



Executive Committee Meeting Agenda

Date: Wednesday, November 11, 2015

Time: 4:30 p.m. – 5:45 p.m.

Location: Goodwin Library (Economy Building)

Committee Members: Matt Hanna (Chair), Rico Quirindongo, Betty Halfon, Gloria Skouge, David Ghoddousi and Ann Magnano

4:30pm	I. Administrative:	Chair
	A. Approval of Agenda	
	B. Approval of the Executive September 16 th , 2015 Committee Meeting Minutes	

4:35pm	II. Announcements and/or Community Comments	
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4:40pm	III. Council Chair Report	Matt Hanna
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4:50pm	IV. Committee Chair's Report	
	A. Finance & Asset Management	Gloria Skouge
	B. Market Programs	Betty Halfon
	C. MarketFront	Rico Quirindongo

5:15pm	V. Executive Director's Report	Ben Franz-Knight
	A. Review of PDA Council Operating Procedures & Policies	

5:35pm	VI. Public Comment	
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5:40pm	VII. Concerns of Committee Members	
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5:45pm	VIII. Adjournment	Chair
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Executive Committee Meeting Minutes

Wednesday, September 16th, 2015
4:30 p.m. to 5:45 p.m.
Goodwin Library

Committee Members Present: Matt Hanna, Bruce Burger, Rico Quirindongo, Gloria Skouge, Betty Halfon, David Ghoddousi

Other Council Members Present:

Staff Present: Ben Franz-Knight, Dianna Goodsell, Tamra Nisly

Others Present:

The meeting was called to order at 4:31 p.m. by Matt Hanna, Chair.

I. Administration

A. Approval of the Agenda

The agenda was approved by Acclamation

B. Approval of the Executive Committee June 17, 2015 Meeting Minutes.

The minutes were approved by Acclamation

II. Announcements and Community Comments

None

III. Council Chair's Report

Matt Hanna provided a brief Council Chair report for the month of September. He discussed the upcoming PDA Council Retreat which was scheduled for October 15th from 11:00am to 4:00pm. Matt had inquired with the committee on their thoughts for potential key items to discuss at this year's retreat. One of the topics brought up for consideration was regarding the urban native population and educating the Council and public of their history. Other topics that had been discussed with the Committee as potential key issues for the retreat included the Plaza Programming, Hillclimb/Western Avenue connection, Night Market concept, identification of the 2016 Strategic Issues and External influences to the Market.

There was a brief discussion from the Committee in identifying the priority topics for discussion at the annual PDA Council Retreat.

IV. Committee Chair's Report

A. MarketFront

Rico Quirindongo provided a brief report for the MarketFront Committee. He said that there was an update on the MarketFront Construction, including a presentation on the ongoing construction work from the project site. There was a discussion by the Committee and public regarding signage for the MarketFront. The signage discussion including the idea of incorporating the existing wayfinding signage from the Market into the new construction as well as identifying new iconic signage opportunities for the MarketFront. He lastly reported that there was a Plaza Programming update from Ben Franz-Knight on the 4Culture Grant Art concept. There would be a follow-up at the October 2015 MarketFront Committee on the status of the public art components for the MarketFront.

Ben Franz-Knight noted that there would be a future amendment to Miller Hull's contract for additional design services for the MarketFront.

B. Finance & Asset Management

Gloria Skouge reported that the Finance & Asset Management meeting was scheduled for September 21st. Reports and key items that were planned for the meeting included the review of the financial statements for August 2015, review of the 30 Year Capital Projects Study and review of proposed location option for the WISERg Harvester

C. Market Programs

Betty Halfon presented a brief Market Programs report for the September. She reported that there was a review of Magic in the Market as well as activities scheduled around Saturdays for the Holidays. There was a brief update from Miranda Marks and David Dickinson on the upcoming Behind the Table event scheduled for October 23rd. Lastly there was an overview on the 4Culture Art Grant opportunity from Ben Franz-Knight and David Dickinson.

V. Reports and Actions Items

None

VI. Executive Director's Report

Ben Franz-Knight presented the Executive Director's Report for the month of September 2015. He reported on MarketFront construction highlighting the recent work underway which has been complicated and costly. He briefly reviewed the schedule for the crane delivery, expected for Saturday, September 27th. He noted that concrete work for establishing a platform for the crane would need to be poured no later than September 23rd. He opened an invitation to folks who would be interested in visiting the MarketFront project site.

He provided a separate update on the parking front, noting the technological challenges with our current partnership with Luxe Valet Services. He mentioned that Luxe Valet can only solicit valet services through App at this time. He added that Luxe Valet did not have the additional insurance coverage as well to cover larger vehicles. He noted that we are currently looking at another Valet service operator. Lastly under the parking front, he reported that staff was currently reviewing the parking rates for the garage to address seasonal usage.

VII. Public Comment

None

VIII. Concerns of Committee Members

David Ghoddousi brought up a topic that was recently discussed at a Market Constituency meeting. He mentioned that a Constituency member had said that there had been a boulder that had been discovered at the Steinbrueck Park site which had eventually been incorporated to the design of the park; he was curious if there were any similar discoveries at the MarketFront site.

Bruce Burger briefly inquired about the status of the Executive Director Review Policy. He had asked about the storage of the related ED Review documents and the accessibility of those records for the future.

Gloria Skouge inquired about the details on the Waterfront Symposium event hosted by Rico Quirindongo's firm, DLR group.

Rico Quirindongo responded to Gloria's inquiry noting that the Waterfront Symposium Event would be held on September 17th from 4:00pm to 6:00pm; there would be a walking tour scheduled earlier in the day from 2:00pm to 4:00pm.

IX. Adjournment

The meeting was adjourned at 5:47 pm by Matt Hanna, Chair

Meeting minutes submitted by:
Dianna Goodsell, Executive Administrator