



**Pike Place Market Preservation and Development Authority (PDA)**

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**EXECUTIVE COMMITTEE  
Meeting Minutes**

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**Wednesday January 22<sup>nd</sup>, 2014  
4:30 p.m. to 5:45 p.m.  
Goodwin Library**

**Committee Members Present: Matt Hanna, Gloria Skouge, John Finke, Bruce Burger, David Ghoddousi, Jackson Schmidt.**

**Other Council Members Present: Betty Halfon, Patrick Kerr**

**Staff Present: Ben Franz-Knight Tamra Nisly, Dianna Goodsell**

**Others Present: Joan Paulson**

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

**I. Administration**

- A. Approval of the Agenda  
The agenda was approved by acclamation.
- B. Approval of the December 11<sup>th</sup>, 2013 Minutes.  
The minutes were approved by acclamation.

**II. Announcements and Community Comments**

None

**III. Council Chair's Report**

Matt Hanna discussed this month's Council Chair's Report for January. He discussed the evening's agenda and highlighted key items for January's PDA Council meeting. He noted that we are still continuing to have discussions with the City and State regarding the Pike Place Market Waterfront Entrance Development funding. Jackson Schmidt, Ben Franz-Knight and he have been meeting with City Council members regarding their commitment of funding for the project which will be an ongoing process.

**III. Committee Chair's Report**

- A. Finance & Asset Management  
Gloria Skouge presented a brief report on the Finance & Asset Management Committee. She gave an overview on the action items from the committee, including Proposed Resolution 14-01: New Bank Accounts and Signature Authority - Pike Place Market PDA Investment Account with Cetera Investment Services, which was tabled by the committee until further review of investment risks.

Ben Franz-Knight would have an Investment Manager from Cetera return to the Committee the following month to discuss what is being proposed in the resolution investment risks, profile and specific background on the subject.

**B. Market Programs**

Bruce Burger presented a brief report on the Market Programs Committee. He distributed the 2014 year's plan for the Market Programs committee, including specific goals and ongoing responsibilities. A copy of the document was included in the meeting minute's record. He was curious to know if the Seattle Streetcar and Atrium Kitchen should be overseen by the committee.

Ben Franz-Knight reported that the Pike Place Market Atrium Kitchen reports would be tracked through the Finance & Asset Management Committee.

There was a discussion on the recent Market Programs "Authenticity" conversation.

John Finke did not think there would need to be further discussions on Market Authenticity at this time. He noted there could be great value with revisiting the issue annually though.

Bruce Burger finished the Market Programs committee report with an update of the extension of the PPM Satellite Markets. Bruce would like to see data collection this year with who is coming to those satellite Market, where they are coming from, and where and if they visit the regular markets. His recommendation is to include a resolution if there any additional satellite markets added.

David Ghoddousi would like to compare the data on Market farmer's attendance with the Express Satellite Markets and Farm Days at the Market.

Betty Halfon made a suggestion in proactive marketing of the Pike Place Market while doing the Express Markets.

Jackson Schmidt requested in presenting a brief background on the Pike Place Market's current Express Satellite Market for the PDA Full Council meeting.

**C. Waterfront Redevelopment**

Jackson Schmidt presented a brief report on the Waterfront Redevelopment Committee. He reported that there was a review of the latest drawings from Miller Hull for the retractable canvas on top of the terrace. There was also a brief presentation on potential donor opportunities and design ideas for the ppm-we development site.

**IV. Executive Director's Report**

Ben Franz-Knight presented a brief Executive Directors Report from the month of January. He highlighted a couple of items including PPM-WE development and design efforts and preliminary year end budget results. He reported that Lillian Hochstein would be presenting donor recognition opportunities to the Market Historical Commission (MHC) and discussing how the donor opportunities would be integrated with the PPM-WE design. He reported that the PDA ended up with an estimated surplus of \$700,000 from 2013, after the absorption of the unanticipated \$300,000 in utility and electricity charges as well. He provided a brief background on the QB2 discussion from the recent FAM meeting. He lastly noted that he has seen a number of homeless individuals camping underneath the viaduct; he made aware that the Market has a number of resources that could benefit these people.

Matt Hanna asked to place a note on the financials that acknowledges this issue with an attachment of the exhibit of QB2 that goes out to 2018.

**V. Other Reports and Action Items**

**A. Action Item: Proposed Amended Resolution 13-75: 2014 PDA Annual Council & Council Committee Meeting Schedule**

Ben Franz-Knight introduced the resolution which states that the PDA Council and Council Committee meeting schedule is currently determined by setting the meeting of the full PDA Council generally on the

last Thursday of each month with standing Committee meetings scheduled prior to that date throughout the month as follows:

Waterfront Redevelopment:	2 <sup>nd</sup> Monday of the Month – 4:00 pm to 6:00 pm
Market Programs:	2 <sup>nd</sup> Thursday of the Month – 4:00 pm to 6:00 pm
Finance & Asset Management:	3 <sup>rd</sup> Tuesday of the Month – 4:00 pm to 6:00 pm
Executive:	Wednesday, One week prior to PDA Council – 4:30pm to 5:45pm

WHEREAS, certain Council and Committee meeting dates have been adjusted for holidays, which will include;

- September PDA Council PDA Council Meeting - September 24<sup>th</sup>, 2014
- November Market Programs Committee Meeting - November 6th, 2014
- November Finance & Asset Management Committee Meeting - November 11th, 2014
- November PDA Council Meeting - November 20th, 2014
- December Market Programs Committee Meeting - December 4th, 2014
- December Finance & Asset Management Committee Meeting - December 9th, 2014
- December PDA Council Meeting - December 18th, 2014

NOW THEREFORE BE IT RESOLVED, that the PDA Council hereby amends its meeting schedule by setting the meetings for the year (an example of which is attached to this resolution as Exhibit A – 2014 PDA Council and Council Committee Meeting Calendar).

John Finke moved, David Ghoddousi seconded

Matt Hanna discussed the process and rationale for setting the committee meeting date for 2014.

For: Gloria Skouge, John Finke, Bruce Burger, Jackson Schmidt, David Ghoddousi

Against: 0

Abstain: Matt Hanna

Amended Resolution 13-75 passed with a vote of 5-0-1.

**B. Action Item:** Proposed Resolution **14-04:** Adoption of the Strategic Planning Objectives for 2014

Ben Franz-Knight introduced the resolution which states that 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 of survival of small businesses, and the expansion of services to the public market community; and WHEREAS, in order to maintain the viability of the Market the PPMPDA has undertaken an effort to identify Strategic Planning issues and opportunities for 2014; and, WHEREAS, these potential Strategic Planning Issues were reviewed by the PDA Full Council during the December 18<sup>th</sup> Council Retreat with input assistance from PDA Staff that included an assessment of which Strategic Planning Issues the PDA should pursue in 2014; and, WHEREAS, the PDA Full Council determined that further analysis and effort should be devoted in 2014 to the six Strategic Issues noted below.

THEREFORE, BE IT RESOLVED that:

I. The PDA Council, in recognition that all of the issues cannot be addressed in one calendar year, identifies the following six issues to be addressed, and for which a plan of action shall be decided upon, during 2014 (the “2014 Strategic Issues”):

- a. PPM Waterfront Entrance

- b. Market Authenticity – Active management and stewardship that support maintaining the traditional character of the Pike Place Market
- c. Market Neighborhood Boundaries and Outreach
- d. Management of Market Reserves – Annual Capital Needs/Waterfront Entrance Contribution/Emergency Funds/Investment Strategy
- e. Sustainability – Economic, environmental, and operational impacts
- f. First Avenue Street Car – Benefits of Center City Streetcar/General Impacts to Market/Impacts from new Amazon campus in 2017

2. The 2014 Strategic Issues shall be tracked on a timeline that will be updated and amended as appropriate to measure, monitor, and ensure the timely progress of Staff's and the Council's analysis with work on those issues beginning in February, 2014.

Gloria Skouge moved, Bruce Burger seconded

For: Gloria Skouge, John Finke, Bruce Burger, Jackson Schmidt, David Ghoddousi

Against: 0

Abstain: Matt Hanna

Resolution 14-04 passed with a vote of 5-0-1.

**VI. Items for the Consent Agenda**

Amended Resolution 13-75 was moved to the Consent Agenda.

**VII. Public Comment**

None

**VIII. Closed Session**

*Closed Session started at 5:23p.m.*

- A. Closed Session for potential Litigation: Abdelaziz El Quali Alami v. Pike Place Market PDA (*Closed Session Per (RCW 42.30.110(l)(b))*)

The Committee discussed the pending litigation of Abdelaziz El Quali Alami v. Pike Place Market PDA during Closed Session.

*Closed Session ended at 5:54p.m.*

*Open Session started at 5:55p.m.*

**X. Concerns of Committee Members**

None

**XI. Adjournment**

The meeting was adjourned at 5:55 p.m. by Matt Hanna, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Administrative Services Coordinator