Executive Committee Meeting Agenda

Date: Wednesday, February 20, 2019
Time: 4:30 p.m. – 5:45 p.m.
Location: Economy Building Goodwin Library, 1433 First Avenue (3rd Floor)
Committee Members: Rico Quirindongo (Chair), Betty Halfon (Vice Chair), Matt Hanna, Ray Ishii, Colleen Bowman, and David Ghoddousi

4:30pm I. Administrative
   A. Approval of Agenda
   B. Approval of the January 23, 2019 Executive Committee Meeting Minutes

4:35pm II. Announcements and/or Community Comments

4:40pm III. Council Chair Report

4:50pm IV. Committee Chair’s Report
   A. Market Connections
   B. Market Programs
   C. Finance & Asset Management

5:00pm V. Executive Director’s Report

5:15pm VI. Discussion Topics
   A. Executive Director Review

5:35pm VII. Public Comment

5:40pm VIII. Concerns of Committee Members

5:45pm IX. Adjournment
Executive Committee Meeting Minutes

Wednesday, January 23, 2019
4:30 p.m. to 5:45 p.m.
Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Betty Halfon, David Ghoddousi, Colleen Bowman, Ray Ishii

Other Council Members Present: Mark Brady

Staff Present: Mary Bacarella, Karin Moughamer

Others Present: Howard Aller, Jerry Baroh

The meeting was called to order at 4:30 p.m. by Betty Halfon, Vice Chair.

I. Administration
   A. Approval of the Agenda
      
      The agenda was approved by acclamation.

      Approval of the November 14th, 2018 Executive Committee Meeting Minutes
      The November 14th, 2018 Executive Committee Meeting Minutes were approved as amended by Acclamation.

      David Ghoddousi clarified his comment from November 14th and added that he suggests using the example of the fish markets and analyze what the impact would be to the PDA if those vendors were lost.

II. Announcements and/or Community Comments
    Howard Aller asked the PDA to consider placing a barrier along viaduct demolition locations in the hopes of protecting people from harm and to protect the PDA.

III. Council Chair’s Report
    Mary Bacarella noted a couple items that Rico Quirindongo would have reported on. Those included a press conference held by Mayor Durkan on the LID and City Council still needs to approve the final amount.

IV. Committee Chair’s Report
    A. Market Connections
       Colleen Bowman noted the presentation from the group from Stellar Holdings on the First and Pike Hotel, which will be up for final design review on February 12th. They shared a matrix containing feedback from stakeholders as well as a project timeline. An updated viaduct communication plan was shared.

       B. Market Programs
       Mary Bacarella provided an overview of the meeting which included an update on the 2019 classroom education program and noted the creation of a concierge program, which will be managed by Scott
Davies with assistance from a consultant with experience creating a similar program at Fare Start. The Market Foundation will also be a part of this program, as they made connections during the fundraising for the MarketFront with residents near the Market. Mary provided some social media numbers, which included 89,000 Instagram followers and 83,000 Twitter followers. On February 9th the Market is hosting an event yet to be named but around the idea of loving Seattle and will be programmed similarly to Magic in the Market. The Market Foundation is hosting a fundraising event on March 1st which is National Pig Day. This event will be complete with pig races and a beer garden in the north Pavilion.

David Ghoddousi asked who is providing the beer. Mary Bacarella believes businesses from the Market community will participate.

Mary Bacarella continued by noting that surveys have been sent out to the daystall and commercial communities regarding programming in 2018. Last week there were two focus groups and Mary is waiting for the final report and will share that with the council at that time. Daystall hosted a Night Market on December 20th. Mary noted she provided an update on the viaduct closure and demolition and a closure on Western Avenue has been slowing down traffic this week.

Lastly, the Fresh Bucks to Go resolution passed unanimously and moved to consent agenda. This is to extend the contract with the City to provide CSA boxes to preschools.

Betty Halfon asked if the Fresh Bucks to Go program would be affected by the government shutdown. Mary Bacarella responded this funding is from the City and not affected by the shutdown.

Betty Halfon asked if there is anything the PDA could do to help the Food Bank. Mary Bacarella responded she has reached out offering assistance. Mary also noted the gift card giveaway at the Food Bank which caused quite a stir with a lot of people rushing the Food Bank.

Howard Aller noted food stamps have already been distributed for February.

C. Finance & Asset Management
Ray Ishii began by noting the preliminary review of 2018 finances and that Sabina Proto and her staff worked hard in November closing out the QB2 and payment of the Series B Bond. The preliminary numbers look good but too early to get a feel for first quarter 2019. A draft FAM calendar was provided and committee members will review and discuss in February, with a final calendar to be provided in the February council packet. Ray continued there were four resolutions, all passed to consent agenda. Those resolutions passed unanimously and were 19-02, 19-03, 19-04 and 19-05. The residential report included a 2.5% vacancy rate for the year.

Colleen Bowman asked if the FAM calendar would be included in the council packet. Ray Ishii responded yes, and that other staff should weigh in. Mary Bacarella added it can be included in the January packet as a draft.

Betty Halfon added to the Market Programs overview, the Daystall Rules and Regulations review will begin next month.

V. Executive Director's Report
Mary Bacarella provided updates on the following topics:
- Daystall Rules and Regulations review has begun and the calendar will be included in the council packet. The deadline for change proposals has passed and staff will be distributing proposals on January 25th.
Mary met with Sally Bagshaw’s office and the Hildt Licata Agreement will be reviewed by City attorneys before going in front of City Council, most likely in March.

On February 2nd there is a party at Old Stove hosted by Friends of the Waterfront, Market Foundation, Pike Place Market, and the Aquarium. Invitations to councilmembers were emailed today.

The 30-day notice was received regarding demolition in front of the Market, which was scheduled to start February 8th. That date may be changing to May 6th but Mary is waiting to hear more information and the reason for the change. Colleen Bowman asked if there is a contact at the demolition company she can reach out to. Mary Bacarella has been in touch with consultants and people from WSDOT and that’s the best route at this time.

Staff have been tracking parking and traffic during the SR-99 closure. As of today, parking revenue is at $167,000 and the budget is $180,000 for January. Tenants are reporting a mixed bag with regards to how this closure is affecting business. Several large tenants are saying revenue is steady and craftspeople are taking advantage of the relaxed attendance requirements.

Mayor Durkan, in her press conference, noted that the budget for the streetcar has increased and the City will be finding ways to close the gap. The completion date has moved from 2020 to 2024/2025. Betty Halfon asked when work will begin again. Mary Bacarella responded they do not know yet. Colleen Bowman noted today’s PI article on the streetcar which has some good information.

Councilmembers should have received an email from Mary regarding a subpoena on the Showbox. Karin Moughamer noted that all councilmembers have responded to the subpoena request. Mary added that the Showbox Historical District expansion expires June 2019.

Mary shared the work plans related to the strategic plan created from the 2018 retreat. The work plans will then be discussed during committee meetings.

No updates on the Overlook Walk.

Colleen Bowman asked for updates on the strategic plan at the committee level and a calendar for which the committee could expect to hear from staff. Mary Bacarella responded the plan will include which committee will hear about each topic and that all this work will take longer than one year.

VI. Discussion Items
A. Executive Director Annual Review Timeline
Betty Halfon directed councilmembers to the draft timeline in the packet. Betty Halfon and Patrice Barrentine are leading the review. The council will conduct a minor review versus a major review since Mary has only been at the Market for one year. Betty Halfon will try to find a past survey and share so councilmembers to provide feedback.

David Ghoddousi asked if all councilmembers will be included in the review process. Betty Halfon responded yes.

David Ghoddousi asked if the Market Foundation and Friends of the Market could be included. Colleen Bowman suggested reaching out to directors or board chairs.

VII. Public Comment
Howard Aller noted he received a notice from WSDOT which indicated that demolition would start in front of the Market first before other areas.

Jerry Baroh added that if demolition happens in May, that will affect tourists coming to the Market.
VIII. Concerns of Committee Members
Colleen Bowman noted that she would like to see the goals for the Market Connections committee reviewed and to have a discussion with committee and councilmembers to further review the purpose of the committee.

A conversation continued on the best place to have that conversation and Mary suggested talking at the committee level before taking it to full council.

IX. Adjournment
The meeting was adjourned at 5:15 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
### Executive Director Annual Review

**Draft Minor Review Process and Timeline**

**February 20, 2019**

<table>
<thead>
<tr>
<th>Timeline 2019</th>
<th>Action</th>
<th>Responsible Party</th>
<th>Comments</th>
</tr>
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<tbody>
<tr>
<td>January 15-31</td>
<td>1. Prep within PDA Council – reviewing past and adding new relevant questions to ED survey</td>
<td>Patrice and Betty</td>
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<td></td>
<td>2. Create draft timeline and communication plan for process</td>
<td>Patrice and Betty</td>
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<td>3. Chair notifies ED of process (is timeline ok for communicating out to PPM stakeholders and partners?)</td>
<td>Rico</td>
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<td>4. If not, adjust Timeline</td>
<td>Rico, Patrice and Betty</td>
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<td>February 1-15</td>
<td>1. Get list of specific people inside PDA and key external partners contacts from ED</td>
<td>ED to Patrice and Betty</td>
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<td></td>
<td>2. Conduct any needed follow-up particularly on populations with less representation</td>
<td>Patrice and Betty</td>
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<td>March 16-30</td>
<td>Council Reviews Results; Suggests any additional highlights to call out</td>
<td>Council</td>
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<td>April 1-15</td>
<td>Chair conveys findings to ED</td>
<td>PDA Chair</td>
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