



# Executive Committee Meeting Minutes

**Wednesday, July 16<sup>th</sup>, 2014**  
**4:30 p.m. to 5:45 p.m.**  
**Goodwin Library**

**Committee Members Present:** Matt Hanna, Gloria Skouge, Bruce Burger, David Ghoddousi, Jackson Schmidt, Betty Halfon

**Other Council Members Present:**

**Staff Present:** Tamra Nisly

**Others Present:** Joan Paulson

The meeting was called to order at 4:02 p.m. by Matt Hanna, Chair.

## **I. Administration**

- A. Approval of the Agenda  
The agenda was approved by Acclamation
- B. Approval of the Executive June 18<sup>th</sup>, 2014 Meeting Minutes.  
The minutes were approved by Acclamation

## **II. Announcements and Community Comments**

Joan Paulson commented on the June 18<sup>th</sup> minutes regarding the policy for cameras; she noted that since this is a public organization that has jurisdictions of roughly 10 million visitors per year, and a number of businesses, a written copy of the policy and operations would be appropriate to be reviewed and approved at the board level. A copy of the camera policy and operations would be appropriate also for an insurance standpoint.

## **III. Council Chair's Report**

Matt Hanna presented the July Council Chair's Report to the Committee. He reported mainly on the status of the Development agreement for PC-1 North and ongoing negotiations with the City. He reported that he had an opportunity to discuss with Gerry Johnson, Jackson Schmidt and several City staff regarding the PDA's concern over debt service with the PPM-WE project. He noted that a proposal was made at that meeting from the PDA in which the City has responded to; he added that the PDA Council will have a chance during Closed Session to review the details of the City's response of the PDA Council proposal. He lastly reported on the final list of the PDA Council Committee structure.

## **IV. Committee Chair's Report**

- A. Finance and Asset Management

Gloria Skouge presented a brief report on the Finance & Asset Management Committee. She provided a brief overview on the resolutions presented at the Finance and Asset Management Committee from the July meeting which included; Proposed Resolution **14-41**: Authorization for Contract Authority - Addition of Security IP Cameras in Garage and Surrounding Areas, Proposed Resolution **14-49**: Authorization for Contract Authority - Replacement of Windows in the 1st & Pine Building and Market House Proposed Resolution, Proposed Resolution **14-50**: Authorization for Contract Authority - Modernize Fairley Building Freight Elevator and Proposed Resolution **14-51**: Lease Proposals - July 2014 . She reported that John Turnbull was not present at the recent FAM meeting so there was not an update on the July Residential Report. She noted that there was an update on the Wi-Fi in the Market from Tamra Nisly and Joe Strong.

Tamra Nisly provided a brief summary of the discussion from the Finance & Asset Management regarding Wi-Fi in the Market. She noted that the tenants in the Economy building were surveyed regarding Wi-Fi utilization. A summary of the Wi-Fi discussion including the following;

Wi-Fi Initial Installation cost estimates

- Phase 1 - North Arcade: \$15,000
- Phase 2 - Down Under: 10,000
- Phase 3 - Western Avenue: \$4,000

Wi-Fi Monthly Service Fee Ranges - \$200 to \$900

- Approximately \$200 month for 100mb download/10mb upload
- Approximately \$900 month for 100mb download/100mb upload

Wi-Fi Economy Tenant Use Summary

- 13 tenants have access to Economy Wi-Fi
- 6 tenants have their own service and do not use the free Wi-Fi service
- 3 tenants use the free wireless service consistently for their business
- 1 tenant use the Wi-Fi services occasionally
- 3 businesses do not access the internet at all

There was a discussion from the committee that followed regarding options for Wi-Fi throughout the Market.

#### B. Market Programs

Betty Halfon presented a brief report for the Market Programs Committee. She reported that there was an update on the Farm CSA, Farm-to-Go and Express Markets, Recap of Adventures in Local Campaign, Update on Fall Holiday promotions and a discussion regarding the Food and Farm Roundtable Report. She elaborated on Kelly Lindsay's update regarding Express Markets, noting that most of the Satellite markets are performing well; there could be further improvement in performance with the Express Markets at Pioneer Square and First Hill.

There was a brief discussion regarding Marketing planning efforts.

C. **Waterfront Redevelopment**

Jackson Schmidt noted that the Waterfront Redevelopment Committee had cancelled the July 14<sup>th</sup> Waterfront Redevelopment meeting. He noted that the Architects needed additional time to create the updated drawings for the PPM-WE design. He lastly noted that there would be a Waterfront Redevelopment meeting for the month of August.

V. **Executive Director's Report**

Ben Franz-Knight was not in attendance to present the Executive Directors Report for the month of July 2014.

A. **Update on 2014 Strategic Issues**

Tamra Nisly presented a brief update on the 2014 Strategic Issues; a copy of the 2014 Strategic Issues chart was included in the meeting minute's record. She noted that at this month's PDA Council meeting, Ben would like to provide an update on the First Avenue Street Car. She added that she hoped there would be a full update and discussion on all of the six strategic issues in October. Tamra reported that the six strategic Issues identified for the 2014 year which included the following;

- 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

There was a brief discussion that followed by the committee regarding the 2014 Strategic Issues.

VI. **Items for the Consent Agenda**

None

VII. **Public Comment**

Joan Paulson commented on a few items from the discussions from the evenings meeting. She noted that in regards IT efforts, there should be a discussion regarding security concerns with possible implementation of W-Fi throughout the Market. She added that the IT efforts should promote business opportunities in the Market including marketing of the rummage hall and spaces that commercial spaces that are in need to be occupied. She commented separately on the windows for Market House and the 1<sup>st</sup> and Pine building. She noted that the Historic Commission has a historical track record because of lawsuits regarding from windows which cannot be updated. She added that if the PDA is looking for cost savings from a management standpoint, then installation of the low flow toilets in the residential buildings, the market would be saving more than 30 percent on water and sewage.

**VIII. Concerns of Committee Members**

None

**IX. Adjournment**

The meeting was adjourned at 5:43 pm by Matt Hanna, Chair

Meeting minutes submitted by:

Dianna Goodsell, Administrative Services Coordinator