Executive Committee Meeting Agenda

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: Wednesday, May 19, 2021  
Time: 4:30 p.m. – 5:45 p.m.  
Location: Join Zoom Meeting:  
https://us02web.zoom.us/j/88234771353?pwd=VDcweXoxSUhTckVHaHY2dXBSYLMzUT09  
OR dial +1 253 215 8782 US (Tacoma), Meeting ID: 882 3477 1353, Passcode: 914010

Committee Members: Colleen Bowman (Chair), Devin McComb, Patrice Barrentine, David Ghoddousi and Mark Brady

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Person</th>
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<tbody>
<tr>
<td>4:30pm</td>
<td>I. Administrative</td>
<td>Chair</td>
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<tr>
<td></td>
<td>A. Approval of Agenda</td>
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<td>B. Approval of the April 21, 2021 Executive Committee Meeting Minutes</td>
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| 4:35pm | II. Announcements and/or Community Comments                         | Chair      |

| 4:40pm | III. Council Chair Report                                           | Chair      |

| 4:50pm | IV. Committee Chair’s Report                                        |            |
|        | A. Market Programs                                                  | Patrice Barrentine |
|        | B. Finance & Asset Management                                       | Devin McComb  |

| 5:00pm | V. Nomination Committee Update                                       | Paul Neal   |

| 5:15pm | VI. Executive Director’s Report                                      | Mary Bacarella |

| 5:35pm | VII. Public Comment                                                 | Chair       |

| 5:40pm | VIII. Concerns of Committee Members                                  | Chair       |

| 5:45pm | IX. Adjournment                                                      | Chair       |
Pike Place Market PDA
Executive Committee Meeting Minutes

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4:30 p.m. to 5:45 p.m.
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https://us02web.zoom.us/j/88234771353?pwd=VDcweXoxSUhTckVHaHY2dXBSYIMzUT09
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(CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE TELEPHONIC OR VIRTUAL. ALL PDA
COUNCILMEMBERS WILL PARTICIPATE REMOTELY.

Committee Members Present: Colleen Bowman, Devin McComb, Mark Brady, Patrice Barrentine

Other Council Members Present: Nick Setten

Staff Present: Mary Bacarella, Karin Moughamer

Others Present: Joan Paulson

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

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

   B. Approval of the March 17, 2021 Executive Committee Meeting Minutes
   The March 17, 2021 Executive Committee Meeting Minutes were approved by acclamation.

2. Announcements and/or Community Comments
   Joan Paulson commented that the insurance costs are the third largest item on the PDA budget. She noted that
   in the 70’s the City moved in the direction of being self-insured. While that took eight years, the city was able to
   do this. She suggested the PDA might want to consider that in the future to save money and more control.

   Nick Setten noted at FAM last night there was a public comment about noise concerns for a business that is
   moving to a new location in the Market. He asked what, if anything, the PDA can do to answer those concerns.
   Colleen Bowman noted either she or Mary will respond during their reports.

3. Council Chair Report
   Colleen Bowman started by responding to Nick Setten’s comment. John Turnbull mentioned there are some
   things that can be done with sound testing and staff and owners are well aware of the potential noise. Colleen
   continued by noting Nick Setten’s paperwork has been submitted to the City and he is now a voting member of
   the PDA Council. The Council now has 12 voting members. Patrice Barrentine has been assigned to mentor Nick
   and has agreed to that. Paul Nea will be chairing the Nomination Committee and will provide an update at full
   council.

4. Committee Chair’s Report
   A. Market Programs
   Mary Bacarella noted in Patrice Barrentine’s absence she can provide some updates in her report.
B. Finance & Asset Management
Devin McComb noted he missed the first 45 minutes of the meeting but was able to get caught up with Ray. The biggest item discussed was insurance renewal and due to COVID insurance rates have increased again. The PDA will continue to have a continuing challenge with insurance into the future. It will be worth considering having a conversation earlier in the budgeting process regarding insurance. The resolution approving the insurance coverage passed unanimously and Devin abstained since he missed part of the conversation. There were two additional resolutions as well as three leases on the lease proposal resolution. All were added to the Consent Agenda. Self-insurance or other insurance options will continue to be part of the conversation.

Mark Brady asked if terrorism and cyber security policies will be reviewed and approved by Council. Mary Bacarella responded she thought those policies are included in the 2021 proposal but she will double check.

Devin McComb believes a couple years ago terrorism and cyber security were added to the policy after the main portion was approved, therefor there was a separate resolution at that time. Since then it has been part of the insurance policy and believes it is in the policy renewal this year.

*Patrice Barrentine entered the meeting at 4:44 pm*

### 5. Executive Director’s Report
Mary Bacarella provided the following updates:

- Elevator stair design presentation will be on the Council agenda.
- Garage modifications on track and looking good.
- Monitoring COVID-19 numbers as the May 3rd deadline set by Governor Inslee approaches that would either allow King County to remain in Phase 3 or bump back to Phase 2.
- Staff are working through commercial leases renewals. Each lease requires a lot of staff time and detail.
- Day Stall Rules passed at the March Council meeting.
- Continue to work with the Market Foundation on the 50th anniversary of saving the Market.
- Staff are monitoring and assessing May Day protests.
- Restaurants are open with 50% capacity.
- Still working on plans for outdoor dining this spring and summer.
- Residential unit vacancies are slowly being filled as units are being refurbished. Each turnover requires a lot of maintenance and work in order to rent again.
- Capital Projects are starting up again.

A parking recap was provided, including some of these highlights:

- 2019: January viaduct closure; February snow storm.
- 2020: January brief snow storm; February had five weekends; March COVID took hold and people started working from home.
- 2021: January Alaska Way entrance to parking garage closed due to construction; February Aquarium opened and snow; March Daffodil day.

#### Total tickets pulled:

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>2019</td>
<td>15,000</td>
<td>13,000</td>
<td>24,000</td>
<td>52,000</td>
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<tr>
<td>2020</td>
<td>17,000</td>
<td>21,000</td>
<td>7,800</td>
<td>45,800</td>
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<tr>
<td>2021</td>
<td>8,600</td>
<td>10,500</td>
<td>20,000</td>
<td>39,100</td>
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Mark Brady noted that 1M stimulus checks were handed out the last 10 days of March in Washington State. That put a lot of money in people’s pockets and he’s seen an increase in people shopping since then.

Colleen Bowman noted Patrice Barrentine has joined the meeting and asked if she’s like to provide a Market Programs update.

Patrice Barrentine began by sharing a link sent out from Marketing regarding the first quarter marketing recap and encouraged everyone to read it.

https://mailchi.mp/pikeplacemarket/pike-place-market-q1-marketing-recap?e=d5a82c098f

Patrice Barrentine continued by noting that March pedestrian counts are higher than any counts over the last year. Daffodil Day garnered 1 billion impressions! The Market is seeing returns on all the work being done by the marketing team. The Programs meeting concluded by discussing ways to better convey the great work of Marketing to the full Council.

Karin Moughamer asked when Patrice Barrentine would like to see a marketing update provided to full council. Patrice Barrentine responded whenever it makes sense for the Market Programs team to give the presentation. She would like to see it before mid-summer.

Karin Moughamer asked if it makes sense for the team to provide a 6-month update to council. Patrice Barrentine noted it might be too late in the year, assuming August would probably be the earliest the data would be available, but it would be great to find a way to share this great information with the Council.

Mary Bacarella suggested she would think about this more and maybe she could provide some more information in her reports and Patrice could provide more details in her Council recap. Patrice Barrentine mentioned that she and Paul Neal have been talking about opportunities for a deeper dive into specific areas.

Mary Bacarella noted the marketing recap sent out includes a lot of information and asked if all councilmembers receive those communications. Patrice Barrentine suggested either staff or Patrice could walk through that recap at a Council meeting.

Colleen Bowman suggested providing a recap to full Council in June. Patrice Barrentine agreed that sounds good.

6. Public Comment
Joan Paulson noted that 25% of Seattle and King County does not have a computer or access. The advertisements she sees on the TV or hears on the radio directs people to the website for more information. 25% of the population can’t do that and the communication needs to be adjusted. She would like to ensure people know where the bathrooms are and when are they open. Even with a pathfinding program that is still the number one question. She would like people to arrive already knowing where the bathrooms are so they can ask different questions when they arrive.

7. Concerns of Committee Members
Nick Setten commented that in reviewing the marketing email communication on first quarter metrics, it’s gratifying to see a multimodal way to reach out to the community including community newspapers, radio and the internet. The glossary of terms is also helpful.

Colleen Bowman also noted that the number of people with smart phones are also helping drive people to the Market.
Nick Setten noted that at the Finance & Asset Committee meeting last night Councilmember Brady asked if the Constituency would be covered under the insurance renewal. Nick asked if there has been any change to the status of Constituency insurance, referencing a letter from PDA legal counsel indicating Constituency is covered so long as they are following the rules.

Collen Bowman responded the Constituency is an organ of the PDA therefore the liability insurance does cover the Constituency if it is acting within the confines of the Bylaws.

Mary Bacarella responded she is confirming that with the insurance company and they need to also follow the Rules and Regulations and the Charter of the PDA. We all have to abide by these rules as well as Washington State rules and Public Document Requests. Marilee is going to be checking into coverage.

8. Adjournment
The meeting was adjourned at 5:11 p.m. by Colleen Bowman, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Guidelines for success

- Leverage and refine an effective process
- Ensure equal representation of councilmember classes
- Give all councilmembers equal opportunity/responsibility to serve
- Be efficient and respectful of committee members’ time
PPMPDA 2021 Nominations Committee

Committee Members
- Devin McComb (Mayoral)
- Gordie McIntyre (Constituency)
- Paul Neal – Chair (Council)
- Mary Bacarella (Staff)

Committee Charge
- A recommendation for 2021 Officers:
  - Council Chair (also Ex Comm Chair)
  - Council Vice Chair
  - Council Sec/Treas.
  - Programs Committee Chair
  - Programs Committee Vice Chair
  - Finance & Asset Management (FAM) Committee Chair
  - Finance & Asset Management (FAM) Committee Vice Chair
- A recommendation for one Mayoral seat
- Standing committee composition, including (2) Ex Comm at-large members

The incoming Council Chair, in consultation with Committee Chairs, decides:
Committee Rules of the Road

- Schedule committee meetings so that all committee members can attend
- Make all decisions by majority rule
- Reach out individually to the ED for her opinion on specific candidates
- Do not discuss candidates outside committee meetings, both to ensure confidentiality of the candidates and not to influence each other’s assessment of the candidates before discussion in committee.
## Target Timing

<table>
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<tr>
<th>Date</th>
<th>Action</th>
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<tbody>
<tr>
<td><strong>May 4</strong></td>
<td><strong>Initial Committee Meeting:</strong></td>
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<td>• Review committee process, decide Rules of the Road</td>
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<td>• Review Leadership Interest / Key Issues Survey</td>
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<td>• Set meeting schedule</td>
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<tr>
<td><strong>May 7 – 12</strong></td>
<td><strong>Execute Leadership Interest / Key Issues Survey</strong></td>
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<td><strong>May 17</strong></td>
<td><strong>Committee Meeting</strong></td>
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<td>• Review Leadership Interest / Key Issues Survey results</td>
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<td>• Review candidate pool</td>
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<td>• Select candidates for interviews*</td>
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<td><strong>May 19</strong></td>
<td><strong>Executive Committee update</strong></td>
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<tr>
<td><strong>May 24-June 4</strong></td>
<td><strong>Schedule and conduct finalist interviews</strong></td>
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<tr>
<td><strong>May 27</strong></td>
<td><strong>Council Meeting</strong></td>
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<td><strong>June 15</strong></td>
<td><strong>Committee Meeting</strong></td>
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<td>• Post-interview review and evaluation of candidates</td>
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<td>• Vote and formulate recommendation to Council</td>
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<td><strong>June 24</strong></td>
<td><strong>Council Meeting</strong></td>
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<td>• Present recommendation to Council, vote</td>
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<td><strong>Early July</strong></td>
<td><strong>ED one-on-one meetings with new councilmembers; orientation with current councilmembers; standing committees selected</strong></td>
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<tr>
<td><strong>July 29</strong></td>
<td><strong>Council Meeting – New officers seated, recommended councilmember seated</strong></td>
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*Selection for interviews might need to push to a separate meeting.*
Key Issues Survey

Administered May 7-12. Eleven completions

- Disaster recovery and sustaining the Market as a large commercial enterprise through an extended (18-24 month) post-COVID vaccine recovery period.
- Adapting to seismic, long-term changes in consumer behavior, e.g., retail, specifically food shopping and dining; e-commerce and the experience economy.
- Upholding the historical character and culture of the Market as a farmers’ market, in keeping with the PDA Charter.
- Contributing to long-term financial strategies and goals such as replenishing and increasing the Minimum Operating Reserve (MOR) and the Capital Repair and Replacement Fund (CRRF)
- Retaining and attracting anchor tenants, supporting incubation and profitability of all our independent small businesses.
- Advancing Diversity and Inclusion in PDA Council membership.
- Improving public safety in and around the Market and the Downtown region overall.
- Environmental accountability and stewardship, including reducing our carbon footprint, energy use and contribution to landfills.
- Strengthening mutually beneficial relationships to city, state and federal government, to ensure the Market’s financial health; e.g., supporting bond levies for Market preservation and development.
- Building on plans for a functional, attractive, and valuable connection to the Waterfront, including meaningful contributions to issues such as programming, security, transit, elevators, etc.
- Building a more effective working relationship with The Market Foundation and fundraising entities to support the Pike Place Market Community.
- Maintaining competitive as an employer, our ability to attract and retain a motivated and experienced leadership team and workforce.
- Other: PDA Council Skill Set Diversity. Such As Architecture/Preservation, Property Development/Preservation Non-Profit Lawyer
- Other: An intimate knowledge of our stakeholders and their history.
- Other: Advancing diversity, equity, inclusiveness and access throughout the Market community.
Results of Key Issues Survey

#1
Disaster recovery and sustaining the Market as a large commercial enterprise through an extended (18-24 month) post-COVID vaccine recovery period. (Weighted Score: 41)

#2
Adapting to seismic, long-term changes in consumer behavior, e.g., retail, specifically food shopping and dining; e-commerce and the experience economy. (Weighted Score: 24)

#3
Retaining and attracting anchor tenants, supporting incubation and profitability of all our independent small businesses. (Weighted Score: 21)

Upholding the historical character and culture of the Market as a farmers’ market, in keeping with the PDA Charter. (Weighted Score: 20)