



Pike Place Market Preservation and Development Authority (PDA)

COUNCIL MEETING MINUTES – November 21st, 2013

Elliott Bay Room

Council Members: Matt Hanna, Patrick Kerr, Jim Savitt, Gloria Skouge, Betty Halfon, David Ghoddousi, Bruce Burger Ann Magnano, Patrice Barrentine , John Finke

Staff Present: Ben Franz-Knight, Kelly Lindsay, Tamra Nisly, Jennifer Maietta, , Matt Holland, Sabina Proto, Brad Reinke, Carl Wagoner, Elsie Janson, Dianna Goodsell

Others Present: Haley Land, Kate de la Garza, Howard Aller, Joan Paulson, Sharon Mukai, Chris Scott, Justine Kim

The meeting was called to order at 4:01 p.m. by Matt Hanna - Chair

I. Administration

A. Adoption of Agenda

Proposed Resolutions 13-66, 13-67, 13-68, 13-71 and 13-73 were moved from New Business items to Section V, Item A, Consent Agenda. Proposed Resolution 13-72 was postponed until the December PDA Council Meeting.

The agenda, as amended was approved by acclamation

B. Review and Approval of the October 31st, 2013 Meeting Minutes

The meeting minutes, as amended was approved by acclamation

II. Public Comment Including the Market Community

Haley Land commented on the efforts regarding establishing a low-power FM radio station in the Market. He reported that there was a recent informational meeting held regarding the low-power FM radio station with several Market community attendees. He presented a letter to the Council regarding the Pike Place Market Waterfront Entrance project design progress. A copy of Haley Land's letter was included with the meeting minute's record for November.

Sharon Mukai noted her concerns over the proposed Daystall weekend rent rate increases for 2014. She inquired about the total rent increase figure imposed for the 2014 year for craftspeople.

Ben Franz-Knight responded to Sharon Mukai's concern regarding a proposed increase in the daystall weekend rents. He noted that the rent increases for Market Daystall's is regularly proposed at the yearly Daystall Rules Review starting in January 2014.

III. Reports and Information Items

A. Council Chair Report

Matt Hanna presented the Council Chair Report for November 2013. He provided an update on the Pike Place Market Waterfront Entrance Full Council Retreat. He noted that the Executive Committee recently reviewed potential strategic issues to look at for 2014, including Waterfront Entrance related

topics. He briefly discussed potential Strategic Issues for 2014 including; PPM-WE project, Authenticity of the Market, First Avenue Streetcar, Management of Market Reserves, Preparedness and Safety and Sustainability in the Market.

B. Executive Director's Report

Ben Franz-Knight presented a brief Executive Director's Report for the month of November. He noted that there was a written report that was included in the Full Council packet. He reported that the Fairley siding should be completed by the following week and that the Atrium Kitchen is almost finished. He noted that there has been tremendous response from the community and Market businesses regarding the interest in the Atrium Kitchen. He provided a brief update on the Seawall Project and an update on the process in securing a low power FM radio license. He lastly noted that Magic in the Market would be starting the Saturday after Thanksgiving.

C. Committee Chair Report

None

D. Other Reports

None

IV. Key Issues Presentation

A. 2014 Budget Presentation

Ben Franz-Knight presented the 2014 PDA Operating and Capital Projects Budget. He highlighted several items from the 2014 Budget Narrative. A copy of the 2014 PDA Operating and Capital Projects Budget packet was included with the meeting minute's record.

I. **Action Item:** Proposed Resolution **13-70:** Adoption of 2014 PDA Operating and Capital Projects Budgets

Ben Franz-Knight introduced the resolution which states that the PDA is a public corporation responsible for the efficient development and operation of the Market and for the effective provision of services designed to preserve and promote the economic health of the Market and its tenants consistent with the Urban Renewal Plan, the Historic District Ordinance and Guidelines, the PDA Charter, deed restrictions, and other City and State ordinances and laws; and, WHEREAS, as a public corporation, the PDA operates on a non-profit basis, where any excess of revenues over expenditures is reinvested in the Market; and, WHEREAS, the PDA desires to communicate to the Market community and the public the bases for its financial, operational and other policy and program decisions; WHEREAS, except for HUD contract rents, the PDA's operations are not subsidized by public funds and rely on rental and miscellaneous income for its total operating and capital revenues; and, WHEREAS, the Budget schedule and summary were made available to tenants; the PDA Council's Finance & Asset Management Committee conducted working sessions, considered public testimony, and suggested amendments to the 2014 Proposed Budget; and has recommended adoption of the 2014 Budgets; and WHEREAS, the 2014 Operating and Capital budgets are approved as a whole, with the exception of the Employee Pension contribution which will be determined in February 2014 based on the 2013 Final Operating Statements.

NOW, THEREFORE, BE IT RESOLVED, that the PDA Council does hereby adopt the 2014 PDA Operating and Capital Budgets as outlined in the 2014 Budget Document attached hereto as Exhibit A,

AND BE IT FURTHER RESOLVED, that the PDA Council affirms its established budget, revenue and operating policies as follows:

(1) All tenant sectors of the Market bear a responsibility for PDA costs incurred to serve the Market's operating and capital needs as a whole, and to fulfill the public interest purposes of the PDA, to preserve and promote the traditional character of the Market;

(2) The PDA Council recognizes that external economic conditions and competitive pressures affect Market businesses and residents and attempts to prudently and sensitively take these factors and their potential effects into account in setting revenue estimates and requirements and in conducting its property management responsibilities in the course of the year;

(3) The Market is operated as an integrated whole with services distributed in accordance with ongoing maintenance and operations requirements, current and future capital needs, and needs for response to critical or emergency demands. The flexibility created by operating the Market as a whole, instead of as independent and exclusive separate and individual buildings or tenant groups, enables the PDA to maximize efficiency and responsiveness to community-wide and Market-wide needs, while still providing attention to individual tenant needs.

This operating mode, combined with the PDA's fulfillment of Charter-mandated public interest and preservation objectives, does not lend itself to a strict relationship between costs and revenues from individual buildings or between costs and revenues from individuals or groups of tenants. While costs and revenues can be estimated for subgroups of Market facilities and tenants, it is not appropriate from a policy or operational standpoint to develop the budget and operate the Market on a strict cost center basis.

Gloria Skouge moved, Jackson Schmidt seconded

Jim Savitt noted that the Market Programs Committee should study a proposal of adding a Farmer Outreach Coordinator job position for 2014.

For: Jim Savitt, Gloria Skouge, John Finke, Jackson Schmidt, Bruce Burger, Patrick Kerr, Betty Halfon, David Ghoddousi, Rico Quirindongo

Against: 0

Abstain: 0

Resolution 13-70 passed unanimously

B. Farm Program Research Summary Report

V. Resolutions and Other Action Items (Old and New Business)

A. Consent Agenda

Action Item: Proposed Resolution **13-66:** Authorization for Contract Authority - Replace Sanitary Market Building Awnings

Action Item: Proposed Resolution **13-67:** Authorization for Contract Authority - Capital Projects Management - Barton Construction

Action Item: Proposed Resolution **13-68:** Authorization for Contract Authority - Capital Projects Management - Western Avenue Window Restoration Project

Action Item: Proposed Resolution **13-71:** Lease Proposals - November 2013

Action Item: Proposed Resolution **13-73:** Authorization for Contract Authority - Livingston Baker Building Hot Water Loop - MacDonald-Miller

Motion to approve the consent agenda

Betty Halfon moved, Gloria Skouge seconded

For: Matt Hanna, Jim Savitt, Gloria Skouge, John Finke, Bruce Burger, Patrick Kerr, Betty Halfon, Ann Magnano, David Ghoddousi, Patrice Barrentine

Against: 0

Abstain: 0

The Consent agenda passed unanimously

B. New Business

Action Item: Proposed Resolution **13-69:** Pike Place Market Waterfront Entrance (PCIN) Art Procurement Process

Ben Franz-Knight introduced the resolution which states 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, among other things, preservation and rehabilitation of the structures and open spaces in the Market Historic District, and: WHEREAS in order to maintain the viability of the Pike Place Market and the PPMPDA has undertaken an effort to identify and address issues and opportunities related to the design of the Central Waterfront and the development of parcels adjacent to the Market including PC-IN that may directly affect the future of the Market.

NOW THEREFORE BE IT RESOLVED, That the PPMPDA hereby identifies that public art is a critical component of the overall project and has identified the Market Foundation to lead the art procurement and fundraising effort; and, BE IT FURTHER RESOLVED, that the PPMPDA in coordination with the Market Foundation shall identify a public art procurement process which consists of a public Call for Artists seeking unique permanent works of art. The art procurement process shall include a Selection Committee consisting of two PDA Council Members, two Market Foundation Board Members, one project team member and one community member; and, BE IT FURTHER RESOLVED, that the PPMPDA in coordination with the Market Foundation has drafted a Call for Artists which shall be distributed late November with responses due early January 2014; and, BE IT FURTHER RESOLVED, that the PPMPDA in coordination with the Market Foundation and the Selection Committee shall identify a select number of artists to further their design ideas prior to final art and artist selection. AND BE IT FURTHER RESOLVED that any expenditure of PPMDA funds will be consistent with PDA policy and procurement guidelines.

David Ghoddousi moved, Bruce Burger seconded

There was a brief discussion that followed

For: Jim Savitt, Gloria Skouge, John Finke, Bruce Burger, Patrick Kerr, Betty Halfon, Ann Magnano, David Ghoddousi, Patrice Barrentine

Against:

Abstained: Matt Hanna

Resolution 13-69 passed with a vote of 9-0-1

C. Other

None

VI. Further Public Comment

Joan Paulson commented on the Seattle City Light rate increase issue. She noted that the PDA can improve their energy cost savings with solar energy improvements in the Market, PPM-WE and possibly with Heritage House.

Haley Land thanked Tamra Nisly and PDA Staff for their efforts with the application for the low power FM radio license.

VII. Closed Session

Closed Session started at 5:19p.m

A. Development Agreement- PC-I North (*Closed Session Per (RCW 42.30.110(1)(b))*)

Closed Session ended at 5:54p.m.

Open Session started at 5:55p.m.

The committee discussed the status of negotiations on the Development Agreement for the Pike Place Market Waterfront Entrance project.

VIII. Concerns of Council Members

None

VIII. Adjournment

The meeting was adjourned at 5:56p.m. by Matt Hanna Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator