



# Amended Agenda: Strategic Retreat Pike Place Market PDA Council

DUE TO THE EXTRAORDINARY PUBLIC HEALTH CIRCUMSTANCES RELATED TO THE ONGOING COVID-19 (CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE TELEPHONIC OR VIRTUAL. ALL PDA COUNCILMEMBERS WILL PARTICIPATE REMOTELY.

**Date:** Thursday, December 17, 2020

**Time:** 3:45 p.m. – 6:00 p.m.

**Location:** Join Zoom:

<https://us02web.zoom.us/j/85665915311?pwd=UnUxSnpsMDMzaTNEHVhM2YvTi9YZz09>

OR dial (253) 215 8782, Meeting ID: 856 6591 5311, Passcode: 928313

**Council Members:** Rico Quirindongo (Chair), Colleen Bowman (Vice-Chair), JJ McKay (Secretary/Treasurer), Patrice Barrentine, Mark Brady, David Ghoddousi, Matt Hanna, Ray Ishii, Devin McComb, Gordie McIntyre, Ali Mowry, and Paul Neal

## Status

*So much has changed in 2020, accelerating trends and conditions known, anticipated, and new.*

*The 2019 Retreat developed a strong framework for continuing our mission and to best use our spaces for place-making, convening, and selling.*

*How can we both manage the ongoing challenges of 2020 and 2021, and use that time to develop a detailed Master Plan for the new normal after COVID-19?*

## Outcome

- ✓ Outline and identify specific process components for a 2021 Initiative to create a Master Plan for the Pike Place Market.

Topics/Agenda	Lead	Dur	Start
<b>Break</b> (between Council Meeting portion and Retreat)			
<b>Welcome</b>		15	3:45
<ul style="list-style-type: none"> <li>➢ Welcome and Goals</li> <li>➢ Framework and Focus for This Meeting</li> <li>➢ Agenda, Zooming, Interaction, and Participation</li> </ul>	Rico Mary Ted		
<b>Public Comment</b>		5	4:00
<b>The New Normal</b>			4:05
<ul style="list-style-type: none"> <li>➢ The PDA and Responding to COVID-19</li> <li>➢ Review Strategic Plan Status</li> <li>➢ <i>Adapting to the Future</i></li> </ul>	Mary Mary Mary/John	5 2 8	
<b>Master Planning</b>			4:15
<ul style="list-style-type: none"> <li>➢ Definition of Terms</li> <li>➢ Changes and Needs</li> <li>➢ Brief Outline of Process</li> </ul>	Rico/Mary All Rico/Mary	10 [2 min each] = 30 5	

Topics/Agenda	Lead	Dur	Start
<b>Planning to Plan</b> <ul style="list-style-type: none"> <li>➤ Outline Master Plan Needs <ul style="list-style-type: none"> <li>○ Expertise</li> <li>○ Qualities</li> <li>○ Product</li> </ul> </li> </ul>	All	45	5:00
<b>Next Steps</b>	All	10	5:45
<b>Closing Comments</b> [Adjourn at 6:00]	Rico	5	5:55

### Council “Homework”

To “hit the ground running” at this shorter-than-usual retreat, please come with your ideas or view to “The New Normal.” ***In 2 minutes maximum***, please present an idea or a prediction for 2022 and beyond. You might speak to:

Changes—How will people in and activities at the Market be different? What might be the characteristics or indicators?

Needs—What will the customers and stakeholders of the Market need?