



**Pike Place Market Preservation and Development Authority (PDA)**

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**EXECUTIVE COMMITTEE  
Meeting Minutes**

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**Wednesday April 18<sup>th</sup>, 2012  
4:30 p.m. to 5:45 p.m.  
Goodwin Library**

**Committee Members Present: Bruce Burger, Matt Hanna, Patrick Kerr, Jill Andrews**

**Other Council Members Present:**

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

**Others Present: Ernie Sherman**

The meeting was called to order at 4:34 p.m. by Patrick Kerr

**I. Administration**

- A. Approval of Agenda  
The agenda was approved by acclamation.
- B. Approval of February 15<sup>th</sup>, 2012 Minutes.  
The minutes were approved by acclamation.
- C. Announcements and Community Comments  
None

**II. Council Chair's Report**

None

**III. Committee Chair's Report**

- A. Asset Management  
Patrick gave an update on the April 9<sup>th</sup>, Asset Management Committee meeting. He stated there was a review of other PDA Projects including the Soames Dunn tenant space reconfiguration, Hillclimb planter boxes, Hillclimb seating, Economy Atrium Demonstration Kitchen and the Fish Ice Melting station. Patrick added that most of the projects will have a resolution by next month. Patrick briefly discussed the quarterly security report and the recent problems of increased hard drug use in the new bathrooms. Patrick concluded with the review of the Residential Management Report.
- B. Finance  
Matt gave an update on the April 17<sup>th</sup>, Finance committee meeting. He stated that the meeting was primarily focused on Mike Temple and Michael Kelly's Insurance Brokerage presentation. Matt discussed a few key points that emerged from the presentation:

1. There is trending right now for larger increases in insurance premiums; because we made extensive improvements during renovation it has helped in offsetting the change in premium fees.
2. In regards to the Earthquake damage assessment: There were discussions in increasing Insurance coverage to 30 million dollars, which would align with industry standards. There was a request from the committee to have the brokers provide an estimate for the 5 million additional earthquake coverage. In conclusion, Proposed Resolution 12-28 was passed; if we decide to change the amount of insurance coverage we would need to amend the resolution.
3. Apparently the brokers have charged a flat fee for several years, which has been favorable for the Market. The brokers have suggested in looking at updated pricing options. They have charged other companies a standard industry rate. Ben mentioned at next month's meeting we can review the rates for Insurance brokerage services.

There was discussion about involving further coordination and communication within the committees. Matt brought up a concern about the lack of input and ability to shape various projects from other committees. He suggested having any cost related resolutions passed down to the Finance Committee for budgetary review. Ben mentioned using the Executive Committee as a means to review through the Consent agenda before Full Council.

**C. Market Programs**

Bruce reported on the April 12<sup>th</sup>, Market Programs meeting. He stated there was a presentation from Kelly L. reviewing the first half of the Marketing Strategy, which focused on the Brand, Audience and Message of the Market. Bruce added that there was a preliminary presentation and discussion of integrating Wi-Fi in the Market. He lastly noted there was a discussion regarding further negotiations of trademark fees with Starbucks, in which the resolution will be presented in the following month's meeting.

**D. Waterfront Redevelopment**

Ben reported there have been discussions for an MOU/MOA with the City of Seattle. He noted he has held interviews recently for Architectural Firms for the PCI-North project, in which next Tuesday the chosen candidate will be announced. He lastly discussed the parking garage mitigation agreement with the City and their investment to help offset any potential losses. He stated preliminary figures for the parking agreement, estimating a risk of \$30,000 for the Market, within the 6 month agreement and assuming the same usage of the garage.

**IV. Executive Director's Report**

Ben reported that the "Thank you Seattle" campaign kicks off Next Thursday, April 26<sup>th</sup> continuing throughout the Month of May. The campaign will give thanks to the residents, partners, vendors, council members, tenants and participants who were involved with the Renovation project. He added that everything has been moving along accordingly with Phase III of the Renovation, which is largely complete. Ben concluded that the final Seismic work in the Soames Dunn Building and roof nailing required by the City has been impacted by the weather, resulting in slower progression.

**V. Other Reports and Action Items**

**A. Action Item: Proposed Resolution 11:101: Amended April 2012 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 <sup>st</sup> Tuesday of the Month – 5:00 pm to 6:00 pm 3 <sup>rd</sup> Thursday of the Month – 5:00 pm to 6:00 pm
Asset Management:	2 <sup>nd</sup> Monday of the Month – 4:30 pm to 6:00 pm
Market Programs:	2 <sup>nd</sup> Thursday of the Month – 4:00 pm to 6:00 pm
Finance:	3 <sup>rd</sup> Tuesday of the Month – 4:30 pm to 6:00 pm
Executive:	Wednesday, One week prior to PDA Council – <b>4:30pm to 5:45pm</b>

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

- September Finance Committee - September 25<sup>th</sup>
- **November Executive Committee - November 14<sup>th</sup>**
- **December Executive Committee - December 12<sup>th</sup>**
- December Full PDA Council Meeting - December 20<sup>th</sup>

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

Matt Hanna moved, Jill Andrews seconded  
For: Jill Andrews, Bruce Burger, Matt Hanna, Patrick Kerr  
Against: 0  
Abstain: 0

Resolution 11-101 passed unanimously

*Closed session began at 5:33 p.m.*

B. Union Contract Negotiations - Update (*Closed Session Per (RCW 42.30.110(l)(b))*)

*Closed session ended at 5:41 p.m.*

**VI. Items for the Consent Agenda**

Resolution 11-101 was moved to the Consent Agenda

**VII. Public Comment**

None

**VIII. Concerns of Committee Members**

None

**IX. Adjournment**

The meeting was adjourned at 5:43 pm by Patrick Kerr

Meeting minutes submitted by:  
Dianna Goodsell, Administrative Services Coordinator