



Pike Place Market Preservation and Development Authority (PDA)

COUNCIL MEETING MINUTES –March 29th, 2012

Council Members: James Savitt, Ann Magnano, Jill Andrews, Bruce Burger, David Ghoddousi, Matt Hanna, Patrick Kerr, Gerry Kumata, Jackson Schmidt, Gloria Skouge

Staff Present: Ben Franz-Knight, Ryan Yale, Teri Wheeler, Jay Schalow, Scott Davies, John Turnbull, Jennifer Maietta, Kelly Lindsay, David Dickinson, Steve Nelson, Matt Holland, Dianna Goodsell

Others Present: Ernie Sherman, Sharon Mukai, Paul Dunn, Haley Land

The meeting was called to order at 4:01 p.m. by James Savitt - Chair.

I. Administration

- A. Adoption of Agenda
The agenda was approved by acclamation
- B. Review and Approval of Minutes of February 28th, 2012
The minutes were approved by acclamation

II. Public Comment Including the Market Community

Ernie Sherman commented on the cancellation of the March Executive Committee. He stated he was disappointed there was no formal warning for the cancellation of the meeting.

Haley Land commented on the 2012 Daystall Rules and Regulations Rules Review. He stated that the overall process has been smooth and fair. He said there has been a lot of good feedback from the Daystall staff regarding the community comments. He brought up a community concern regarding the air quality in the daystall lockers and requested this issue be investigated. Haley separately pointed out that the Pike Place Market's current calendar of events does not currently hold a local crafts themed festival, which he advocated to look into adding. Lastly he made a suggestion in including anniversary dates of businesses and farmers/Daystall vendors from the Pike Place Market in the Council packet.

Jim remarked on Haley's comments, stating appreciation for his feedback and involvement in regards to the PDA and Daystall community relationships. Ben added that the ventilation issues with the daystall lockers and opportunities for a craft theme festival will be looked into.

III. Reports and Information Items

- A. Council Chair Report

Jim discussed this month's agenda and noted the key issues being addressed at tonight's meeting. He reminded the committee that Pike Place Management and Uses was added to the issues being addressed this year, which will still allow the Council to stay on track with the 2012 timeline. He noted that next month there will be a presentation on Pike Place Uses, which will be discussed at this month's Asset Management meeting. He stated that there will be a report on Pike Place Uses, which will hopefully provide more direction regarding the corresponding timeline.

B. Executive Director's Report

I. Update on Phase III Renovation

Ben gave an update on Phase III Renovation, which he stated is largely complete. He added that there still is a small amount of roofing work needing to be completed on the Soames Dunn building. He noted that all of the seismic upgrades are complete now and the Elevator in the Atrium is fully functional. Going forward, IL Bistro will still need more work done. Overall there has been tremendous effort by everyone to get to the point where we are now. In wrapping up with the Renovation, there will be efforts placed on the Thank you Seattle Campaign.

Ben announced that Friday, March 30th, will be Marlys Erickson, last day as the Pike Place Market Foundation Executive Director. Ben added that Lillian Hutchison will be the New Market Foundation Executive Director.

C. Committee Chair Report

Bruce Burger commented on the timeline regarding the Marketing Strategy with Market Programs. At the March Market Programs meeting, there was a brief review of Strategic questions for the Marketing Strategy of Pike Place Market PDA. He added that the tentative schedule will be to discuss those topics in the subsequent 3 months and expectantly be ready to present Market Strategies to Full Council by June or July.

D. Other Reports

None

IV. Key Issues Presentation and Discussion:

A. Daystall Rules & Regulations Update

David gave a brief update on the Daystall Rules and Regulations. . He gave an overview of the proposed changes in the Rules and gave the reasoning and rationale of the Staff recommendations. The updated recommendations were stemmed from evaluation of feedback from the Daystall Community and Staff. Specific Staff Recommendation Updates included;

- Proposal #1 and #2: No change. Staff reviewed technology guideline concerns and found no reasonable problems.

- Proposal #14: Updated. The current weekday Roll Call remains consistent, Staff moved Sunday's Roll Call to 9:30am from 10am.

- Proposal #18-A: Updated. As result, several differing concerns from craftspeople and merchants prompted the Staff to not support the proposal.

I. **Action Item:** Proposed Resolution **12-20:** Adoption of Daystall Rules and Regulations

The resolution proposes that the PDA staff has held Daystall community meetings regarding the potential changes and has altered the Initial proposed changes to Daystall Rules and Regulations based upon those meetings. On March 8th, 2012 the Market Programs Committee held an open public meeting that discussed and considered said rule changes with opportunity for public comment. It was requested that the Pike Place Market PDA Council hereby approves the following 2012 changes to the Daystall Rules and Regulations.

Ann Magnano moved, Gloria Skouge seconded

For: Jim Savitt, Ann Magnano, Jill Andrews, Bruce Burger, David Ghoddousi, Matt Hanna, Patrick Kerr, Gerry Kumata, Jackson Schmidt, Gloria Skouge

Against 0
Abstain: 0

Resolution 12-20 passed unanimously

B. Waterfront Update, Status and Issues

Ben Franz-Knight gave a presentation on PC-I North and the Waterfront. He overviewed the History of the PC-I North Site, Municipal Market and discussed guiding principles in designing and developing the PC-I site. Ben also discussed PCI-N priority uses which included: Parking, Storage, Commercial/Residential Activation, Social Services and Programs. He briefly went over preliminary rough cost estimates for Phase I and Phase II, correspondingly. The estimated costs were broken down into \$22,507,956 for Phase I, \$23,387,878 for Phase II, totaling costs of \$45,895,834. With including hard and soft costs, the PCI-N rough estimates total \$57,832,259. Ben noted possible sources in funding for the PC-I project including City assistance to help pay for parking and public open space, New Markets and Low Income Tax credits and financing by the PDA. He concluded his presentation by reviewing the next steps in moving forward with PC-I North and the Waterfront: The next steps include:

- a) Continuation of collaboration with the Central Waterfront Design Development and key partners including the Aquarium.
- b) PDA will continue to pursue PCI-N Design Development, Program and feasibility studies.
- c) Begin initial MOA including the outline of partner responsibilities, establishment of rough cost estimates/financing scenarios and options, timeline and phasing and lastly the ownership of PC-I North.

There was a discussion that followed the presentation.

C. Strategic Issue - Pike Place Uses

I. **Action Item:** Proposed Amended Resolution 11-91: Adoption of the Strategic Planning Objectives for 2012

The resolution proposes that in order to maintain the viability of the PMPDA has undertaken an effort to identify and address Strategic Planning issues and opportunities related to the proposed PDA Full Council during the October 21st Council Retreat; and the PMPDA Strategic Planning committee established a list of Strategic Planning Issues at the July 12, 2011 meeting; and the proposed list was discussed during the 2011 Council retreat on October 21st, 2011, from which five issues were unanimously agreed upon to represent the 2012 Strategic Plan, and which five issues were set forth in original Resolution 11-91 as strategic objectives to be addressed in 2012. The five key issues include;

1. Metrics for Success: Establishment of Metrics to measure the health of the Market.
2. Waterfront – Property Development & Connection: Ensure the PDA and the Market is represented in the Waterfront Development, including PC-I North design/development and the Elliot/Western Connector
3. Strategic Capital Projects: Analyze, design, and implement Capital Renovations committee's recommendations for the use of Other PDA Funds on capital projects.
4. Marketing Strategy: Establishment of a detailed marketing strategy, to include the expansion of Market Programs, the education program, promotions, and....
5. Social Services: Conduct a needs analysis study, in conjunction with the Market Foundation, to explore the possible expansion of current Social Services as well as the potential creation of additional programs.

the PMPDA Council has determined the need to add a sixth Strategic Planning Objective for 2012, as follows.

6. Pike Place Uses: Analyze, design, and implement Asset Management committee's recommendations for Pike Place Uses. The Asset Management committee will form a sub-committee, which will conduct an analysis of current and potential uses for Pike Place.

the six key issues are to be tracked on a timeline (Exhibit A) that will be updated in accordance with the progress made over the near term 6-12 month period beginning in January 2012, but are not required to be completed at the end of the near term period. THEREFORE, BE IT RESOLVED that the PDA Council adopts the six Strategic Planning Issues and Objectives for the Market for the year 2012.

Matt Hanna moved, Jill Andrews seconded

For: Jim Savitt, Ann Magnano, Jill Andrews, Bruce Burger, David Ghoddousi, Matt Hanna, Patrick Kerr, Gerry Kumata, Jackson Schmidt, Gloria Skouge

Against: 0

Abstain: 0

Resolution 11-91 passed unanimously

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

A. Consent Agenda

Action Item: Proposed Resolution **12-15:** Authorization for Contract Authority- Replace Maintenance Shop Floor

Action Item: Proposed Resolution **12-16:** Authorization for Contract Authority- Modernize Elevator Cab - Market House

Action Item: Proposed Resolution **12-17:** Authorization for Contract Authority- Residential Common Area Upgrades – Leland Building

Action Item: Proposed Resolution **12-22:** Lease Proposals – March 2012: Double Dorjee, Piroshky Piroshky, Solstice Designs by Locals

Action Item: Proposed Resolution **12-23:** New Bank Account for the Farm Program (SNAP Program and Credit/Debit Cards)

Action Item: Proposed Resolution **12-24:** Amendment of the Property Management Agreement between PPM PDA and PPM QALICB

Motion to approve the consent agenda

Gerry Kumata moved, David Ghoddousi seconded

For: Jim Savitt, Ann Magnano, Jill Andrews, Bruce Burger, David Ghoddousi, Matt Hanna, Patrick Kerr, Gerry Kumata, Jackson Schmidt, Gloria Skouge

Against: 0

Abstain: 0

Consent agenda passed unanimously

B. New Business

Action Item: Proposed Resolution **11-101:** Amendment to Resolution 11-101 – Annual PDA Council and Council Committee Meeting

Ben introduced the resolution which proposes 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:	1 st Tuesday of the Month – 5:00 pm to 6:00 pm 3 rd Thursday of the Month – 5:00 pm to 6:00 pm
Asset Management:	2 nd Monday of the Month – 4:30 pm to 6:00 pm
Market Programs:	2 nd Thursday of the Month – 4:00 pm to 6:00 pm
Finance:	3 rd Tuesday of the Month – 4:30 pm to 6:00 pm

Executive:	Wednesday, One week prior to PDA Council – 8:00am to 9:00am
------------	---

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

- September Finance Committee – September 25th
- December Full PDA Council Meeting – December 20th

It was requested that the PDA Council hereby amends its meeting schedule by setting the meetings for the year.

David Ghoddousi moved, Jill Andrews seconded

For: Jim Savitt, Ann Magnano, Jill Andrews, Bruce Burger, David Ghoddousi, Matt Hanna, Patrick Kerr, Gerry Kumata, Jackson Schmidt, Gloria Skouge

Against: 0

Abstain: 0

Resolution 11-101 passed unanimously

Patrick commented on the current Executive meeting schedule and his conflicts with the current meeting times. Jim stated that he will survey the Executive Committee members and come back to Council to address this issue.

VII. Further Public Comment

None

V. Other Reports and Action Items

Closed session began at 5:19 p.m.

- A. Real Estate Matters (*Closed Session Per (RCW 42.30.110(I)(B))*)
- B. Union Contract Negotiations – Update (*Closed Session Per (RCW 42.30.110(I)(B))*)

Closed session ended at 5:57 p.m.

VIII. Concerns of Council Members

None

IX. Adjournment

The meeting was adjourned at 5:59 p.m. by James Savitt, Chair

Meeting minutes submitted by:

Dianna Goodsell, Administrative Services Coordinator