### Executive Committee Meeting Agenda

**Date:** Wednesday, August 21, 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, Devin McComb, Colleen Bowman, Patrice Barrentine and David Ghoddousi

<table>
<thead>
<tr>
<th>Time</th>
<th>Section</th>
<th>Chair</th>
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<tbody>
<tr>
<td>4:30pm</td>
<td><strong>Administrative</strong></td>
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<td>I. Administrative</td>
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<td></td>
<td>A. Approval of Agenda</td>
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<td>B. Approval of the July 17, 2019 Executive Committee Meeting Minutes</td>
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<tr>
<td>4:35pm</td>
<td><strong>Announcements and/or Community Comments</strong></td>
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<td>4:40pm</td>
<td><strong>Council Chair Report</strong></td>
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<td>4:50pm</td>
<td><strong>Committee Chair’s Report</strong></td>
<td>Colleen Bowman</td>
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<td>A. Market Connections</td>
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<td>B. Market Programs</td>
<td>Patrice Barrentine</td>
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<td>C. Finance &amp; Asset Management</td>
<td>Devin McComb</td>
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<td>5:05pm</td>
<td><strong>Executive Director’s Report</strong></td>
<td>Mary Bacarella</td>
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<td>5:20pm</td>
<td><strong>Discussion Items</strong></td>
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<td>A. Committee Council Member Composition</td>
<td>Chair</td>
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<td>5:35pm</td>
<td><strong>Public Comment</strong></td>
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<td>5:40pm</td>
<td><strong>Concerns of Committee Members</strong></td>
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<td>5:45pm</td>
<td><strong>Adjournment</strong></td>
<td>Chair</td>
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Executive Committee Meeting Minutes

Wednesday, July 17, 2019
4:30 p.m. to 5:45 p.m.
Economy Building Goodwin Library, 1433 First Avenue (3rd Floor)

Committee Members Present: Rico Quirindongo, Betty Halfon, David Ghoddousi, Ray Ishii

Other Council Members Present: Mark Brady

Staff Present: Mary Bacarella, Karin Moughamer

Others Present: Howard Aller

The meeting was called to order at 4:32 p.m. by Rico Quirindongo, Chair.

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

      Approval of the June 19, 2019 Executive Committee Meeting Minutes
      The June 19, 2019 Executive Committee Meeting Minutes were approved by acclamation.

II. Announcements and/or Community Comments
Howard Aller in reference to wayfinding, would like to see all maps face the same direction and presented in the same alignment.

III. Council Chair’s Report
Rico Quirindongo noted the MarketFront leak investigation and remediation is not closed and the team is awaiting next steps. Rico Quirindongo has not seen a schedule for the Overlook Walk construction. The Market survived Viadoom and he congratulated everyone for making it through. No updates on the streetcar and tonight there is a City Landmarks meeting on the Showbox. Rico would like the PDA staff to engage in a conversation with the City regarding the study being conducted to expand the historical district.

IV. Committee Chair’s Report
   A. Market Connections
      Mary Bacarella provided an update in Colleen’s absence. Karin Moughamer and John Turnbull presented on the plan for wayfinding. There is an internal steering committee consisting of herself, John, Amy, Karin and Matthew Holland and together they have identified key areas that will be addressed over a span of several years. Those projects include:
      - Signature signage
      - Heritage interpretive signs
      - On-site and web based directional maps
      - On-site kiosks
- Customer information signs
- Tenant & building signage

A timeline was presented and the program will kick-off with an RFP for the signature signs. That project will focus on creating new neon signs for the entrance at Pike Place and Stewart (Desimone Bridge), MarketFront on Western Avenue, and Western at Pike Street Hillclimb. Each focus will have layers of approvals, including MHC & Council and will be included for approval during budgeting for the appropriate years.

Betty Halfon commented she is looking forward to seeing the new signature signs as these have been discussed for many years.

B. Market Programs
Betty Halfon noted the concierge program is going well and will continue in the fall. The Market celebrate Pride month with a flag raising, which received a lot of PR. New programs include Taste Test Tuesdays, which is a Facebook Live, and there are lots of film requests being processed and supported. Instagram and Facebook followers have increased over the month and website visits are still strong.

Betty Halfon continued by noting David Dickinson provided maps of the PM: Producers Market layout, showing the evolution from May to July, and new vendors approved to sell on the craft line were discussed. Zack Cook discussed the remote farmers markets and noted all four are trending above last year's numbers. The CSA summer program is going well with 241 boxes packed weekly with an additional 60 boxes going to local preschools. Fresh Bucks redemption is down at the Market due to additional locations around the city people can redeem them at. Scott Davies provided his annual education program report and Betty shared the number of classes served throughout the year and the breakdown of the grade levels as well as additional programs and classes that were supported through the program. At the July programs meeting there will be a half-year update, information on trademarks, and review of the new education program.

C. Finance & Asset Management
Ray Ishii noted the June financial statements continue to be strong, including percent rent and parking. Expenses are trending as expected as the Market enters the busy season. Sabina Proto stated there is no need for a formal budget adjustment. The discrete component unit financials were provided for QB3, WASH, and LaSalle LLC and all three are trending on original projections. LaSalle is expected to unwind in 2020. There was a presentation on the efficiencies, noting some of the projects staff are working on to increase revenues or reduce time spent on projects. Ray Ishii provided the example of residential turnovers where maintenance staff are entering upcoming vacant units to identify needed improvements in order to speed up the turnover time once the tenant moves out.

Ray Ishii continued by noting the resolution to install security cameras in the LaSalle. That was approved unanimously along with the lease renewals for July. Both resolutions were added to the Consent Agenda.

Betty Halfon asked if the efficiency items will be reflected in the budget. Mary Bacarella responded yes, this exercise is to help prepare for the budgeting.

Mark Brady noted the first draft of the 30-year Capital Needs Assessment was completed. Rico Quirindongo asked to have an executive summary presented at council. Mary Bacarella responded that will be presented once it's complete.
V. Executive Director’s Report
Mary Bacarella began with the following updates:

- Viaduct demolition in front of the garage is complete and they will be working to fix the sidewalk and curb this week. WSDOT and Kiewit will attend the July council meeting.
- During the viaduct closure, tickets pulled for parking were higher compared to the same periods in 2018 and 2017.
- Overall, parking is $112,000 over budget year to date. Monthly parking is also above budget, year to date.
- The next PM: Producers Market is next Thursday. The theme is picnic and they are asking members of the programs committee to vote on best themed display.
- LID report will be undergoing to rounds of drafts. There will be a special council meeting at the beginning of August to review and the date will be announced soon.
- With regards to the Overlook Walk, the city has decided to have separate meetings to discuss different topics and Mary will need to learn more about those meetings and who will attend.
- Colleen Bowman is attending tonight’s Landmark’s Committee meeting regarding The Showbox nomination and will provide an update.

Mary Bacarella continued by touching on several follow-up questions from last month’s Executive Committee. Those include:

- She is looking into analyzing restaurant numbers, leasing terms, and liability.
- She has not had a chance to follow-up on questions regarding the Merchant’s Association.
- She is researching with the farm and daystall departments on whether to move forward with online payment of permits. There was a discussion on building a program to implement this technology along with the pros and cons of such an endeavor.

Betty Halfon asked if an online payment method could also be used to pay commercial rent.

Mark Brady commented online payment is available for commercial tenants but a 5% fee is added. He asked if the same rate for Square, which is 2.75% could be used instead. Mary Bacarella will research this topic.

Betty Halfon noted payments for utilities are paid to another state.

David Ghoddousi provided context for the comment, which has to do with the consolidation of utility meters which classified the Market to a higher rate unit. Mary Bacarella will look into the history of Priority and why payments are made out of state.

VI. Nomination Committee Update
Rico Quirindongo noted the ad hoc committee will meet next Wednesday morning. Rico has asked current Chairs if they wish to remain in their seats, and if not, who they would recommend as their replacement. Part of the conversation will include ways to provide leadership opportunities for newer council members.

VII. Public Comment
None.

VIII. Concerns of Committee Members
None.
IX. **Adjournment**
The meeting was adjourned at 5:07 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
PDA Council: Rico Quirindongo (Chair), Betty Halfon (Vice-Chair), JJ McKay (Secretary/Treasurer), Matt Hanna, David Ghoddousi, Patrice Barrentine, Ray Ishii, Colleen Bowman*, Paul Neal, Devin McComb, Mark Brady and Ali Mowry.

Executive
Rico Quirindongo – Chair, PDA Council
Colleen Bowman – Committee Chair, Market Connections
Patrice Barrentine – Committee Chair, Market Programs
Devin McComb – Committee Chair, Finance & Asset Management
David Ghoddousi – Officer at Large
Betty Halfon – Officer at Large

Market Connections
Colleen Bowman – Chair
David Ghoddousi – Vice Chair
Devin McComb
Mark Brady
Matt Hanna
JJ McKay
Betty Halfon

Market Programs
Patrice Barrentine – Chair
Paul Neal – Vice Chair
Betty Halfon
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David Ghoddousi
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Finance & Asset Management
Devin McComb – Chair
Ray Ishii – Vice Chair
Patrice Barrentine
David Ghoddousi
Paul Neal
JJ McKay
Mark Brady
Ali Mowry

*Pending mayoral approval.