



# Executive Committee Meeting Minutes

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

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

**Other Council Members Present:**

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

**Others Present:**

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

## **I. Administration**

### **A. Approval of the Agenda**

Proposed Resolution 14-67: Approval of Second Supplement to Services Agreement between the Pike Place Market PDA and the Pike Place Foundation was added to the agenda under Section V, Item A.

The agenda, as amended, was approved by Acclamation

### **B. Approval of the Executive September 17<sup>th</sup>, 2014 Meeting Minutes.**

The minutes were approved by Acclamation

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

None

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

### **A. 2014 PDA Council Retreat Planning**

Matt Hanna discussed the PDA council Retreat. He reported that there were 10 out of 12 PDA Councilmembers who were able to attend the November 12<sup>th</sup> proposed Retreat date. He provided an update on the Financing agreement with the City. He added that some of our focus at the PDA Council Retreat would be the status of the funding negotiating with the City. Matt requested a time to meet with Ben over the Retreat details. Matt separately noted that we started the process for the ED review, including the conduction of interviews from the committee. He lastly noted that the committee is meeting in early December to compile the information gathered from the ED review.

Bruce Burger further added that there would be a goal on the Salary for the ED Review at the PDA Full Council in December as well as a closed session at the December Executive meeting.

Matt asked Ben for the highlights from the budget meeting within his ED report.

Betty Halfon inquired if we could receive the PDA budget packet in advanced so the councilmembers could have an opportunity to review the materials.

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

##### **A. Finance and Asset Management**

Gloria Skouge presented a report on the Finance & Asset Management Committee. She provided a brief overview on the resolutions that were on the meeting's agenda including; Proposed Resolution 14-63: Authorization for Contract Authority – Extension of Surface Lot Parking Operation and Management Agreement, Proposed Resolution 14-64: Authorization for Contract Authority - Replacement of Refrigerators – 1<sup>st</sup> & Pine Market House, Proposed Resolution 14-65: Lease Proposals - October 2014, and Proposed Resolution 14- 66: Rent Account Adjustment – Pike Place Outfitters. Gloria noted that there was a concern made public from a tenant regarding resolution 14-64 and the issue of how the tenants would store their food when the refrigerators would be removed and replaced. A majority of the Finance & Asset Management Committee meeting was dedicated to the 2015 PDA Budget review. She provided a brief review of the Residential Property report with vacancies at 3%. She lastly noted that all the resolutions presented at the FAM meeting were passed unanimously.

David Ghoddousi noted that there was public comment during the FAM meeting regarding setting goals within the budget for utility usage such as Lighting, Electricity, Water and Sewage.

Ben noted that one thing we are looking for next year is a study of the utility usages. He noted his agreement with Joan Paulson's previous budget comment regarding setting goals for the PDA and Market.

Ben Franz-Knight briefly discussed the bed bug issues and the work and challenges with this issue.

Gloria Skouge reminded the Committee that there is a special Budget meeting scheduled for November 3<sup>rd</sup>.

##### **B. Market Programs**

Betty Halfon presented a brief report for the Market Programs Committee. She reported that that committee reviewed the Marketing Communications year to date. Zack Cook and his staff had presented on the Farm Program and the results from the Express Markets this year. Lastly there was a discussion regarding the approval of new products from Kim Drew.

Bruce Burger asked if there are any other Markets on the horizon for the PDA.

Betty Halfon noted that we would no longer be participating in the “Out to lunch” series.

Matt Hanna inquired about the decline in revenue with the City Hall Express Market.

Ben responded to Matt’s question regarding the decrease in revenue for the City Hall Express Market noting that the change was primarily due to the loss of a day at the market. Ben further discussed the decline in usage of SNAP payments at the Express Markets. He also asked about the decline in SNAP usage - Ben discussed some of the potential declines.

Betty Halfon inquired about the efforts within the budget for the PC1N/PPMWE project; she noted that there should be a line item in the budget from this.

C. Waterfront Redevelopment

Jackson Schmidt was not present to provide a report on the Waterfront Redevelopment Committee Meeting for October. Ben Franz-Knight provided an overview of the October 13<sup>th</sup> Waterfront Redevelopment Committee meeting. He stated that there would be several resolutions brought to the November WRC meeting which would bring our consultants all the way through the bidding process for the PPMWE project. He lastly added that there would be an in depth review of the PPMWE project and funding at the Annual PDA Council Retreat.

V. **Reports and Actions Items**

A. **Action Item:** Proposed Resolution **14-67:** Approval of Second Supplement to Services Agreement between the Pike Place market PDA and the Pike Place Market Foundation

Ben Franz-Knight presented Proposed Resolution 14-67: Approval of Second Supplement to Services Agreement between the Pike Place market PDA and the Pike Place Market Foundation 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 Market Foundation was formed in 1982 to “preserve and enhance the traditions and diversity of the Pike Place Market community”; and, WHEREAS, the PDA Council approved resolution 12-104 approving a renewed Services agreement between the Market Foundation and PPMPDA; and, WHEREAS, the Market Foundation has finalized a robust, multi-faceted capital campaign that includes raising \$6million to support the construction of the Pike Place Market Waterfront Entrance; and, WHEREAS, the Market Foundation is prepared to launch the community phase of the Campaign in addition to continued lead gift procurement featuring the key donor recognition opportunities identified in Resolution 14-61; and, WHEREAS, the PDA has now negotiated a second supplement to the Services Agreement that specifically addresses the Pike Place Market Waterfront Entrance Capital Campaign; and Now, therefore, BE IT RESOLVED that the

PDA Council hereby authorizes the Executive Direct to enter into a Second Supplement to the Services Agreement with the Market Foundation substantially similar to the attached draft;

Gloria Skouge moved, Bruce Burger seconded

Ben Franz-Knight discussed the resolution and draft second supplement. He commented on the excitement of the PPMWE project from the Market Foundation Board. He noted that the Market Foundation is just approaching the 1.5 million dollar mark in contributions. A key thing to note is if the foundation falls short on their campaign goal it would not be the responsibility of the foundation, but on behalf of the PDA.

Matt Hanna commented that the proposed resolution is too rough in form to approve at tonight's meeting. He requested Ben and staff to revise the resolution and include the following attachments: Exhibit A: MarkeFront Campaign Plan, Budget and Cash Flow and MarketFront Capital Campaign Plan. He further requested for Lillian Hochstein to be available during the presentation of Proposed Resolution 14-67.

Betty Halfon moved to table the Proposed Resolution 14-67: Approval of Second Supplement to Services Agreement between the Pike Place market PDA and the Pike Place Market Foundation, Matt Hanna seconded the motion.

Gloria Skouge inquired on who would own the trademark rights to the public art piece for the PPMWE project.

There was a brief discussion from the committee regarding the licensing and rights to the PPMWE public art component.

David Ghoddousi noted that this issue is something we should really discuss and consider.

Bruce Burger noted that if the Market Foundation is in a better position to utilize the art and rights for the art, he would be okay with that arrangement.

Matt Hanna asked to add the PPMWE artwork topic to the retreat and to also update language within the agreement between the Market Foundation and PDA for subsequent amendments.

Matt Hanna inquired on the status of PPMWE public art process and the three finalists.

David Ghoddousi commented that it would be good to have a presentation at the Full Council regarding a PPMWE project artwork update.

#### **VI. Executive Director's Report**

Ben presented the Executive Director's Report for the month of October. He reported on the HVAC update in the Stewart House. He stated that there had been complaints

regarding the aesthetics of the full HVAC units; he further added that the Conduit is not the most attractive but believes that the upgrade is a significant benefit for heating and cooling of the units. He noted that he had sent a formal letter to the residents of the Stewart house regarding the HVAC upgrade and concerns expressed. He separately reported on the work on the windows on the western and noted that Larry Barton is assisting with these efforts. He lastly provided an update on the MHC approval plan for the PPMWE Project. He noted that we are targeting the November 12<sup>th</sup> date for the first formal MHC hearing for the PPMWE project. Ben noted that one of his concerns was with the turnover of several of the Market Historic commission members; given the schedule of the project, this gives us some room to make some changes. He hopes we can get approval by the MHC by November and also the CEEP approval.

Ben Franz-Knight provided several highlights in the Budget. He noted that we would look closer at the Commercial vacancy, Garage and Daystall revenue projections for 2015. He separately noted that there was a request from several of the resident's in the reduction of costs for the laundry services. He lastly provided a brief explanation on the method of how we calculated the annualized actuals for the Proposed 2015 Budget. He stated that we took a majority of this year's actuals and remaining month's actuals from the prior year to come up with the annualized actuals; he noted that this method does not capture trend lines. He further added that there were some disconnects of the annualized actuals over the budget recommendations.

**VII. Items for the Consent Agenda**

None

**VIII. Public Comment**

None

**VIII. Concerns of Committee Members**

Gloria Skouge reminded the committee members of the Behind the Table Event which will take place on Friday, October 24<sup>th</sup> in the Economy building.

Betty Halfon noted that she was very pleased that we were getting a handle on the rodent issue in the lower levels of the Arcade.

**IX. Adjournment**

The meeting was adjourned at 5:41 pm by Matt Hanna, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Administrative Services Coordinator