



PDA Council Meeting Minutes

Thursday, May 29th, 2014
4:00 p.m. to 6:00 p.m.
Elliott Bay Room

Committee Members Present: Matt Hanna, Patrick Kerr, Gloria Skouge, David Ghoddousi, John Finke, Jackson Schmidt, Bruce Burger, Ann Magnano, Patrice Barrentine, Rico Qurindongo

Staff Present: Ben Franz-Knight, John Turnbull, Tamra Nisly, Steve Nelson, Kelly Lindsay, David Dickinson, Lillian Hochstein, Jennifer Maietta, Patricia Gray, Emily Crawford, Randy Stegmeier, Christi Beckley, Dianna Goodsell

Others Present: Haley Land, Howard Aller, Bo Zhang, Bob Messina, Joan Paulson, Kathi Allen, Sharon Mukai, Nancy Wilson, Sally Simmons, Soichiro Maeyama, Chris Scott, Ron Ballard, Margo Rusehancok, Jessica Loescher, Ann Dunlap-Brown, Shari Ducleman-Rohills, April Acevez Cameron, Angela Glass, Fanny Andrews, Tisbury Pringle-Ennis, Megan Alan Carlisle, Dionea Nadir, Megan Carlie

The meeting was called to order at 4:03 p.m. by Matt Hanna, PDA Council Chair.

I. Administration

- A. Approval of the Agenda
The agenda, as amended, was approved by Acclamation
- B. Approval of the April 24th, 2014 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

Rico Qurindongo entered in at 4:05p.m.

Shari Roberts noted that there was a petition from the Daystall community in support of the Pike Place Market Waterfront Entrance project and the ability to sell at the new space. A copy of the petition was included with the meeting minute's record. She stated that the daystall community has been hit with an issue of the lack of weather protected table space for the daystall community. She added that the new PPMWWE design looks beautiful and noted the importance of details in the design to connect the existing Market with the addition of PPMWE.

John Finke noted that the canopies that we are proposing on the PPMWE Plaza are currently retractable; he inquired to know the desire from the community of a permanent structure on the Plaza instead.

Matt Hanna noted that there is a separate committee which includes a more detailed overview of the PPMWE design. Matt encouraged the community to attend the next Waterfront Redevelopment Committee in June.

Kathi Allen inquired on the PDA's vision for the Market and how does the craft community fit in, especially with the recent increase in the farmers and value-added products with that vision. She noted that she is pleased that the craftspeople have an opportunity for space at PPMWE but noted that the community feels squeezed with the conjunction of farmers and value-added vendors.

Haley Land commented on Matt Hanna's previous statement regarding venting PPMWE design input at the Waterfront Redevelopment Committee. Haley noted that the public has showed up at this specific meeting and we cannot guarantee that they will show up in the future.

Angela Glass commented on the concerns of security and noted that she was part of a recent incident in the Market. She stated that she feels the need for additional security in the Market.

Joan Paulson commented on the health of the Hildt-Licata agreement and its term for renewal in the near future.

Megan Carlie commented on the concerns in the Market regarding security and noted that she is at a point where she does not want to bring her young child to the Market.

Ron Ballard noted that at the very best there are about 100 spots for the daystallers at the Market. He stated if the PDA continues to bring businesses to the Market; there will not be enough space to accommodate them and existing tenants.

III. Reports and Information Items

A. Council Chair Report

Matt Hanna presented the PDA Council Chair report for the month of May 2014. He provided an updated on the Nomination process this year for the PDA Council. He stated that Jim Savitt has expressed his interest in seeking the mayoral position on the PDA Council. Matt reported that a Ad-Hoc Nominating Committee has been established which includes PDA Councilmember's Bruce Burger, Patrice Barrentine, Betty Halfon and himself. He added that the goal is to conduct at least one Nominating Committee meeting in June with the Ad-Hoc committee members. Matt lastly reported that the election for the Constituency is July 15th and July 18th.

B. Executive Director's Report

Ben Franz-Knight presented a brief Executive Director's Report for the month of May 2014. He stated that there was a written Executive Directors Report which was included in the monthly PDA Council packet. He reported on the current influx on Craftspeople, Farmers and Value-added vendors. He stated that we have had the wettest March since 1982 which impacted the amount of weather protected spaces in the North Arcade and surrounding areas. He mentioned that with the wet weather combined with warmer

temperatures, the farmers arrived earlier in the Market. He noted that we committed in providing weather protection structure on the outside slabs. He further added that long term strategy includes opportunity for space for dedicated daystall vendors in the new space; short term strategy includes additional short term daystall space in the Soames Dunn Lobby.

C. Committee Chair Report

None

D. Other Reports

None

IV. Key Issues and Presentations

A. Smithsonian American Food Project

Ben Franz-Knight gave a presentation on the Smithsonian American Food Project; a copy of the presentation was included with the meeting minute's record. Ben stated that the Smithsonian American Food Project this part of a new initiative at the Museum of American History at the Smithsonian in Washington DC He noted that he had an opportunity to travel to Washington DC to be part of a group that is helping them program this whole new project. He provided an overview on how this project came to be with the influence with Julia Child's kitchen, community support and the use of food as a catalyst for telling the story of America and American history.

There was a brief discussion that followed.

B. Market Foundation Capital Campaign - PPM-WE

Lillian Hochstein, Market Foundation Executive Director and Market Foundation staff Patrice Gray, Capital Campaign Manager and Christi Beckley, Campaign Fundraising Manager presented an overview and timeline on the Pike Place Market Waterfront Entrance - Market Foundation Capital Campaign. Lillian and staff discussed an introduction the PPMWE project including: Planning, Capital Campaign History, Climate and Timing, Organizational Strength & Campaign Leadership, Campaign Leadership Experience, Case for Support, Research, Lead Gifts Campaign and Community Campaign.

Lillian Hochstein noted that the PPMWE Market Foundation Campaign is made up into two campaigns which consist of the Lead Gifts Campaign and Community Campaign. The Lead Gifts Campaign is part of the larger fundraising efforts for large gifts. The initial phase in the campaign would help the MF build momentum and strengthening the campaign for credibility with the general public. The Lead Gifts goal of \$ 6 Million makes up nearly 70% of the overall campaign goal. The second phase of the campaign efforts includes the Community Campaign. Christi discussed an overview on the Lead gift progress and Patricia Gray gave an overview on the Community Campaign.

There was a discussion that followed by the Committee.

John Finke noted that he would like to receive regular updates on the MF Campaign efforts and progress.

Matt Hanna inquired about determining the viability of the target goals for the PPMWE Market Foundation Campaign.

Bruce Burger commented on a feasibility study for the PPMWE MF campaign and asked for an update with the MHC and MF regarding campaign parameters.

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

A. Consent Agenda

Action Item: Proposed Resolution **14-33:** Addendum to Approval of Goals for Preservation of Farmland in the Puget Sound Region and Strategic Partnership with City of Seattle and King County to Evaluate Opportunities for Action

Action Item: Proposed Resolution **14-34:** Pike Place Market Waterfront Entrance (PC1N) Early Works and Building Permit Application and Fee

Action Item: Proposed Resolution **14-35:** Authorization for Contract Authority – Pressure Wash All Garage Interior Floors

Action Item: Proposed Resolution **14-36:** Management Fee payable to Market Foundation for their services during Arcade Lights event

Action Item: Proposed Resolution **14-37:** Authorization for Contract Authority - Upgrade Metasys Server Software

Action Item: Proposed Resolution **14-38:** Lease Proposals – May 2014
Motion to approve the Consent Agenda

Matt Hanna proposed to move and pass the Consent Agenda with unanimous approval from the PDA Council.

For: Patrick Kerr, Gloria Skouge, David Ghoddousi, John Finke, Jackson Schmidt, Bruce Burger, Ann Magnano, Patrice Barrentine, Rico Qurindongo

Against: 0

Abstained: Matt Hanna

The Consent Agenda passed with a vote of 9-0-1.

B. Action Item: Proposed Resolution **14-39:** Authorization for Budget Allocation for Temporary Summer Staffing - PDA Security

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 and survival of small businesses, and the expansion of services to the public market and community; and, WHEREAS, the Pike Place Market sees increased visitor numbers during the summer months and can utilize temporary summer staffing to support seasonal operations; and, WHEREAS, these staff positions were not originally included in the 2014 PDA Annual Operating Budget

approved by the PDA Council in November 2013, NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes an additional annual expense not to exceed \$19,110 in the 2014 PDA Annual Operating Budget to allow for salary plus taxes and applicable benefits for the temporary Summer Staffing for PDA Security as seen in the attachment Exhibit A, Summer Staffing for PDA Security.

Ann Magnano moved, David Ghoddousi seconded

For: Patrick Kerr, Gloria Skouge, David Ghoddousi, John Finke, Jackson Schmidt, Bruce Burger, Ann Magnano, Patrice Barrentine, Rico Qurindongo

Against: 0

Abstained: Matt Hanna

There was a discussion that followed from the committee.

John Finke noted that he would like to have the total amount of the salary, benefits and taxes included within Proposed Resolution 14-39.

Resolution **14-39**: Authorization for Budget Allocation for Temporary Summer Staffing - PDA Security passed with a vote 9-0-1.

Patrick Kerr noted that he was pleased that we accommodated the summer security staffing proposal. He noted that he would like to have three regular security officers hired though for the Market.

Ben Franz-Knight encouraged the Council to have staff complete their research and analysis process for security first.

Patrick Kerr motioned in the hiring of three additional security staffing positions at the PDA. David Ghoddousi seconded the motion.

John Finke noted the importance of a full evaluation of the Security operations prior to the hiring of additional staffing positions.

For: Patrick Kerr, David Ghoddousi,

Against: Gloria Skouge, John Finke, Jackson Schmidt, Bruce Burger, Ann Magnano, Patrice Barrentine, Rico Qurindongo

Abstained: Matt Hanna,

The motion failed with a vote of 2-7-1.

C. Other

VI. Further Public Comment

Joan Paulson noted that there was no public document regarding the master use permit she brought to the previous Executive Committee meeting. She commented secondly at

the Finance & Asset Management meeting regarding a letter from the Constituency regarding the proper exiting aspects of the Market and letter from the insurance company. She noted that there has been no response yet to the letter to the Council. The letter from the Constituency is seeking a response on what is the action plan to implement in the Market, when is this plan going to happen and what is the response from the insurance company.

Shari Joan Roberts stated that the Market does indeed need more security. She noted that the Market is a public space and also a soft target. She separately commented on the lack of selling space for the crafts community in the Market. She asked for a positive, immediate and actionable response to the recent influx of the craftspeople, farmers and value-added vendors.

Howard Aller reiterated that in the Pike Place Market PDA Charter that the first priority is the delivery of food. It noted that is wonderful that we have the crafts community and agreed that there is not enough space to accommodate them. He noted that we cannot eliminate the farmers though and hopes we can establish permanent crafts lines in the new PPMWE space.

VII. Closed Session

Closed Session started at 5:36p.m.

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

Open Session started 6:28p.m.

VIII. Concerns of Committee Members

None

IX. Adjournment

The meeting was adjourned at 6:31p.m by Matt Hanna, PDA Council Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator