



Pike Place Market Preservation and Development Authority (PDA)

**EXECUTIVE COMMITTEE
Meeting Minutes**

**Wednesday February 20th, 2013
4:30 p.m. to 5:45 p.m.
Goodwin Library**

Committee Members Present: James Savitt, Jackson Schmidt, Matt Hanna, Patrick Kerr, Bruce Burger

Other Council Members Present: Gloria Skouge, David Ghoddousi

Staff Present: Ben Franz-Knight, Dianna Goodsell

Others Present: Ernie Sherman, Amineh Ayyad

The meeting was called to order at 4:33 p.m. by James Savitt, Chair

I. Administration

- A. Approval of the Agenda
The agenda was approved by acclamation.
- B. Approval of the January 23rd, 2013 Minutes.
The minutes were approved by acclamation.

II. Announcements and Community Comments

None

III. Council Chair's Report

James Savitt discussed the Council Chair's Report for the month of February. He discussed the upcoming topics for the February Full Council meeting noting that there would be a report from Seneca Group regarding the feasibility analysis for the PCI-North project as well as a discussion regarding the Farm Program. He added that there would not need to be a resolution for Miller Hull for February since there was an approval to authorize up to 25k in additional funds in January. He briefly discussed the key items for the February 21st Waterfront Redevelopment Committee including an initial presentation from Seneca Group and an presentation from Jackson Schmidt on the PDA Council Granville Island Public Market tour. He briefly discussed the status of the MOU with the Pike Place Market and the City of Seattle. He noted that the City Council Waterfront Committee approved the MOU with two changes in the document; the two modifications did not constitute a material change to the MOU. He lastly noted that the Nominating has begun its meetings which would provide recommendations for next year's Council Committee Chairs and a replacement for Gerry Kumata's Council position.

III. Committee Chair's Report

- A. Asset Management

Patrick Kerr gave a report on the Asset Management Committee. He noted that there was a presentation and discussion on the Quarterly Security Report. He also noted that there was a discussion on the Windows on Western and Pike Place Uses. He stated that he did not believe there was enough security staffing and noted that a strong presence of security staffing could help avert crime in the Market.

Jim Savitt noted that we would need to revise the budget in order to add an additional employee to PDA.

David Ghoddousi noted that he did not agree with adding another security employee but was concerned with how the security staff and operations are managed.

Ben Franz-Knight provided a couple comments and noted a request from the Asset Management Committee to come back with a report of security measures including a 3 year overview. He would be happy to address approach and deployment of officers in a future meeting.

B. Finance

Matt Hanna was absent from the Finance Committee meeting. Ben Franz-Knight gave a brief update from the February Finance Committee meeting. Ben noted that there was a review of the Final Unaudited Financial Statements for year ending December 31, 2012. He also noted that there was a discussion of the Pension Plan Allocation Calculation and a resolution to approve the allocation of the 2012 Year End Balance to the reserve.

Amineh Ayyad, a resident in the Market, introduced herself to the PDA Executive Committee members.

Matt Hanna noted that there was space on the agenda for finance to tackle. He wanted to discuss how to frame the discussion for the waterfront project funding.

Jim Savitt noted that a standard part of future Finance agendas should include discussion on Waterfront Funding. He added that the finance committee will have an initial figure for the project costs; they can drill down on costs not designated for funding of the project.

Jackson Schmidt noted that a feasibility study should be first addressed.

Bruce Burger asked when and how will we decide the type of housing for PCI-N. Jackson noted that WRC will be addressing that and it will be driven on what type of funding is available.

Ben Franz-Knight noted there are two criteria for the housing needs; the greatest type of housing need and the availability of funding.

C. Market Programs

Bruce Burger gave a report on the Market Programs Committee. He noted that the Market Programs Committee covered three topics which included the Farm Program Strategy and low hanging fruit, 2013 Daystall Rules Review and the PPMPDA Trademark Policy. He noted that Trademark discussion will be a large issue still for the future. He added that Staff would come back with a proposal for policy standards next month at the March Market Programs meeting. He lastly noted that next month the Committee would start the 4 month Farmland Perseveration discussion.

There was a brief discussion from the Committee that followed regarding the current Trademark Policy.

Jackson was concerned with what the PPMPDA will be allowing to license with the trademark.

Jim Savitt noted that we need to have some analysis of what we can and cannot clearly protect with the Trademark Policy.

Ernie Sherman noted back before 2002 there was an analysis done on trademark policy (1995-2002).

D. Waterfront Redevelopment

Jackson Schmidt gave report on the Waterfront Redevelopment Committee. He noted that Mike Hassenger from Seneca Group, Ben, Bruce Lorig and he met regarding the feasibility study for PCI-

North. He noted that Seneca has been doing a good job. He also noted that Bruce Lorig and himself took a trip Granville Island Public Market and met with the Executive Director. He lastly noted that he would share details and images from the Granville Island Public Market trip at the next WRC meeting.

IV. Executive Director's Report

Ben Franz-Knight discussed the Executive Directors report. He noted several updates including the start of the modernization of the elevators. He added that Roberto's Venetian Ristorante & Bar and Radiator Whiskey have started construction. He briefly discussed an update regarding the MOU between the Pike Place Market PDA and the City of Seattle noting that all members of the City Council were present for the vote, which was approved unanimously. He lastly noted that he has had great involvement with trademark issues while working at the Santa Monica Pier.

V. Other Reports and Action Items

A. Urban Renewal Plan impact update

Ben Franz-Knight noted that the City has stepped forward to handle the analysis for this issue.

VI. Items for the Consent Agenda

None

VII. Public Comment

Ernie Sherman commented on the Market Foundation Board meeting from the previous night. He discussed his desire to see a dental clinic in the Market, with at Heritage House or at PCI-North. He noted that one of the greatest needs for the Market is a low-income dental facility.

Bruce Burger noted that we need to ask Lillian Hochstein to assess the needs of the foundation including the dental clinic.

Ben Franz-Knight commented about the discussion he had last night regarding the dental clinic at the Market Foundation Board meeting. He noted that a problem with adding a dental clinic in the Market is the assurance of Medicaid covering dental care.

VIII. Concerns of Committee Members

None

IX. Adjournment

The meeting was adjourned at 5:47 pm by James Savitt

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator