Mowry

Staff/Consultants Present: Mary Bacarella, Karin Moughamer, Angela Battazzo, Shelly Brehm, Brady Morrison, John Turnbull

Others Present: Bob Messina, Joan Paulson, Howard Aller, Jessica Murphy

The meeting was called to order at 4:01 pm by Colleen Bowman, Chair.

I. Administration
A. Approval of the Agenda

Colleen Bowman adjusted the agenda, moving Mary [Bacarella’s] construction update to A. under Key Issues and Discussion Items.

The agenda as amended was approved by acclamation.

B. Approval of the Market Connections Committee August 5th, 2019 Minutes

Colleen Bowman noted on the last page, with regards to Tom Quackenbush, he works for the Market Historical Commission and not the PDA.

The August 5th, 2019 meeting minutes were approved as amended by acclamation.

II. Announcements and Community Comments

Bob Messina commented there are no street signs to mark Western Avenue at the base of the Pike Street Hillclimb nor is there a sign to note Pike Street Hillclimb.

Joan Paulson, with regards to the construction timeline in the packet, she has heard the convention center construction will last four years. In addition she heard that Pike Street from the Convention Center to First Ave will be closed to cars. She recommends providing information on completed projects, such as the sea wall, in order for the council to understand the magnitude and history of the projects. She also recommends adding economic information to the handout as well.

III. Reports & Discussion Items

A. Executive Director Report and Construction Impacts

Mary Bacarella provided the following updates on construction projects around the Market:

* Working on closeout agreement for the MarketFront
• Parking for end of August was $43,000 over 2018 and August revenue was $428,000. Monthly parking is up by $140,000 as well.
• Viaduct demolition is working over the railroad and they anticipate completion with viaduct work at the waterfront in October.
• Mary is working to schedule a meeting with the Hahn Building representative.
• Victor Steinbrueck park design was presented at MHC and she will be working with Parks on the connection between the park and MarketFront.
• No update on the Showbox and she has been trying to talk with someone at the Department of Neighborhoods.
• Just before the meeting there was an announcement on the Streetcar which reported an 18% ridership increase and city council approved $9million to continue engineering work. The City noted they cancelled the contract for the new cars and will be looking to put that project to bid again.

Colleen Bowman added the contract ended was worth $52million.

Mary Bacarella also added there is no report but there are updated program tables and the streetcar project continues to be eligible for $75M in FTA funding.

Mark Brady noted a lot of buses have been moved from the tunnel to streets, causing a lot of congestion and the streetcar will further reduce lanes on First Avenue. He would like the Market to take a stand against the streetcar that it’s not going to work.

Colleen Bowman asked when Gerry Johnson will present the MarketFront closeout agreement. Mary Bacarella responded probably within the month.

Colleen Bowman responded she is no longer attending Friends of the Showbox as they turned into a steering committee and it no longer felt appropriate for her to attend.

B. Waterfront Seattle Main Corridor Overview PC-1S Garage Modifications
Jessica Murphy from the Office of the Waterfront, began by providing an overview slide showing all the projects associated with the waterfront Seattle Program Area. Today’s presentation focuses on the Main Corridor reconstruction along the waterfront that stretches from King Street to Bell Street. A schedule of all the projects was provided, including dates for the Main Corridor, which spans 2019-2023.

Jessica Murphy shared a rendering of a cross section of the main corridor showing the promenade, plantings, cycle track, sidewalks, parking/loading, and Alaskan Way. They are waiting for the viaduct demolition to complete before starting the work, most likely in the fall. From start to finish the work to reconstruct the main corridor and complete the park and Overlook Walk is four years.

Jessica Murphy provided an overview of the project around the vicinity of Pike Street. The new Elliott Way will need to elevate in order to go over the railroad. As that road is under construction, the crosswalk to the Pike Street Hillclimb will remain open and accessible. Jessica provided drawings of the garage and noted the Fix/Madore plaza will remain unchanged and there will be a ramp leading down to the garage. During construction SDOT will block off access
to the garage along Elliott Way during construction. Garage modifications will include ingress and egress on the current second level at the south end of the building. Pedestrian access along the staircase will still connect to the first level at the Fix/Madore Plaza. The elevator will still connect to the first floor, but there will be no way out to Alaskan Way from that level. Elevator access to Alaskan Way is available on level 2. There is a 6% slope, which follows the road grade.

Jessica Murphy continued by reviewing engineering plans showing the new Alaskan Way, sidewalks, and the space where the new Overlook Walk will go as well as the aquarium Ocean Pavilion. The roadway will be four lanes with sidewalks on both sides. There is a turn pocket on northbound Alaskan Way to continue onto Alaskan Way (towards Pier 66). The new roadway will allow pedestrian to walk all the way from Pioneer Square to Belltown.

Mark Brady asked how cars will enter and exit the garage via Alaskan Way. Jessica Murphy responded you can only make a right hand turn into the garage northbound and a right hand turn out of the garage onto northbound Alaskan Way. There is no turn pocket going south.

There was a discussion on entering the garage from southbound Alaskan Way.

Colleen Bowman expressed a concern for no turn lane into the garage from southbound Alaskan Way.

Jessica Murphy stated there is a lot going on near the intersection of Alaskan Way and Elliott way and adding in turn lanes into and out of the garage to southbound Alaskan Way is not safe from a traffic engineering perspective. For drivers wanting to go south, they will need to exit the garage from Western Avenue. She believes it would be nice to have those turn lanes.

Ali Mowry asked if drivers are currently able to make left turns out of the garage. Jessica Murphy responded it is currently allowed but previously it was not a legal turn.

Ray Ishii asked for clarification on where pedestrians exit from the stairwell at the south end of the garage. Jessica Murphy responded pedestrians who exit on the first floor of the garage will exit in the Fix/Madore parking lot and will have to walk around high planters to get to Alaskan Way. The preference is for pedestrians to exit the garage on the second floor directly onto Alaskan Way.

Mary Bacarella noted signage will be important to helping people way find in the garage.

Jessica Murphy reviewed a rendering showing a typical work zone, which will start in the lanes previously occupied by the viaduct. At every intersection there will be a place to cross going both north-south and east-west, including a path from the Pike Street Hillclimb to the waterfront. In fall 2020 to about spring 2021 (9 months) there will not be access to the garage from Alaskan Way. Jessica is unsure when the garage exit to Alaskan Way will be closed.

Jessica Murphy provided an overview of the construction communications. There will be early briefings to the most affected stakeholders. There will be a “street team” outreach approach which includes:

- Advanced notifications
- 24-hour hotline
- Flyering
- Refreshed website with
In closing, Jessica Murphy said during construction the current Alaskan Way will stay open during the day and there may be closures at night.

Mark Brady asked about pedi-cabs along the waterfront. Jessica Murphy responded the future Alaskan Way has a designated two-way bike patch that is separated from pedestrians. They are looking at better ways to regulate pedi-cabs and reviewing pilot programs in other cities.

Mark Brady asked if police officers will help during construction. Jessica Murphy responded police officers are not an option for congestion relief during construction. They may use officers at key places periodically, but not on a permanent basis.

Colleen Bowman asked when Jessica would be back with more details. Jessica Murphy responded when there are significant design or construction updates, she will be back.

C. PC-1S Garage Modifications

Angela Battazzo began with an overview of the project schedule which shows viaduct demolition, waterfront main corridor, Pike Place Garage modifications, Overlook Walk and Pike and Pine streetscape. The garage modifications are in the design and planning phase and will go to bid in early 2020. The 9 month garage closure will occur in October 2020 to June 2021. The Overlook Walk design process will start again this fall.

The main design elements for the garage access modifications include:

- Non-load bearing Concrete Masonry Unit (CMU) wall (first level entrance)
- Non-load bearing CMU half-wall and fencing (second level exit)
- New entrance at south west corner of second level
- New ramp on second level
- New storage area, gates, fences on first level where the exit/entrance currently exists
- New pedestrian exit on first level
- New gates at first and second level agrees
- New signage on interior and exterior
- New fan on first level for added circulation
- New heating/cooling unit in elevator machine room

Angela Battazzo reviewed the design elements showing on the drawings included in the packet, including west and south elevations. The outside stairwell will remain but the first floor exit will not include access to Alaskan Way. People will have to walk through the Fix/Madore parking lot if they end up outside the garage at that level. Angela shared examples of the entrance signage to the garage as well as some examples of signs being changed inside the garage. There are close to 35 pages of signage specs for this project.
Angela Battazzo continued by reviewing the main corridor interface, which includes:

- Temporary slope design north of new entrance and the Market is going to ensure that space is controlled until the Overlook Walk is constructed.
- Construction timing and duration

JJ McKay asked how cars will get from Alaskan Way to the garage after it’s been closed for nine months if the new Alaskan Way is not finished. Jessica Murphy responded once the nine months is up SDOT will have to ensure there is access to the garage. The old Alaskan Way will still be in use but the new Alaskan Way may not be fully completed. SDOT will have to figure out how to make that happen.

Angela Battazzo continued with main corridor interface elements:

- Elevator operations
- Fire egress
- Pedestrian access to Aquarium and waterfront from Level 1

Angela Battazzo reviewed next steps:

- 100% design review by the end of September
- Begin permitting process in September
- Explore contracting with Main Corridor contractor – October
- Ad Ready documents – November/December
- Ad (if necessary) in June 2020

Mark Brady asked how all this work will occur knowing how long things take working with the railroad. Angela Battazzo responded that starting this fall, they will begin working with the work over the railroad, knowing that it’s going to take over two years.

Mark Brady asked if there will be runoff water into the garage. Angela Battazzo responded all of the slopes around the garage go away from the garage as well as the design elements of the modifications.

JJ McKay asked if there is a way to make the storage area bigger by going under Alaskan Way. Angela Battazzo responded its City right of way.

David Ghoddousi agreed it would be great to explore getting storage under Alaskan Way.

Brady Morrison added there are a lot of utilities under Alaskan Way.

Angela Battazzo added she can ask the City.

Colleen Bowman asked if there is a temporary signage plan to get people across Alaskan Way to the waterfront during construction. Mary Bacarella responded yes, we will, but SDOT will be controlling the temporary signage during construction.

Colleen Bowman asked when the council will be able to see the 100% design before permitting starts. Mary Bacarella responded she’s not sure if 100% design will be complete by full council.
Colleen Bowman noted she would like the council to see the 100% design before the project goes to permitting.

IV. Public Comment
Bob Messina asked if there are other garages or building access that will be facing challenges of access from the new Alaskan Way. He would also like to know if there are any left turns from Alaskan Way coming south. He would also like to see drawings that show pedestrian flow around the new waterfront projects. Bob also asked if there will be sidewalks from the stairwell to the Pike Street Hillclimb through the parking lot.

Joan Paulson is concerned with rat infestation between the garage and the new Alaskan Way. She feels there needs to be an aggressive kill project during construction. In regards to the First Avenue buses, those have been rerouted to Second and Third Avenue’s to reduce congestion through Pioneer Square.

V. Concerns of Committee Members
Mark Brady asked if a voice command system could be added to the garage elevators to help people understand what level to get off at. Mark also would like to see security cameras for first floor and second floor. Brady Morrison responded those will be included in the plans.

VI. Adjournment
The meeting was adjourned at 5:19 p.m. by Colleen Bowman, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Wednesday, September 10th, 2019
4:00 p.m. to 6:00 p.m.
Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Patrice Barrentine, David Ghoddousi, Colleen Bowman, Mark Brady, Paul Neal

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Amy Wallsmith, Erica Bates, Karin Moughamer, Zack Cook, Maggie Mountain, Scott Davies

Others Present: Patricia Gray, Howard Aller, Craig Ackermann

The meeting was called to order at 4:02 pm by Patrice Barrentine, Chair.

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

   B. Approval of the Market Programs Committee August 12th, 2019 Minutes
      The August 12th, 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    Craig Ackermann, owner of Tandoozy, thanked the Committee and he hopes to be able to participate in selling his food on the MarketFront. He noted Zack [Cook] and his team has been great to work with and that sales were good over the summer season.

III. Programs and Marketing Report
    Amy Wallsmith began by providing some dates for upcoming programs:
    - September 24 Taste Test Tuesday (Travel around the World) and first fall workshop, which will be an Instagram refresh.
    - September 26 is the last Producers Market
    - October 1 there will be a Facebook Level 1 workshop
    - October 3 first fall Meet the Market at the Newmark Tower

    Amy Wallsmith continued by noting the Market Insider went out for September and numbers are increasing as is the list serve, which is currently at 850 recipients. Open rate is still above industry standards. The most clicked on links were the Small Business Workshops, followed by the calendar download and the Visit Seattle Holiday Breakfast sign up.
Amy Wallsmith answered some questions that were presented at last month’s meeting. The Marketing team is still working to see if the goals have been met for the year and the team is looking at what has worked and adjust for the remainder of the year. Regarding budget, she is meeting with the programs team to begin to outline what is needed in order to present programming in 2020 and will present that to the Committee once that is discussed by staff.

Patrice Barrentine added those were questions presented by the Committee at the commencement of the presentations last month.

Paul Neal entered the meeting at 4:08 pm.

Colleen Bowman asked when the committee will see information on the budget. Amy Wallsmith responded over the next month or two. Mary Bacarella responded during the October meeting some of these topics will be discussed.

Colleen Bowman asked if a retreat date has been set. Mary Bacarella responded it was decided today tentatively for October 30.

Amy Wallsmith outlined the agenda for the October meeting, which includes an overview of Costumes on the Cobblestones, a full farm program summer recap and a recap of Producers Market.

Amy Wallsmith added that the Facebook locals group was launched and already has 190 members. Lastly, the Market is hosting the closing event (Raise Your Glass) for the Refract in partnership with the Washington State Wine Commission. That event is free and open to the public and will include 10 Market daystall glass artists as well as a special guest that has been featured on a recent reality TV show. The event is on Sunday, October 20th.

Colleen Bowman asked how many people will attend. Amy Wallsmith responded currently 100 people are interested on the Facebook event page and she hopes to have up to 250 attend.

Mark Brady asked if anything will be done for Veterans Day. Mary Bacarella responded the flag will be raised.

Patrice Barrentine asked committee members to consider what the role of the committee is on what they vote on and the level of participation with staff. The Market Programs Committee is different from other committees in that there are not a lot of action items that come out of the committee. She would like the committee to think about if there are areas the committee should take more of an actionable role in and provide that feedback to her.

Colleen Bowman would like to hear back from staff on the level of feedback they are looking for from the committee.

IV. Reports & Discussion Items
A. 2019 Daystall and Farm Half Year Update
   David Dickinson began by noting Molly Kirk, program coordinator, has left the Market to pursue a job more in line with her passion.
David Dickinson continued by reviewing the current status of attendance and revenue, which includes:

- 218 current daystall craft permits (170 regular permits & 48 off season permits)
- 19,576 daily table rentals (1/1/19-8/31/19, down 4.2% from previous year)
- Revenue $385,008.09 in table rents (1/1/19-8/31/19, up 1% from previous year)
- Attrition continue to slightly out pace retirement
- More senior vendors leaving due to health or retirement
- Startups increasingly challenged by rising cost of live/work space

Maggie Mountain noted nine new craft permits have been added for the 2019 off season (January 1-April 30) and four additional new craft permits in May 2019. Staff recruitment visits 18 outside craft shows/venues since 1/1/19. Maggie noted that 22 permits closed since 1/1/19: 6 cited non-profitability, 4 citing relocation/life plan changes, 5 medical reasons or retirement, 5 permit abandonment, and 2 gave no reason.

David Dickinson reviewed sales in the stalls which are a result from a survey sent to crafters in May 2019. The response chart is provided in the packet and the responses are similar to 2018 responses.

Zack Cook noted there is not comparable question on their survey but their revenue collection is focused on the offsite markets.

David Ghoddousi asked if the survey includes questions on whether crafters sell at other markets. David Dickinson responded there is not a question like that on the survey but he sees the newer, more successful crafters are doing that.

Paul Neal asked if there is a sense for the reason why the non-profitable crafters left the Market. David Dickinson responded no as those people usually leave pretty quickly and there isn’t time to talk with them regarding the reasoning.

Paul Neal asked how many years of survey data they have collected. David Dickinson responded about seven years. Paul would like to see that data presented together to identify trends and he would also like to see revenue data collected from daystall tenants.

David Ghoddousi would like to see more data on attendance presented.

Maggie Mountain reviewed business education for daystall. 17 people participated in the winter business finance workshop. In addition, 17 daystall crafters participated in the small business workshop on product photography and 37 attended the Instagram series. There are currently five active members of the Pike Place Educators group. They provide 1:1 peer coaching and they are currently working on a pre-holiday workshop scheduled for October 2.

Colleen Bowman asked what incentive is offered to daystall participants in the Pike Place Educator program. David Dickinson responded they receive a stipend for planning and presenting the class and that amount varies depending on the experience of the teacher.
Maggie Mountain reviewed the survey results regarding online presence of daystall crafters. 164 have email, 114 have a website, 72 offer ecommerce, 87 have Facebook accounts, 26 are on Twitter, 77 on Instagram, and 26 with a Pinterest account.

David Dickinson discussed the survey results for the Producers Markets held on May 30, June 27 and July 30. Participation ranged from 24-29 vendors, with nearly all wanting Producers Markets to continue and a range in satisfaction in sales from 32%-70%.

David Dickinson lastly reviewed a sample of experimental promotional programming in the MarketFront Pavilion which included a handmade greeting card booth, Shibori dye demo with Tiffany Ju, live interactive painting with Ernesto Ybarra, pop-up murals by Kate Endle, 4-way artist challenge, Mother’s Day temporary tattoo design by Dan Gregory, soap making class with Kathleen Nece and Jacinth Tow Bulls Haida cedar weaving demo.

Zack Cook next reviewed the mid-summer farm report, beginning with the sales numbers for the offsite markets, including revenue from 2015-2019. He feels the goal of $1 million in revenue will be achieved and all Markets are doing well.

Zack Cook reviewed the CSA program totals, which includes two separate programs: the Pike Box summer program and the Fresh Bucks to Go Pike Box program. Through week 34 6,163 boxes have been packed with $140,479 in revenue with $92,658 to farmers. Again, Zack feels revenue goals for 2019.

Patrice Barrentine asked what that translates to in subscriber numbers. Zack Cook responded its roughly 247 subscribers for the summer program and there are 150 boxes during the school year and 50 in the summer. That number will increase to 175 for this school year.

Zack Cook reviewed the work being done by Leigh Newman-Bell, which includes the Individual Development Account program, tax preparation, Humanlinks grant help and crisis management. Special programming for 2019 includes farmer video and social media pilot, HAFA food safety training grant and On the Farm pest management.

Zack Cook reviewed the Food Access programs, which includes:

- Fresh Bucks (City of Seattle)
  - EBT redeemed: $1,832
  - FBx Red: $1,898
  - FBx: Blue: $2,814
  - FBx to Go: $70,694.55.

- Market Commons
  - Farmer Pike Bucks: $5,154
  - CSA Subsidy: 53 members paying $1-5
  - Bulk Buy: $7,500 to shop in the Market for bulk items for the Food Bank and Senior Center

- PPM Food Bank
  - 4,323 pounds of food donated

Zack Cook concluded by reviewing the MarketFront Plaza programs, which includes:

- Wednesday CSA pickup
B. 2019/2020 Education Program Plan
Scott Davies began by noting the 2019-2020 education program goal, which is “Provide an excellent teaching and learning opportunity to a larger and more diverse student/school population, by developing an updated program.” In addition:

- Increase the number of low-income schools participating to 30% by end of 2020 school year (2018-19: 11 low-income schools, 22% of all participating schools).
- Research how our program fits into Washington Education Curriculum.
- Research and budget for school bus reimbursement program.

There has been an eight step evaluation process. Steps one thru four have already been completed while steps five through eight are ongoing:

1. Establish benchmarks
2. Identify stakeholders
3. Describe the program
4. Design the evaluation
5. Gather feedback
6. Analyze results
7. Make improvements
8. Continuous monitoring.

The target audience is Seattle-area elementary schools, grades two through five with emphasis on low-income schools. Scott Davies noted new online education pages were launched today. Tour requests opened today and from September 30-June 11 there are 93 available dates on Mondays, Tuesdays, and Thursdays from 10-noon, 1 class per day.

Scott Davies noted the two tour tracks:

1. History & Community. Recommended for 2nd and 3rd grades. Content areas include history, merchants, craftspeople, farmers, buskers, residents, social services, and PDA operations.

2. History & Entrepreneurship. Recommended for 4th and 5th grades. Content areas include history, Meet the Producer tradition, how businesses start in the Market, and Seattle’s immigrant community at the Market.

Paul Neal asked if the tours tracks are different from those offered in the past. Scott Davies responded the tours are very similar but are being targeted to different populations.

Colleen Bowman commented she was blown away by the lesson plans presented online. Scott Davies reviewed some of the education goals and takeaways that will be presented during the class tours.
This year there will be a new automated online registration process. There is an email database of prior participating teachers, with new targeting for schools and educators starting in early September. There will be reserved dates for low-income schools (40%+ free/reduced-cost lunch enrollment). Confirmations will be sent via email once requests are reviewed and new email confirmation that includes links to our online school activities that complement the tour.

Amy Wallsmith added a big difference this year is the amount of data being collected from teachers to better understand how this information is being used in their classroom as well as the information being presented to teachers in advance of their visit.

Paul Neal asked for clarification on how low-income schools will be ensured visit dates. Scott Davies responded he will keep an eye on reservations and ensure that there is space to meet the quota of 30% low-income visits.

Scott Davies continued by reviewing what the educators will receive. Prior participants received an email blast in early September and there will be a program introductory email to targeted low income schools and classes. The online materials to will align to compliment the two tour tracks. Resource bags will align and support new tours. They are available for check-out and returned on the tour day. Scott is exploring a regular newsletter, hosting teacher open houses for clock hours and a community center summer program.

Scott Davies noted there will be a survey sent out the day after the tour. Educators will also receive a packet that includes student write-and-draw evaluation sheets with pre-paid postage to send to the PDA.

The first training for volunteers is set tentatively for September 23. There are 17 volunteers.

Paul Neal asked if all tours are given in English and if all the volunteers are white. Scott Davies responded yes to both question.

Scott Davies noted he has been talking with educators at the Seattle Aquarium, MOHAI, Museum of Flight and Burke Museum to learn about their programs and outreach to low-income schools. In addition he has been trying to meet with the Seattle Public Schools curriculum specialists to learn how the Market tours can align with learning standards.

A goal for the program is that 30% of participating schools will be low-income schools (defined as having 40%+ FRL enrollment). That means 28 tour dates will go to low-income schools/classes. Outreach includes:

- Outreach through direct communication to 12 Seattle Public Schools with the highest FRL% we currently do not serve.
- Third-grade teachers in Tukwila will be recruited
- Initial contact will be an email introduction to the Education Program and in invitation to participate
- Identify barriers, if any, to these schools doing field trips. Examples may be pressure to raise test scores, bus costs.
- Spring 2020 for ’20 and ’21 year: Give low-income schools and early bird sign-up period before opening to other teachers.
• Bus transportation reimbursement program: after the tour, school submits proof of payment for cost of bus completes PDA application. While funds last, payment to school will be same percentage of bus cost as FRL percentage. There is $150 for each tour available (in 2019) and the average Seattle Public School cost for a bus is $205.
• Teacher must complete survey and send student evaluations in order to be eligible for reimbursement.
• Educator will receive PDA confirmation of reimbursement eligibility when our date is confirmed.

Scott Davies noted the difficulty in some of these schools getting chaperones to attend the tour with the school children. That results in some schools not being able to attend.

Lastly, Scott Davies shared some key dates:
• September 23: Volunteer training
• September 30: Tours begin
• November 2019 – June 2020: Host educator open houses as needed
• November 2019 – June 2020: Research and develop curricula and program for 2020-21 school year.
• July 2020: Present ‘19-’20 review and ‘20-’21 plan at Market programs.

Mark Brady suggested reaching out to the Future Teachers Association to have high school students chaperone the field trips. Scott Davies will look into it.

Paul Neal likes the direction the program is going and it’s responsive to suggestions made by this committee. Paul asked if it’s possible to connect school tour participants with the CSA school program. Scott Davies responded there are already some schools being served by the CSA program.

Paul Neal commented that it might be worth looking into ways for the Market to go into communities and to attract volunteers that represent a wider diversity that is present in Seattle and in low-income schools.

Paul Neal would appreciate a mid-year report on the program.

Colleen Bowman commented that she loves this program and would like Scott to think about ways to welcome differently abled students to participate. Scott Davies responded they do serve differently abled students who are included in mainstream classrooms.

David Ghoddousi commented this program is very important to the Market and addresses a lot of topics present in the Market. He appreciates all of Scott’s hard work.

Scott Davies added getting a diverse representation of volunteers is challenging due to the times the classes are offered and often time’s people are working at that time.

Patrice Barrentine commented she would like to see Seattle’s immigrant community story added to the tour topics. She would also encourage looking into a mileage reimbursement that may be coming from places further away from Seattle. She wonders about the possibility of
incorporating the Foundation funded free community meals offered by Market during school tours. Lastly, Patrice wonders how the Fresh Bucks program can also be incorporated into the school program.

Colleen Bowman encouraged everyone to check out the online curriculum, which is great.

C. Trademark Plan

Amy Wallsmith began by reviewing the marketing trademark goals for 2019, which includes:

- Further develop a filming and trademark plan that protects the Market’s brand and marks
  - Trademark Initiative: Through research and trademark consultants build a multi-year plan that aligns our filming and trademark fees with similar attractions
- Work to rebuild a comprehensive plan for media to protect the Market brand and reputation.
  - Filming Initiative: Identify positive opportunities for Pike Place Market trademark to be used to increase sales and reputation.

Amy Wallsmith introduced attorney Mark Nielsen who has been hired to help assess the current program and provide guidance on the future of the trademark program. Mary Bacarella added she worked with Mark for fifteen years, including her time at the Space Needle.

Mark Nielsen reviewed the active trademark registrations. Amy Wallsmith provided a handout of active trademark registrations.

Mark Nielsen began by noting the registration of trademark is a process that includes understanding what matters to the Market and what are the priorities. He is looking at ways to put the Market in a better position to protect trademarks as well as how to deal with people who are misusing the brand. Mark began the process by reviewing what is registered and what is missing. In his opinion he sees that the Market should register the trademark for the class of “Retail.” He is ready to file applications for retail services.

Mark Nielsen provided examples of what he means by “retail.” The Pike Place Market brand is used to identify a place and retail activity. He’s identified four potential marks to register in “retail” – “Pike Place Market,” Public Market Center sign, Public Market Center sign with the words “Pike Place Market” underneath, and Public Market sign. Not all of them need to be filed right away.

David Ghoddousi commented he thought those were already registered trademarks. Mark Nielsen responded there are marks that are registered, but not for retail. There are 45 different categories marks can be registered under.

Mark Nielsen noted the Market has common law rights and a solid basis for approaching people who are infringing. Having a valid, registered trademark also helps in negotiating and working with people who have infringed and opens the door to solving the problem. The goal is not to take people to court.

Paul Neal wonders if we should consider registering the “Meet the Producer” sign.
Patrice Barrentine added considering adding the “Sanitary Market” sign and any other signature signs within the Market.

Mark Nielsen noted at a certain point it becomes a question of budget and what are the items that have been or are being borrowed without authorization.

David Ghoddousi would like to know how much it costs to register a mark and he also noted he’s seen the use of “Pike Street Market” and sees that as a way around use of Pike Place Market. Mary Bacarella asked for David to forward those examples when he sees things like that.

Amy Wallsmith reviewed the multi-year plan in action.

Year 1: 2019

1. Developing enforcement strategies that distinguish between infringements and fair use.
   Actions: Developed template for submitting letters of notification of infringement. So far 3 letters have been issued.
   • Infringement process:
     o Identify perpetrators through extensive research – keep ongoing record and note priority cases
     o Submit initial notification letter of infringement with actions we require outlined
     o Monitor progress of actions – if no action is taken proceed with additional legal action
     o Keep record of all steps taken and progress made in each infringement case.

2. Trademark education: Actions – creating simplified card handouts that direct producers to our trademark and filming guidelines.

Mark Brady asked if enforcement will occur along the waterfront for souvenirs. Mary Bacarella responded that is hard to do but is in the multi-year plan.

The plan from 2019-2022 includes:

1. Continue to monitor trademark infringement
2. Update filming contracts and trademark language in commercial leases/daystall and farm permits
   a. Actions: worked with lawyer to review filming contracts and trademark language. 6 filming projects approved with trademark this year. Lawyer is in the process of updating contracts and language.
3. Apply for a new trademark application for Retail Mark (class 35)
   a. Actions: Identified all types of retail the Market produces that require trademark protection to submit to lawyer. Official application is in process.
4. Website revisions and page additions. Initiatives include:
   a. New website pages to educate the public about trademark and filming rules
   b. Streamline and create new trademark application for products/opportunities.

Mark Nielsen noted it’s roughly $1,500 to register a mark. Amy Wallsmith added it’s currently within her budget.

Patrice Barrentine asked if there’s any idea of what kind of returns will result after trademarking under more categories. Mary Bacarella responded depends on the amount of time spent.
Mark Nielsen added it’s a lot of work to go after companies on the waterfront for souvenirs. Adding more marks may open up more opportunities for partnership. A big benefit is the ability to protect trademark rights. It can be hard to identify the lines between infringement and fair use. There are ways that people can use Market marks that is legitimate. Mark provided the example of a local hotel using an image of the Market in materials showing what attractions are nearby.

Patrice Barrentine thanked Mark for his presentation and now better understands the trademark process.

Colleen Bowman noted that trademark is one of the few revenue streams and wonders why we wouldn’t want to trademark items like the “Meet the Producers” sign.

Colleen Bowman asked how much staff support this work will take. Amy Wallsmith responded this work is part of Madison [Bristol’s] job and that can be assessed as this plan moves forward.

V. Public Comment
None.

VI. Concerns of Committee Members
None.

VII. Adjournment
The meeting was adjourned at 5:57 p.m. by Patrice Barrentine, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Section VII:

Financials & Additional Enclosures
Date: September 17, 2019
To: PPM PDA Council
From: Sabina Proto, Director of Finance
Subject: August 31, 2019 Financial Statements

**Balance Sheet Notes:**

**Page 1:**

**Designated Cash:** Increased due to the additional contribution to CRRF, on top of the budgeted contribution.

**Restricted Cash:** Increased due to monthly contribution to Debt Service Accounts.

**Fixed Assets:** Increase related to capital expenditures listed in Capital Projects Budget.

**Current Liabilities:** Decreased mainly in Accounts Payable.

**Page 2:**

**Accounts Receivable Activity Report** – Slight increase from the prior month.

**Page 3:**

**PDA Operating Statement Notes:**

Total Revenue for the end of August 2019 was $14,808,545, over budget by $1,225,384 or 9%

Total Operating Expense for the end of August 2019 was $9,904,903, under budget by $484,025 or 4.7%

Net Result after Debt Service and Reserves was $3,348,695, which is $1,709,407 over budget.

We are up to date on all debt payments, and contribution to the Employee Pension Plan.

**Page 4:**

Footnotes on the Operating Statement

**Commercial Revenue** is over budget by $359,664; it’s up in Base Rent-Retail, Percent Rent, and Common Area. Good sales for Maximillian, Pasta Casa Linga, Old Stove, etc. There is some negative impact from Little Fish delayed opening. CAM is higher than budget: higher retail rent revenue, higher CAM.
**Residential Revenue** is over budget by $98,358; Rent revenue is over budget because the actual vacancy is less than budgeted, less than 3% compared to 5% budget. Also, the increases on HUD subsidy for Pine and Stewart buildings were higher than budgeted.

**Daystall Revenue:**

Daily Crafts is over budget. Locker under budget because still waiting for the new lockers to build. Permits are under budget YTD.

Farm revenue is over budget due to additional revenue from MarketFront food program vendors which wasn’t included in the budget; Remote Markets are doing well; Cooler usage in winter has been higher than expected; Permits will catch up. CSA Grant – we haven’t received the reimbursement from City of Seattle for month of August.

**Page 5:**

**Garage Revenue** is over budget by $479,273, 25% higher than budget.

**Miscellaneous Revenue** is over budget by $247,916, mostly in Investment Income. The budgeted rate on the Investment Income was 1.46%, and the actual rate has been 2.59%. We’ll catch up in Trademark and Filming categories.

**Page 6:**

Operating Expenses overall under budget, however the variances are narrowing compared to prior months.

Commercial Expenses under budget in MID Fees and Small Business Incubator – they will trend out during the fall.

Residential Expenses under budget due to staffing vacancy, and in Misc. Contract, Uniforms, Resident Advocate – all will trend out during the rest of the year.

Facilities under budget because of some staffing vacancies.

Maintenance under budget mostly due to staffing vacancies.

Utilities under budget overall, but the variance is getting smaller.

Insurance- under budget YTD, but it will trend out during the year.

Management – over budget in Consulting and Legal categories.

Finance under budget in audit expenses, but it will trend out during the year.

Admin is under budget in various categories.

Human Resources is under budget in Legal expenses.
IT is under budget in Salaries. Also, several changes in Subscriptions and Licenses which have increased the functionality and reduced costs.

Marketing under budget due to staffing vacancies; also the variances in Legal, Advertising, PR, Event Promotion will trend out during the year.

Market Foundation will be on track by the end of the year.

**Page 7:**

Percent Rent spreadsheet- Percent Rent is $305,175 over budget YTD, and $271,450 higher than the actuals of the same period last year.

**Page 8:**

The report states the balance of the Capital Replacement Reserve, which was $18.7 MM for the end of August 31, 2019.

**Page 9:**

Capital Projects Report provides the status and YTD spending on different Capital Project we are working on.
# PIKE PLACE MARKET PDA
## BALANCE SHEET
### August 31, 2019

### ASSETS

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<td><strong>24,404,307</strong></td>
<td><strong>24,113,492</strong></td>
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<tr>
<td>Restricted Cash &amp; Equivalents</td>
<td></td>
<td><strong>3,946,783</strong></td>
<td><strong>3,838,080</strong></td>
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<tr>
<td><strong>Fixed Assets</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Land</td>
<td></td>
<td>5,268,168</td>
<td>5,268,168</td>
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<tr>
<td>Leasehold Improvements</td>
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<td>99,721,745</td>
<td>99,721,746</td>
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<tr>
<td>Work in Progress</td>
<td></td>
<td>1,223,326</td>
<td>1,129,343</td>
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<tr>
<td>Parking Garage</td>
<td></td>
<td>10,522,487</td>
<td>10,522,487</td>
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<tr>
<td>Market Buildings</td>
<td></td>
<td>79,546,521</td>
<td>79,546,521</td>
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<tr>
<td>Equipment</td>
<td></td>
<td>1,334,913</td>
<td>1,334,913</td>
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<tr>
<td><strong>Total Fixed Assets</strong></td>
<td></td>
<td><strong>197,617,160</strong></td>
<td><strong>197,523,178</strong></td>
</tr>
<tr>
<td>Less Accumulated Depreciation</td>
<td></td>
<td>(50,001,482)</td>
<td>(50,001,482)</td>
</tr>
<tr>
<td><strong>Total Net Fixed Assets</strong></td>
<td></td>
<td><strong>147,615,678</strong></td>
<td><strong>147,521,696</strong></td>
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<tr>
<td>Long Term Receivable &amp; Investments</td>
<td></td>
<td><strong>7,310,125</strong></td>
<td><strong>7,310,125</strong></td>
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<tr>
<td><strong>Other Assets</strong></td>
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</tr>
<tr>
<td>Financing Lease</td>
<td></td>
<td>3,084,350</td>
<td>3,084,350</td>
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<tr>
<td>Contributions To LSH LLC and WASH LLC</td>
<td></td>
<td>200</td>
<td>200</td>
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<tr>
<td><strong>Total Other Assets</strong></td>
<td></td>
<td><strong>3,084,550</strong></td>
<td><strong>3,084,550</strong></td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td></td>
<td><strong>188,746,469</strong></td>
<td><strong>188,241,794</strong></td>
</tr>
</tbody>
</table>

### LIABILITIES & CAPITAL

<table>
<thead>
<tr>
<th>Current Liabilities</th>
<th>Note</th>
<th>Current Month</th>
<th>Prior Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td></td>
<td>296,675</td>
<td>472,041</td>
</tr>
<tr>
<td>Current Portion - LT Debt</td>
<td></td>
<td>705,000</td>
<td>705,000</td>
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<tr>
<td>Interest Payable Accrued</td>
<td></td>
<td>248,344</td>
<td>170,636</td>
</tr>
<tr>
<td>Accrued Payroll, Vacation &amp; Taxes</td>
<td></td>
<td>601,617</td>
<td>741,181</td>
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<tr>
<td>Accrued Business Taxes</td>
<td></td>
<td>95,830</td>
<td>83,820</td>
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<td>Security Deposits</td>
<td></td>
<td>451,863</td>
<td>451,769</td>
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<tr>
<td>Other Liabilities</td>
<td></td>
<td>932,136</td>
<td>890,347</td>
</tr>
<tr>
<td>Current Portion - Unearned WSDOT rev</td>
<td></td>
<td>175,438</td>
<td>219,298</td>
</tr>
<tr>
<td>Current Portion - QB3 Deferred Master Lease</td>
<td></td>
<td>199,207</td>
<td>199,207</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td></td>
<td><strong>3,706,110</strong></td>
<td><strong>3,933,299</strong></td>
</tr>
<tr>
<td><strong>Long Term Debt</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009 PDA Refunding Bond</td>
<td></td>
<td>943,947</td>
<td>980,934</td>
</tr>
<tr>
<td>2015 Bond Series A</td>
<td></td>
<td>18,650,000</td>
<td>18,650,000</td>
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<tr>
<td>Premium on 2015 Bond Series A</td>
<td></td>
<td>1,617,837</td>
<td>1,617,837</td>
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<tr>
<td>Unearned WSDOT revenue</td>
<td></td>
<td>3,157,893</td>
<td>3,157,893</td>
</tr>
<tr>
<td>N/P City of Seattle - Creamery Lot</td>
<td></td>
<td>455,000</td>
<td>455,000</td>
</tr>
<tr>
<td>QB3 Deferred Master Lease Payment</td>
<td></td>
<td>9,213,308</td>
<td>9,213,308</td>
</tr>
<tr>
<td>Current Portion - Long Term Debt</td>
<td></td>
<td>(705,000)</td>
<td>(705,000)</td>
</tr>
<tr>
<td><strong>Total Long Term Debt</strong></td>
<td></td>
<td><strong>33,332,985</strong></td>
<td><strong>33,369,972</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td></td>
<td><strong>37,039,095</strong></td>
<td><strong>37,303,271</strong></td>
</tr>
<tr>
<td><strong>Capital</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Contributed Capital</td>
<td></td>
<td>11,818,935</td>
<td>11,818,935</td>
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<tr>
<td>Prior Years' Results</td>
<td></td>
<td>135,221,602</td>
<td>135,221,602</td>
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<tr>
<td>Current Year Operating Result</td>
<td></td>
<td>4,666,837</td>
<td>3,897,986</td>
</tr>
<tr>
<td><strong>Net Operating Capital</strong></td>
<td></td>
<td><strong>151,707,574</strong></td>
<td><strong>150,938,523</strong></td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND CAPITAL</strong></td>
<td></td>
<td><strong>188,746,469</strong></td>
<td><strong>188,241,794</strong></td>
</tr>
</tbody>
</table>
### Accounts Receivable

<table>
<thead>
<tr>
<th>Category</th>
<th>Previous Month Balance</th>
<th>Total Current Charges</th>
<th>Total Current Receipts</th>
<th>Current Month Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Revenue</td>
<td>74,917</td>
<td>1,386,197</td>
<td>1,380,823</td>
<td>80,291</td>
</tr>
<tr>
<td>Daystand Revenue</td>
<td>149,904</td>
<td>149,943</td>
<td>148,463</td>
<td>151,384</td>
</tr>
<tr>
<td>Residential Rent (excluding HUD)</td>
<td>21,000</td>
<td>265,872</td>
<td>256,494</td>
<td>30,378</td>
</tr>
<tr>
<td>HUD Subsidy</td>
<td>2,810</td>
<td>107,563</td>
<td>119,207</td>
<td>(8,834)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>248,631</strong></td>
<td><strong>1,909,575</strong></td>
<td><strong>1,904,987</strong></td>
<td><strong>253,219</strong></td>
</tr>
</tbody>
</table>
### PIKE PLACE MARKET PDA - PRELIMINARY OPERATING BUDGET COMPARISON STATEMENT

**Period Ending August 31, 2019**

<table>
<thead>
<tr>
<th>Note</th>
<th>Current YTD Actual</th>
<th>Current YTD Budget</th>
<th>Variance</th>
<th>Variance %</th>
<th>Current MONTH Actual</th>
<th>Current MONTH Budget</th>
<th>2019 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial</td>
<td>8,730,476</td>
<td>8,370,812</td>
<td>359,664</td>
<td>4.3%</td>
<td>1,236,762</td>
<td>1,236,593</td>
<td>12,844,564</td>
</tr>
<tr>
<td>Residential</td>
<td>370,046</td>
<td>322,664</td>
<td>47,382</td>
<td>1.0%</td>
<td>276,520</td>
<td>276,520</td>
<td>1,099,115</td>
</tr>
<tr>
<td>Daystarl</td>
<td>2,159,027</td>
<td>2,060,849</td>
<td>98,178</td>
<td>4.8%</td>
<td>276,520</td>
<td>276,520</td>
<td>1,099,115</td>
</tr>
<tr>
<td>Farm</td>
<td>544,821</td>
<td>537,884</td>
<td>6,937</td>
<td>1.3%</td>
<td>93,824</td>
<td>84,408</td>
<td>838,581</td>
</tr>
<tr>
<td>Parking</td>
<td>394,041</td>
<td>358,543</td>
<td>36,498</td>
<td>10.2%</td>
<td>83,055</td>
<td>80,740</td>
<td>575,956</td>
</tr>
<tr>
<td>Market Foundation</td>
<td>2,393,178</td>
<td>1,913,905</td>
<td>479,273</td>
<td>25.0%</td>
<td>385,453</td>
<td>326,066</td>
<td>2,695,400</td>
</tr>
<tr>
<td>Miscellaneous Revenue</td>
<td>19,220</td>
<td>18,000</td>
<td>1,220</td>
<td>6.7%</td>
<td>4,788</td>
<td>6,000</td>
<td>25,000</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>14,808,545</td>
<td>13,583,161</td>
<td>1,225,384</td>
<td>9.0%</td>
<td>2,149,350</td>
<td>2,037,883</td>
<td>20,670,085</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property Management</td>
<td>970,894</td>
<td>1,034,231</td>
<td>63,337</td>
<td>6.1%</td>
<td>121,146</td>
<td>135,523</td>
<td>1,550,934</td>
</tr>
<tr>
<td>Parking</td>
<td>390,744</td>
<td>359,625</td>
<td>(31,119)</td>
<td>-8.7%</td>
<td>81,533</td>
<td>46,113</td>
<td>519,873</td>
</tr>
<tr>
<td>Operations</td>
<td>6,019,766</td>
<td>6,114,981</td>
<td>95,215</td>
<td>1.6%</td>
<td>785,694</td>
<td>775,523</td>
<td>9,165,199</td>
</tr>
<tr>
<td>Administration</td>
<td>1,697,029</td>
<td>1,747,594</td>
<td>49,565</td>
<td>2.8%</td>
<td>218,586</td>
<td>202,612</td>
<td>2,594,004</td>
</tr>
<tr>
<td>Marketing &amp; Programs</td>
<td>825,570</td>
<td>1,132,497</td>
<td>306,927</td>
<td>27.1%</td>
<td>143,045</td>
<td>154,468</td>
<td>1,763,442</td>
</tr>
<tr>
<td><strong>TOTAL OPERATING EXPENSES</strong></td>
<td>9,904,903</td>
<td>10,388,928</td>
<td>484,025</td>
<td>4.7%</td>
<td>1,350,004</td>
<td>1,314,239</td>
<td>15,593,452</td>
</tr>
<tr>
<td><strong>NET OPERATING RESULTS</strong></td>
<td>4,903,642</td>
<td>3,194,233</td>
<td>1,709,409</td>
<td>53.5%</td>
<td>799,346</td>
<td>723,144</td>
<td>5,076,633</td>
</tr>
<tr>
<td><strong>DEBT SERVICE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bond Principal and Interest Payment PDA</td>
<td>319,832</td>
<td>319,832</td>
<td>-</td>
<td>0.0%</td>
<td>39,979</td>
<td>39,979</td>
<td>479,748</td>
</tr>
<tr>
<td>2015 PDA Bond Series A&amp;B</td>
<td>815,000</td>
<td>815,000</td>
<td>-</td>
<td>0.0%</td>
<td>101,875</td>
<td>101,875</td>
<td>1,222,500</td>
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<tr>
<td><strong>TOTAL DEBT SERVICE</strong></td>
<td>1,134,832</td>
<td>1,134,832</td>
<td>-</td>
<td>0.0%</td>
<td>141,854</td>
<td>141,854</td>
<td>1,702,248</td>
</tr>
<tr>
<td><strong>RESERVES - DESIGNATED</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pension Contribution</td>
<td>420,000</td>
<td>420,000</td>
<td>-</td>
<td>0.0%</td>
<td>-</td>
<td>-</td>
<td>420,000</td>
</tr>
<tr>
<td>LIH Interest to Reserve</td>
<td>115</td>
<td>113</td>
<td>2</td>
<td>1.8%</td>
<td>15</td>
<td>15</td>
<td>164</td>
</tr>
<tr>
<td><strong>TOTAL DESIGNATED RESERVES</strong></td>
<td>420,115</td>
<td>420,113</td>
<td>2</td>
<td>0.0%</td>
<td>15</td>
<td>15</td>
<td>420,164</td>
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<tr>
<td><strong>Net Results after Debt Service &amp; Reserves</strong></td>
<td>3,348,695</td>
<td>1,639,288</td>
<td>1,709,407</td>
<td>104.3%</td>
<td>657,477</td>
<td>581,275</td>
<td>2,954,221</td>
</tr>
<tr>
<td><strong>CAPITAL RESERVE CONTRIBUTION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contribution - Capital Projects/CRRF</td>
<td>3,348,695</td>
<td>1,639,288</td>
<td>1,709,407</td>
<td>0.0%</td>
<td>657,477</td>
<td>581,275</td>
<td>2,954,221</td>
</tr>
<tr>
<td><strong>TOTAL RESERVES &amp; CONTRIBUTIONS</strong></td>
<td>3,348,695</td>
<td>1,639,288</td>
<td>1,709,407</td>
<td>0.0%</td>
<td>657,477</td>
<td>581,275</td>
<td>2,954,221</td>
</tr>
</tbody>
</table>
### Note 1: Commercial Revenue

<table>
<thead>
<tr>
<th>% of total</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019 Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Rent Revenue</td>
<td>31.2% 2,720,509</td>
<td>31.2% 2,654,000</td>
<td>2.5% 66,509</td>
</tr>
<tr>
<td>Base Rent - Retail</td>
<td>4.7% 2,720,509</td>
<td>4.6% 2,654,000</td>
<td>0.5% 1,834</td>
</tr>
<tr>
<td>Base Rent - Office</td>
<td>4.7% 2,720,509</td>
<td>4.6% 2,654,000</td>
<td>0.5% 1,834</td>
</tr>
<tr>
<td>Prep Space</td>
<td>0.7% 59,335</td>
<td>0.7% 57,787</td>
<td>0.9% 548</td>
</tr>
<tr>
<td>Common Area</td>
<td>19.0% 1,630,663</td>
<td>18.8% 1,618,940</td>
<td>1.2% 19,723</td>
</tr>
</tbody>
</table>

#### Total Rent Revenue
- 35.9% 2,320,391
- 36.9% 2,915,216
- 34.8% 305,175

#### Percentage Rent (1)
- 35.9% 2,320,391
- 36.9% 2,915,216
- 34.8% 305,175

(1) See attachment for Percentage Rent revenue data by month.

### Note 2: Residential Revenue

<table>
<thead>
<tr>
<th>% of total</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019 Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Rents</td>
<td>98.8% 2,133,895</td>
<td>98.8% 2,035,727</td>
<td>4.9% 100,168</td>
</tr>
<tr>
<td>Laundry Net of Taxes</td>
<td>0.4% 2,133,895</td>
<td>0.4% 2,035,727</td>
<td>-19.9% (1,768)</td>
</tr>
<tr>
<td>Other(1)</td>
<td>0.8% 2,133,895</td>
<td>0.8% 2,035,727</td>
<td>-0.1% (22)</td>
</tr>
</tbody>
</table>

#### Total Residential Revenue
- 100% 2,159,207
- 100% 2,060,849
- 4.8% 98,358

(1) Other includes maintenance services, storage, rental screening & late fees.

### Note 3: Day Stall Revenue

<table>
<thead>
<tr>
<th>% of total</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019 Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Craft</td>
<td>87.1% 473,416</td>
<td>86.9% 462,000</td>
<td>2.5% 11,416</td>
</tr>
<tr>
<td>Locker Rent</td>
<td>4.4% 45,530</td>
<td>4.4% 49,419</td>
<td>-7.9% (3,809)</td>
</tr>
<tr>
<td>Permits</td>
<td>2.2% 15,250</td>
<td>2.8% 16,425</td>
<td>-10.1% (1,775)</td>
</tr>
<tr>
<td>Late Fees</td>
<td>1.9% 10,625</td>
<td>1.8% 9,500</td>
<td>11.8% 1,125</td>
</tr>
</tbody>
</table>

#### Total Day Stall Revenue
- 100% 544,821
- 100% 537,884
- 1.3% 6,937
### Farm Revenue

<table>
<thead>
<tr>
<th></th>
<th>2019 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Aug</td>
<td>% YTD</td>
<td>Budget</td>
</tr>
<tr>
<td>Surf Rev</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily Farmer</td>
<td>45.2%</td>
<td>197,296</td>
<td>50.0%</td>
<td>174,000</td>
</tr>
<tr>
<td>Remote Markets</td>
<td>11.2%</td>
<td>39,465</td>
<td>10.0%</td>
<td>36,820</td>
</tr>
<tr>
<td>Cooler Rent</td>
<td>3.1%</td>
<td>11,806</td>
<td>3.0%</td>
<td>11,400</td>
</tr>
<tr>
<td>Permits</td>
<td>0.6%</td>
<td>2,940</td>
<td>0.7%</td>
<td>3,500</td>
</tr>
<tr>
<td>CSA Market Boxes</td>
<td>15.0%</td>
<td>78,452</td>
<td>19.9%</td>
<td>47,300</td>
</tr>
<tr>
<td>Specialty Crop Block Grant</td>
<td>24.9%</td>
<td>64,982</td>
<td>16.5%</td>
<td>83,523</td>
</tr>
<tr>
<td>Total Farm Revenue</td>
<td>100%</td>
<td>394,941</td>
<td>100%</td>
<td>358,543</td>
</tr>
</tbody>
</table>

### Garage Revenue

<table>
<thead>
<tr>
<th></th>
<th>2019 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Aug</td>
<td>% YTD</td>
<td>Budget</td>
</tr>
<tr>
<td>Gar Rev</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking Revenue Net of Taxes</td>
<td>99.4%</td>
<td>2,379,648</td>
<td>99.4%</td>
<td>1,902,005</td>
</tr>
<tr>
<td>Parking Reimbursement</td>
<td>0.6%</td>
<td>13,530</td>
<td>0.6%</td>
<td>11,900</td>
</tr>
<tr>
<td>Total Garage Revenue</td>
<td>100%</td>
<td>2,393,178</td>
<td>100%</td>
<td>1,913,905</td>
</tr>
</tbody>
</table>

### Miscellaneous Revenue

<table>
<thead>
<tr>
<th></th>
<th>2019 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Aug</td>
<td>% YTD</td>
<td>Budget</td>
</tr>
<tr>
<td>Gar Rev</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Security Service Contracts</td>
<td>11.8%</td>
<td>47,108</td>
<td>7.8%</td>
<td>47,992</td>
</tr>
<tr>
<td>Management Fees[1]</td>
<td>18.2%</td>
<td>64,208</td>
<td>10.6%</td>
<td>54,230</td>
</tr>
<tr>
<td>Investment Income/Interest</td>
<td>32.8%</td>
<td>383,751</td>
<td>63.6%</td>
<td>133,558</td>
</tr>
<tr>
<td>Film/License Revenue</td>
<td>4.1%</td>
<td>13,400</td>
<td>2.2%</td>
<td>21,650</td>
</tr>
<tr>
<td>Other Revenues[2]</td>
<td>32.9%</td>
<td>95,281</td>
<td>15.6%</td>
<td>98,392</td>
</tr>
<tr>
<td>Total Miscellaneous Revenue</td>
<td>100%</td>
<td>403,749</td>
<td>100%</td>
<td>355,832</td>
</tr>
</tbody>
</table>

---

[1] Management fees from LaSalle Senior Housing LLC and Western Avenue Senior Housing.

[2] Other Revenues includes Constituency Revenue, Misc Taxable & Non-taxable Revenue, Key and Access Cards, Trademark/Royalties, Market Tours and Rummage Hall less sales tax.
### Note 7 Property Management Expenses

<table>
<thead>
<tr>
<th></th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>% PM Exp</td>
<td>Budget</td>
</tr>
<tr>
<td>Commercial</td>
<td>321,507</td>
<td>23.6%</td>
<td>355,631</td>
</tr>
<tr>
<td>Residential</td>
<td>468,455</td>
<td>34.4%</td>
<td>497,312</td>
</tr>
<tr>
<td>Daystaff</td>
<td>180,932</td>
<td>13.3%</td>
<td>181,288</td>
</tr>
<tr>
<td>Garage</td>
<td>390,744</td>
<td>28.7%</td>
<td>359,625</td>
</tr>
<tr>
<td><strong>Total Property Management Expenses</strong></td>
<td><strong>1,361,638</strong></td>
<td><strong>100%</strong></td>
<td><strong>1,393,856</strong></td>
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</table>

### Note 8 Operations Expenses

<table>
<thead>
<tr>
<th></th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>% Ops Exp</td>
<td>Budget</td>
</tr>
<tr>
<td>Facilities</td>
<td>1,355,562</td>
<td>22.5%</td>
<td>1,409,125</td>
</tr>
<tr>
<td>Security</td>
<td>1,165,738</td>
<td>19.4%</td>
<td>1,160,012</td>
</tr>
<tr>
<td>Maintenance</td>
<td>839,109</td>
<td>13.9%</td>
<td>864,798</td>
</tr>
<tr>
<td>Capital Management</td>
<td>63,696</td>
<td>1.1%</td>
<td>58,970</td>
</tr>
<tr>
<td>Utilities</td>
<td>2,158,801</td>
<td>35.9%</td>
<td>2,173,976</td>
</tr>
<tr>
<td>Insurance</td>
<td>436,860</td>
<td>7.3%</td>
<td>448,100</td>
</tr>
<tr>
<td><strong>Total Operations Expenses</strong></td>
<td><strong>6,019,766</strong></td>
<td><strong>100%</strong></td>
<td><strong>6,114,981</strong></td>
</tr>
</tbody>
</table>

### Note 9 Administration Expenses

<table>
<thead>
<tr>
<th></th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>% Adm Exp</td>
<td>Budget</td>
</tr>
<tr>
<td>Management</td>
<td>789,370</td>
<td>46.5%</td>
<td>726,366</td>
</tr>
<tr>
<td>Finance</td>
<td>275,026</td>
<td>16.2%</td>
<td>285,437</td>
</tr>
<tr>
<td>Office Administration</td>
<td>324,663</td>
<td>19.1%</td>
<td>339,140</td>
</tr>
<tr>
<td>Human Resources</td>
<td>95,488</td>
<td>5.6%</td>
<td>156,575</td>
</tr>
<tr>
<td>Information Services</td>
<td>213,382</td>
<td>12.6%</td>
<td>228,076</td>
</tr>
<tr>
<td><strong>Total Administration Expenses</strong></td>
<td><strong>1,697,229</strong></td>
<td><strong>100%</strong></td>
<td><strong>1,747,594</strong></td>
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</tbody>
</table>

### Note 10 Programs Expenses

<table>
<thead>
<tr>
<th></th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>% Prog Exp</td>
<td>Budget</td>
</tr>
<tr>
<td>Marketing</td>
<td>271,090</td>
<td>32.6%</td>
<td>554,207</td>
</tr>
<tr>
<td>Farm Program</td>
<td>374,110</td>
<td>45.3%</td>
<td>388,258</td>
</tr>
<tr>
<td>Market Foundation</td>
<td>180,370</td>
<td>21.8%</td>
<td>190,032</td>
</tr>
<tr>
<td><strong>Total Program Expenses</strong></td>
<td><strong>825,570</strong></td>
<td><strong>100%</strong></td>
<td><strong>1,132,497</strong></td>
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</tbody>
</table>
### 2019 CALENDAR YEAR

<table>
<thead>
<tr>
<th>Month of Collection</th>
<th>2018</th>
<th>2019</th>
<th>Total</th>
<th>Approved Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>440,658</td>
<td>354</td>
<td>441,012</td>
<td>370,902</td>
<td>70,110</td>
</tr>
<tr>
<td>Feb</td>
<td>3,199</td>
<td>246,489</td>
<td>249,688</td>
<td>245,000</td>
<td>4,688</td>
</tr>
<tr>
<td>Mar</td>
<td>(246)</td>
<td>199,097</td>
<td>198,851</td>
<td>202,804</td>
<td>(1,953)</td>
</tr>
<tr>
<td>Apr</td>
<td>(1,024)</td>
<td>398,931</td>
<td>397,907</td>
<td>365,902</td>
<td>32,005</td>
</tr>
<tr>
<td>May</td>
<td>4,535</td>
<td>345,466</td>
<td>350,001</td>
<td>330,902</td>
<td>19,099</td>
</tr>
<tr>
<td>June</td>
<td>845</td>
<td>444,775</td>
<td>445,620</td>
<td>400,902</td>
<td>44,718</td>
</tr>
<tr>
<td>July</td>
<td>395</td>
<td>9,678</td>
<td>539,228</td>
<td>549,301</td>
<td>452,902</td>
</tr>
<tr>
<td>Aug</td>
<td>756</td>
<td>6,380</td>
<td>580,875</td>
<td>588,011</td>
<td>545,902</td>
</tr>
<tr>
<td>Sep</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Oct</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Nov</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Dec</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>443,857</td>
<td>246,597</td>
<td>198,073</td>
<td>403,466</td>
<td>346,706</td>
</tr>
</tbody>
</table>

### 2018 CALENDAR YEAR

<table>
<thead>
<tr>
<th>Month of Collection</th>
<th>2017</th>
<th>2018</th>
<th>YTD August 2018</th>
<th>Total</th>
<th>Approved Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>373,903</td>
<td>177,738</td>
<td>373,903</td>
<td>350,000</td>
<td>23,903</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>33,663</td>
<td>200,908</td>
<td>211,421</td>
<td>200,000</td>
<td>11,421</td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td>174</td>
<td>357,905</td>
<td>214,313</td>
<td>250,000</td>
<td>35,687</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>3,517</td>
<td>7,268</td>
<td>370,027</td>
<td>352,000</td>
<td>45,027</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>(143)</td>
<td>393,334</td>
<td>335,415</td>
<td>350,000</td>
<td>(14,585)</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>10,318</td>
<td>134,611</td>
<td>403,652</td>
<td>400,000</td>
<td>3,652</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>12,488</td>
<td>470,675</td>
<td>487,108</td>
<td>510,000</td>
<td>(22,892)</td>
<td></td>
</tr>
<tr>
<td>Aug</td>
<td>3,041</td>
<td>549,921</td>
<td>553,102</td>
<td>550,000</td>
<td>3,102</td>
<td></td>
</tr>
<tr>
<td>Sep</td>
<td>716</td>
<td>23,056</td>
<td>581,864</td>
<td>550,000</td>
<td>31,864</td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td>24,931</td>
<td>415,434</td>
<td>439,825</td>
<td>450,000</td>
<td>(10,175)</td>
<td></td>
</tr>
<tr>
<td>Nov</td>
<td>3,801</td>
<td>355,440</td>
<td>369,982</td>
<td>350,000</td>
<td>19,982</td>
<td></td>
</tr>
<tr>
<td>Dec</td>
<td>8,709</td>
<td>323,829</td>
<td>322,538</td>
<td>330,824</td>
<td>1,714</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>411,114</td>
<td>197,117</td>
<td>210,792</td>
<td>375,429</td>
<td>324,929</td>
<td>409,539</td>
</tr>
</tbody>
</table>

### 2017 CALENDAR YEAR

<table>
<thead>
<tr>
<th>Month of Collection</th>
<th>2016</th>
<th>2017</th>
<th>YTD August 2017</th>
<th>Total</th>
<th>Approved Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>387,815</td>
<td>180,152</td>
<td>387,815</td>
<td>340,000</td>
<td>47,815</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>5,314</td>
<td>191,982</td>
<td>185,466</td>
<td>169,500</td>
<td>15,966</td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td>4,049</td>
<td>288,569</td>
<td>199,875</td>
<td>215,000</td>
<td>(15,125)</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>1,768</td>
<td>19,992</td>
<td>295,641</td>
<td>265,700</td>
<td>29,941</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>1,832</td>
<td>298,951</td>
<td>333,966</td>
<td>310,300</td>
<td>23,666</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>1,111</td>
<td>19,599</td>
<td>369,954</td>
<td>342,400</td>
<td>27,554</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>2,040</td>
<td>346,548</td>
<td>454,564</td>
<td>587,900</td>
<td>(133,336)</td>
<td></td>
</tr>
<tr>
<td>Aug</td>
<td>4,284</td>
<td>543,968</td>
<td>558,260</td>
<td>463,100</td>
<td>95,360</td>
<td></td>
</tr>
<tr>
<td>Sep</td>
<td>3,847</td>
<td>491,468</td>
<td>495,315</td>
<td>547,300</td>
<td>(51,985)</td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td>1,942</td>
<td>386,018</td>
<td>199,349</td>
<td>378,300</td>
<td>21,049</td>
<td></td>
</tr>
<tr>
<td>Nov</td>
<td>528</td>
<td>17,040</td>
<td>368,740</td>
<td>305,200</td>
<td>63,540</td>
<td></td>
</tr>
<tr>
<td>Dec</td>
<td>3,684</td>
<td>306,329</td>
<td>303,445</td>
<td>327,828</td>
<td>(24,383)</td>
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</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>402,356</td>
<td>311,217</td>
<td>318,550</td>
<td>372,872</td>
<td>442,292</td>
<td>559,055</td>
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</tbody>
</table>
Capital Replace Reserve Fund Balance

<table>
<thead>
<tr>
<th>Description</th>
<th>Anticipated Year End Balance</th>
<th>YTD Balance (actual)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance 12/31/2018</td>
<td>15,091,597</td>
<td>15,091,597</td>
</tr>
<tr>
<td>Surplus allocation of the prior year</td>
<td>TBD</td>
<td>1,321,704</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,321,704</td>
</tr>
<tr>
<td>Balance as of 1/1/18</td>
<td>16,413,301</td>
<td>16,413,301</td>
</tr>
</tbody>
</table>

Budget 2019 Contribution:

- 2,974,221
- 3,348,695

Capital Projects Spending:

- (2,000,000)
- (1,048,372)

CRRF Capital Reserve Balance

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17,387,522</td>
</tr>
<tr>
<td></td>
<td>18,713,624</td>
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</table>

2 Reconciliation of Net Operating Result (Operating Statement) to Current Year Result (Balance Sheet)

(a) Net Operating Results - Operating Statement

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Interest Expense on Bonds</td>
<td>(650,122)</td>
</tr>
<tr>
<td>Recognition of Deferred WSDT Revenue, grants &amp; gains</td>
<td>413,317</td>
</tr>
<tr>
<td>Net Operating Result on the Balance Sheet</td>
<td>4,666,837</td>
</tr>
</tbody>
</table>

(b) Current Year Result - Balance Sheet

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,666,837</td>
</tr>
</tbody>
</table>
### August 2019 CAPITAL PROJECTS REPORT

#### Revision 2

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO</td>
<td>163450-00</td>
<td>Economy west windows</td>
<td>150,000</td>
<td>0</td>
<td>150,000</td>
<td>140,245</td>
<td>Project is complete</td>
<td>18-35</td>
</tr>
<tr>
<td>GAR</td>
<td>163766-00</td>
<td>Skidata Upgrade</td>
<td>0</td>
<td>331,556</td>
<td>331,556</td>
<td>174,557</td>
<td>Project is complete</td>
<td>19-04</td>
</tr>
<tr>
<td>LEL</td>
<td>163777-00</td>
<td>Hillclimb Bridge</td>
<td>9,595</td>
<td>0</td>
<td>9,595</td>
<td>9,595</td>
<td>Project is complete</td>
<td>18-23</td>
</tr>
<tr>
<td>FAR</td>
<td>163782-00</td>
<td>Downtown Hardwoods</td>
<td>0</td>
<td>14,000</td>
<td>14,000</td>
<td>10,567</td>
<td>Project is complete</td>
<td>19-07</td>
</tr>
<tr>
<td>SOA</td>
<td>163830-00</td>
<td>Soames Dunn Chiller Replacement</td>
<td>22,089</td>
<td>0</td>
<td>22,089</td>
<td>7,991</td>
<td>Project is complete</td>
<td>18-32</td>
</tr>
<tr>
<td>LEL</td>
<td>163833-00</td>
<td>Leeland 78 window &amp; restoration</td>
<td>52,000</td>
<td>0</td>
<td>52,000</td>
<td>43,257</td>
<td>Project is complete</td>
<td>18-36</td>
</tr>
<tr>
<td>SAN</td>
<td>163941-00</td>
<td>Metal Roof Coating</td>
<td>0</td>
<td>50,000</td>
<td>50,000</td>
<td>38,535</td>
<td>Project is complete</td>
<td>19-08</td>
</tr>
<tr>
<td>ECO</td>
<td>163843-00</td>
<td>Chain's Goodwin Library</td>
<td>0</td>
<td>1,000</td>
<td>1,000</td>
<td>424</td>
<td>Project is complete</td>
<td>19-06</td>
</tr>
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#### Other Possible Projects

- North Arcade window restoration
- Security Gate Project

#### Total Available Funds for Other Projects

- 0

#### Total Capital Projects 2018

- 748,409
- 1,535,000
- 2,293,409
- 627,237

### MISCELLANEOUS (Tenant Compensations and Commercial Tenant Improvements)

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### CONTINGENCY

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### CAPITAL INVENTORY

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### Total

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#### Page 79
Vacancies still below budget of 3%. Normal transfers and turnover.
REGULATORY

- Implemented new state mandated notice procedures related to late rent, pay or vacate notices and 10 day notices to correct defaults.
- HUD may change building inspection routine (REAC) to an annual cycle.

STAFFING/ADMINISTRATION

- New software upgrades for HUD reporting through YARDI and TRACS to be implemented later this year with a training in October.
- Seminar training for all resident managers in new housing laws, scheduled for late September.
- Rent increases for non-subsidized apartments will be sent 10/1 and effective December 1.
- Pressing for more consistent enforcement of no-smoking rules inside buildings and common areas.
- Enforcement on several other chronic default issues concerning building house rules and HUD requirements for subsidy payments.

MAINTENANCE AND REPAIRS

- Recycling remains an issues in several buildings as tenants are not sorting out compost and recycling according to new rules from the City. This is an ongoing issue that is difficult to enforce.
- Pest Control – no outstanding issues.
- Minor leak and repair issues – handled in timely manner by Maintenance.
- Fall pressure washing of deck areas outside of several buildings

LASALLE IMPROVEMENTS

- Interior upgrades funded from building replacement reserves well underway
- Hallways repainted, all lights converted to LED (common area and each unit), new security cameras in key locations.
- New hallway carpets and flooring next, as painting is finished
- New entrance on Western Avenue improvements – to be redesigned per MHC.

RESIDENT OUTREACH / SPECIAL EVENTS

- Microsoft, Nordstrom and Remitly volunteers for “Day of Caring” will help do some fall cleaning in building common areas on September 13.
- Completed distribution of energy conservation lights, water restrictors to non-subsidized apartment tenants (funded by Seattle City Light)
- Sunset Supper reception at WASH went well.
- November 6th and December 4th holiday meals set to occur at Senior Center.
- Planning other resident events for year end.