



Pike Place Market Preservation and Development Authority (PDA)

COUNCIL MEETING MINUTES – June 27th, 2013

Elliott Bay Room

Council Members: James Savitt, Ann Magnano, Gloria Skouge, Betty Halfon, David Ghoddousi, Bruce Burger, Patrick Kerr, Jackson Schmidt, Matt Hanna, Patrice Barrentine

Staff Present: Ben Franz-Knight, Tamra Nisly, Kelly Lindsay, John Turnbull, Scott Davies, Lillian Hochstein, Matt Holland, Jennifer Maietta, Kateesha Atterberry, Sue Gilbert Mooers, Dianna Goodsell, Allison Krueger

Others Present: Mike: David Miller, Grace Leong, Brain Lloyd, Kate Gill de la Garza, Howard Aller, Haley Land, Bob Messina, Joan Paulson, Sian Roberts, Pearl Varon, Chris Scott

The meeting was called to order at 4:03 p.m. by James Savitt - Chair`

I. Administration

- A. Adoption of Agenda
The agenda was approved by acclamation
- B. Review and Approval of the May 30th, 2013 Meeting Minutes
The meeting minutes were approved by acclamation

II. Public Comment Including the Market Community

Pearl Varon read from a letter she wrote regarding a recent emergency situation in the Market, DownUnder where the fire alarm and lights went off unexpectedly. She wanted to bring the attention of establishing a proper emergency protocol for the businesses and public in the Market.

Ben Franz-Knight addressed Pearl Varon's concern regarding safety and security in the Market, noting that the Market security does have proper protocols for emergency situations including false alarms.

Howard Aller commented on the meeting's agenda regarding the PCI-North Housing options.

III. Reports and Information Items

- A. Council Chair Report
Jim Savitt presented the Council Chair Report for the Month of June. He overviewed the agenda items for the evenings meeting including a presentation from Miller Hull and Beacon Development Group regarding PCI-North and the narrowing of the proposed housing options. He noted that next month there will likely be recommendation from the Nominating Committee for the remaining open Council Seat. He also noted that there will be a presentation for next month regarding PCI-North Schematic Design and a resolution for approving the Atrium Kitchen and construction. Jim Savitt lastly gave recognition and thanks to the Council and Market Community for his eight years of service on the Council and his four years of service as the PDA Council Chair. He noted the endeavors of the Council and Community during his years of service including the renovation completion, creation of

Arcade Lights and various Market programs and the continuation of rehabilitating the relationship with the Pike Place Market PDA Council and the Market community.

B. Executive Director's Report

Ben Franz-Knight presented the Executive Director's Report for the month of June. He highlighted several items from the written Executive Director's report including the status of several capital projects. He noted the concerns expressed regarding security and safety in the Market and reported that he attended a workshop conducted by the FBI and Department of Homeland Security with participation from local police enforcement, County and City fire departments. He noted that we have undertaken significant efforts internally reviewing of the emergency protocols and broad based training in the Market. He lastly noted the launch of the Summer Express Market's and briefly presented the new designed Market totes to the Council and public.

C. Committee Chair Report

None

D. Other Reports

None

IV. Key Issues Presentation

A. Presentation by Nomination Committee of 2013-2014 Slate

The Nomination Committee presented the 2013-2014 Slate. The committee consisted of Councilmember's Jim Savitt, Gloria Skouge, Jackson Schmidt and Bruce Burger; representations from each of the three groups of selected Council members. Jackson Schmidt presented the report on the final Nomination Committee recommendations.

i. **Action Item:** Proposed Resolution **13-45:** Nomination Committee PDA Council & Committee 2013 - 2014 Slate

The resolution states that the PDA Council annually elects its officers and approves the appointment of PDA Council Committee Chairs and Vice Chairs for one year terms, and each year the PDA Council selects a member of the Council to serve a four year term subject to approval by the Seattle City Council of such selection; and, WHEREAS, the PDA Council approved Resolution 11-92 in November 2011 restructuring council committees; and, WHEREAS, the Nominating Committee has unanimously recommended the following Councilpersons to serve as Officers and as Chairs and Vice Chairs of PDA Council Committees for a one year term from July 1, 2013 through June 30, 2014, and as a Council-selected Councilmember for a four year term beginning July 1, 2013;

NOW, THEREFORE, BE IT RESOLVED that the PDA Council elects the following officers for a one year term from July 1, 2013 to June 30, 2014:

Chair	Matt Hanna
Vice Chair	Patrick Kerr
Secretary/Treasurer	Gloria Skouge

AND, BE IT FURTHER RESOLVED that the PDA Council appoints the following chairs and vice-chairs of its standing committees for a one year term from July 1, 2013 to June 30, 2014:

<u>Committee</u>	<u>Chair</u>	<u>Vice Chair</u>
Asset Management	Gloria Skouge	Ann Magnano
Finance	John Finke	James Savitt
Market Programs	Bruce Burger	Betty Halfon

Waterfront Redevelopment

Jackson Schmidt

Patrick Kerr

AND, BE IT FURTHER RESOLVED that the PDA Council elects David Ghoddousi as the at-large member of Executive Committee for a one year term from July 1, 2013 to June 30, 2014.

AND, BE IT FURTHER RESOLVED that the PDA Council selects John Finke as a Council-selected councilmember for the term beginning July 1, 2013 and ending June 30, 2017.

Jackson Schmidt moved, Bruce Burger seconded

There was a brief discussion that followed

Patrick Kerr noted that he didn't agree with proposed resolution regarding the assignment of some of the new Committee Chairs.

David Ghoddousi noted that he received Proposed Resolution 13-45, Nomination Committee PDA Council & Committee 2013 - 2014 Slate short of notice; he would like resolutions distributed in advance for the future.

For: Jim Savitt, Bruce Burger, Jackson Schmidt, Betty Halfon, Gloria Skouge, Matt Hanna, Ann Magnano, Patrice Barrentine

Against: David Ghoddousi, Patrick Kerr

Abstained: 0

Resolution 13-45 passed with a vote of 8-2-0

B. Schematic Design Progress and Status

Ben Franz-Knight noted the name for this process (PCIN) Pike Place Market Waterfront Entrance. There was a presentation from Miller Hull and Beacon Development Group. A copy of the presentation was included with the meeting minute's record. David Miller covered topics in the presentation including the Urban Renewal Plan, Public Rooftop Spaces, Project Renderings with View Analysis and Low-income Housing options.

Brian Lloyd, Development Director from Beacon Development Group reviewed a memorandum distributed to the Council and Community. He discussed the advantages of preferred housing option 3, double level corridor noted in the Memo. A copy of the Beacon Development Group Memo was included with the meeting minute's record. He noted that Beacon Development Group determined that Housing Option H3 was the least costly. He added that we would need to have a detailed cost analysis by September for the funding application. Kate Gill de la Garza, Senior Housing Developer & Special Projects Manager at Beacon Development Group discussed in more detail about the funding application and process.

There was a question and answer period from the Council Members

Jim Savitt noted a correction to Proposed Resolution 13-43 under the Third whereas in the document. He noted that the resolution should include the language as follows: "as described in the attached document" which includes an attachment to the resolution with the three housing options slides, the three housing massing slides and lastly the Beacon Development Group Memo.

Betty Halfon noted that she is not thrilled with the double level corridor layout in Housing Option 2 but understands the concerns from Beacon Development, especially the cost concerns. She inquired about a common space area for the housing option.

Jackson Schmidt noted that he is still in support for Housing Option 3; he noted that the cost of the housing project is a really critical issue at this point.

Bruce Burger mentioned about Housing Option 2 and increasing the size of the units in that option.

Matt Hanna inquired about the coordination of the PC-I North project and how the team members are functioning.

Ben Franz-Knight noted that our core design team meets on a weekly basis with consultants participating as well. He noted that we need to keep the project moving since we will have to present to the City Council in August.

Patrick Kerr noted his appreciation to David Miller's sketch regarding a passage way to the third level DownUnder. He noted that he is still in support of Housing Option 1; he noted that Housing Option 3 could be modified.

Jim Savitt noted the actions to pursue regarding voting on the housing design option for PCI-North. He presented the Council with three options to vote upon and encouraged Councilmembers to propose additional actions if necessary.

1. Option to Table Proposed Resolution 13-43 for one month.

Bruce Burger motioned, David seconded

For: Bruce Burger, David Ghoddousi, Patrick Kerr

Against: Matt Hanna, Jackson Schmidt, Gloria Skouge, David Ghoddousi, Betty Halfon, Patrice Barrentine

Abstain: Jim Savitt

This motion failed with a vote of 3-6-1

2. Option to Substitute 6 residential units and make a plaza in its place:

David Ghoddousi motioned, Patrick Kerr seconded

For: Ann Magnano, David Ghoddousi, Patrick Kerr

Against: Matt Hanna, Jackson Schmidt, Gloria Skouge, Patrice Barrentine, Bruce Burger

Abstain: Betty Halfon, Jim Savitt

The motion failed with a vote of 3-5-2

3. Option to apply for the funding application with Housing Option 3 and continue the study of Housing Option 2.

Betty Halfon noted that she would like to see more open space and a laundry facility with Housing Option 3.

Betty Halfon motioned, Patrick Kerr seconded.

For: Betty Halfon, Bruce Burger

Against: Matt Hanna, Jackson Schmidt, Gloria Skouge, Ann Magnano, Patrick Kerr, David Ghoddousi, Patrice Barrentine

Abstain: Jim Savitt

The motion failed with a vote 2-7-1

- i. **Action Item:** Proposed Resolution **13-43:** Pike Place Market Waterfront Entrance (PCIN) Design and Development Planning - Housing Option 3

Ben Franz-Knight introduced the resolution which states that the 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 (“the 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 the PPMPDA’s Charter states, “The purpose of the PDA is to provide a legal entity under RCW 35.21.730, *et seq.*, and City of Seattle Municipal Code Ch. 3.110 through which citizens may fulfill the aims and objectives of the Pike Place Market Historical District Ordinance 10045, the Historic Preservation Plan for the Pike Place Market Historical District and the redevelopment plan for the Pike Place urban renewal area. The PDA will also be concerned with the rehabilitation and redevelopment of the surrounding areas which may affect the character of the Market Historic District;” and, WHEREAS, the parcel known as PC I North (“PCIN”) is a much studied parcel in the Market Historic District, has long been considered a core part of Market development, and was historically the site of a municipal market from 1922 to 1974; and therefore the waterfront redevelopment project currently being studied and planned by the City of Seattle presents a opportunity for the Market and for the PDA to further fulfill its mission as stated in its Charter; and, WHEREAS the Pike Place Urban Renewal Plan adopted by ordinance by the City of Seattle in 1974 established priority uses for the future redevelopment of the PC-I site, including PCIN, as part of the Market’s core and states that the PC-I site “...should provide for the development of commercial, residential, and public spaces to complement the existing market activity;” and WHEREAS the PDA Council adopted Resolution 11-77 identifying priority uses for PCIN and established a Waterfront Redevelopment Committee (“WRC”) to review existing design proposals and prepare design proposals for PCIN and adjacent areas; and, WHEREAS the WRC, working with staff and consultants has prepared a site analysis and a preliminary building program consisting of priority uses that support and complement the Market’s mission which were adopted by the PDA Council with Resolution 11-102; and, WHEREAS the PDA Council adopted Resolution 12-30 authorizing the hiring of Miller Hull Partnership to develop a preferred concept design for PCIN and adjacent areas informed by past design studies, the PPMHC Design Guidelines and established priority uses for PCIN, current and future identified Market needs, and through a collaborative design process working with the Market Community and the City of Seattle’s Central Waterfront Project design team and its consultants; and, WHEREAS the PDA Council adopted Resolution 12-62 authorizing PDA staff (including the Executive Director) and consultants, to focus their further design and development efforts upon the option designated as BB+; and, WHEREAS the PDA Council adopted Resolution 12-77 approving the PCIN Concept Design; and, WHEREAS the PDA Council adopted Resolution 13-14 (Schematic Design) and Miller Hull has proceeded with design refinement including two community meetings, meetings with the Market Constituency, Market Historic Commission, and the WRC committee; and, WHEREAS the PDA Council adopted Resolution 13-35 approving a contract with Beacon Housing Development Group, “as described in the attached documents” specifically to provide recommendations for financing the low-income housing component of the Pike Place Market Waterfront Entrance project; and, WHEREAS Miller Hull prepared three possible housing options consistent with the Concept Design that were reviewed by Beacon Development Group with recommendations presented to the WRC Committee and the PDA Council that the most financially viable option is Housing Option 3 (Double Loaded Corridor).

Now, therefore, BE IT RESOLVED that

1. The PDA Council hereby directs that the PDA staff (including the Executive Director) and consultants, including Miller Hull Partnership and Beacon Development Group, to move forward with the refinement of, and planning for Housing Option 3 as Schematic Design is completed; and,
2. The PDA Council hereby directs the PDA Executive Director and the PDA's consultants to return to the Full Council in July for approval of Schematic Design for the Pike Place Market Waterfront Entrance.

Jackson Schmidt moved, Betty Halfon seconded

For: Bruce Burger, Jackson Schmidt, Betty Halfon, Gloria Skouge, Matt Hanna, Ann Magnano, Patrice Barrentine.

Against: David Ghoddousi, Patrick Kerr

Abstained: Jim Savitt

Resolution 13-43 passed with a vote of 7-2-1

David Ghoddousi noted that he would like to have hard copies of the presentations in the future regarding PCI-North.

Matt Hanna left at 6:16 p.m.

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

A. Consent Agenda

Action Item: Proposed Resolution **13-37:** Lease Proposals - June 2013

Action Item: Proposed Resolution **13-41:** Approval of 2012 Audited Financial Statements

Motion to approve the consent agenda

Jackson Schmidt moved, Betty Halfon seconded

For: Bruce Burger, Jackson Schmidt, Betty Halfon, David Ghoddousi, Gloria Skouge, Ann Magnano, Patrick Kerr, Patrice Barrentine.

Against: 0

Abstain: James Savitt

Consent agenda passed with a vote 8-0-1

B. New Business

Action Item: Proposed Resolution **13-38:** Proposed Contract with Trademarx Sign & Display for Fabrication & Installation of Phase I Signage of the Wayfinding Signage Project

Jennifer Maietta 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 35.12.730 et. seq with the mission of performing renewal, rehabilitation, preservation, restoration, development, and nonprofit management of structures and open spaces in a manner that will initiate programs to expand food retailing; to promote the survival and predominance of small shops, marginal businesses, thrift shops, arts and crafts, other enterprises, activities and services which are essential to the functioning of the Public Market; and WHEREAS, the purpose of the wayfinding program is to implement design standards and graphics for signage related to uniformity of color pallet, fonts, images, form and consistency of look to define the perimeter of the Historic District; reflect and enhance the historic and eclectic character of the Market; provide solutions for building identification, tenant directories, access and amenity locations and street-level as well as vertical wayfinding; and create a

system of symbols than can assist international visitors with navigation; and WHEREAS, RMB Vivid, Inc. has produced market-wide design standards and specifications that were approved by the Pike Place Market PDA, PDA Council and Pike Place Market Historical Commission ready for fabrication and installation; and WHEREAS, The PMPDA conducted a public process and issued a Request for Proposals (RFP) for the fabrication and installation based upon the approved signage specifications for Phase I of the wayfinding program in accordance with its Purchasing Guidelines and solicited proposals from thirteen vendors, three proposals were received and based on the content and quality of the proposals Trade-Marx Sign & Display was identified as the vendor that best met the proposed guidelines (and was lowest total price); and WHEREAS, The PMPDA is ready to enter into a contract for with Trade-Marx Sign & Display in an amount not to exceed \$141,300; inclusive of the formal bid amount plus estimated Washington State Sales Tax, permit fees and contingency for fabrication and installation services.

NOW THEREFORE, BE IT RESOLVED that the Pike Place Market PDA Council authorizes the PDA to enter into a contract with Trade-Marx Sign & Display for fabrication and design services in an amount not to exceed \$141,300 to be paid from Capital Projects.

Jackson Schmidt moved, Gloria Skouge seconded

For: Jim Savitt, Bruce Burger, Jackson Schmidt, Betty Halfon, David Ghoddousi, Gloria Skouge, Patrice Barrentine

Against: Patrick Kerr

Abstained: Ann Magnano

Resolution 13-38 passed with a vote of 7-1-1

Action Item: Proposed Resolution **13-39:** Authorization for Contract Authority - Atrium Loft and Elliott Bay Room - Economy Atrium Audio and Visual Equipment

Ben Franz-Knight introduced the resolution which states that the the Pike Place Market Preservation and Development Authority (PMPDA) 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, in order to maintain the viability of the Pike Place Market buildings the PMPDA has determined that installation of a professional grade audio/visual system is necessary for the conference meeting rooms to effectively function as spaces for programs and events; WHEREAS, the PMPDA has executed a competitive bid process for installing a new sound and video system in the Atrium Loft and Elliott Bay conference rooms; BE IT RESOLVED that the PMPDA Council authorizes the PMPDA Executive Director or his designee to enter into a contract with Guitar Center Professional in an amount not to exceed \$19,000.44 for the execution of adding audio and visual equipment to the Atrium Loft and Elliot Bay conference rooms. \$10,000 for this project will be drawn from the Capital Projects Budget, Economy Atrium Event Improvements, Accounting Code 163730-00, and the remaining \$9,000.44 will be drawn from the Capital Inventory, Accounting Code 160170-00.

Patrick Kerr moved, Betty Halfon seconded

For: Bruce Burger, Jackson Schmidt, Betty Halfon, David Ghoddousi, Gloria Skouge, Ann Magnano, Patrick Kerr, Patrice Barrentine.

Against: 0

Abstained: Jim Savitt

Resolution 13-39 passed with a vote 8-0-1

Action Item: Proposed Resolution **13-40:** Update to Trademark Policies and Expansion of Federal Registrations

Ben Franz-Knight introduced the resolution which states that the the Pike Place Market Preservation and Development Authority (PDA) is the owner of all rights, title, and interest in and to certain trademarks and graphical representations of the Pike Place Market name and trademark; and, WHEREAS, the trademarks include those listed in Attachment A; and, WHEREAS, the PDA licenses other parties to use these trademarks for uses that will enhance the image of the Pike Place Market as defined by the Market's Charter; and, WHEREAS, the primary purposes for granting licenses for the above referenced trademarks is:

1. to enhance the image of the Pike Place Market as defined in the Market's Charter
2. to cultivate shoppers and promote retail sales for Market merchants
3. to further the public appreciation of the traditional character, purposes, and products of the Market; and,

WHEREAS, the issuance of non-exclusive license agreements meets certain general conditions including:

1. the proposed licensed use is consistent with all the primary purposes listed above
2. the licensed use does not infringe upon licenses already granted, nor does it create confusion in the mind of the consumer, based on interpretation by the PDA
3. the licensed use materially benefits and improves the Market community by producing revenues not otherwise available through normal Market resources; and,

WHEREAS, licensing partners agree to use the licensed name and trademark only in a way that will reflect positively on the Pike Place Market; and, WHEREAS, the PDA pursues enforcement against those infringing on our trademark rights to cease using them in order to protect our trademark rights and the integrity of our marks; and, WHEREAS, active licensing of products in various categories strengthens the PDA's ability to pursue enforcement of trademark infringement, NOW, THEREFORE, BE IT RESOLVED that the PDA Council will add the following to the general conditions of issuance of non-exclusive license agreements:

1. The licensed product is consistent with the use permits granted by the Pike Place Market Historical Commission for merchandise sold within the Market.
2. All products using Market trademarks are manufactured in compliance with the Prohibition of Sweatshop Conditions and free of hazardous materials. Upon request, applicant will disclose the names and locations of factories, and information about wages and working conditions, for all products using Market trademarks.

Ann Magnano moved, Jackson Schmidt seconded

For: Bruce Burger, Jackson Schmidt, Betty Halfon, David Ghoddousi, Gloria Skouge, Ann Magnano, Patrick Kerr, Patrice Barrentine

Against: 0

Abstained: Jim Savitt

Resolution 13-40 passed with a cote 8-0-1

Action Item: Proposed Resolution **13-42:** Authorization for Contract Authority for Farmers Market Consumer Research

Ben Franz-Knight introduced the resolution which states that the Pike Place Market Preservation and Development Authority (PDA) has identified the growth and development of the Farm Program as a strategic priority; and, WHEREAS, increasing profitability for small and mid-sized farmers who sell at the Market is a critical component of the development of this program; and, WHEREAS, the PDA may consider developing a new Consumer Supported Agriculture (CSA) program as part of an overall aggregation strategy; and, WHEREAS, the PDA has not, to date, conducted detailed research into consumer attitudes and behaviors regarding shopping at the farm stalls or purchasing membership in a CSA; and, WHEREAS, quantitative and qualitative analysis of consumer attitudes and behaviors can help ensure the success of future promotions and program development.

THEREFORE BE IT RESOLVED that the PDA Council authorizes the PDA Executive Director or his designee to enter into a contract with PRR in an amount not to exceed \$21,150 for the execution of qualitative and quantitative research to help increase customer demand for the Farm Program. Funding for this project will be drawn from Community Events and Programs, Farm Hub Market Research Accounting Code 488666-00.

Ann Magnano moved, Bruce Burger seconded

There was a brief discussion that followed.

Ben Fran-Knight explained the components of the research study proposed in the resolution.

For: Bruce Burger, Betty Halfon, Gloria Skouge, Ann Magnano, Patrice Barrentine.
Against: Jackson Schmidt, Patrick Kerr, David Ghoddousi
Abstained: Jim Savitt

Resolution 13-42 passed with a vote of 5-3-1

C. Other
None

VI. Further Public Comment

Joan Paulson commented on the creation of an evacuation plan for the wayfinding signage plan in Market. She also noted that she did not support the proposed name for the PCI-North site as the Pike Place Waterfront Entrance.

Howard Aller mentioned that many of his friends were not aware that The Pike Place Market was a farmer's market. He noted that we better let people know there are still farmers here at the Market.

Bob Messina commented on his concerns with the canopy design for PC-I North. He noted the possibility of having a study completed regarding the canopies and having market vendor participation with the canopy concept.

Tom Graham briefly commented on the benefits and disadvantages of the canopies for the PPM Waterfront Entrance. He mentioned about a plan for a community meeting on the Desimone Bridge.

VII. Concerns of Council Members

Jackson Schmidt gave thanks to Jim Savitt for his years of service as Chair to the PDA Council.

VIII. Adjournment

The meeting was adjourned at 6:28p.m. by James Savitt, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator