



# Executive Committee Meeting Agenda

**Date:** Wednesday, October 18<sup>th</sup>, 2017

**Time:** 4:30 p.m. – 5:45 p.m.

**Location:** Goodwin Library (Economy Building)

**Committee Members:** Matt Hanna (Chair), Ray Ishii, Rico Quirindongo, Betty Halfon, Gloria Skouge, and David Ghoddousi

<b>4:30pm</b>	<b>I. Administrative:</b>	<b>Chair</b>
	A. Approval of Agenda	
	B. Approval of the September 20 <sup>th</sup> , 2017 Executive Committee Meeting Minutes	
<b>4:35pm</b>	<b>II. Announcements and/or Community Comments</b>	<b>Chair</b>
<b>4:40pm</b>	<b>III. Council Chair Report</b>	<b>Chair</b>
	A. Review and Approval of PDA Council Retreat Agenda	
<b>4:55pm</b>	<b>IV. Committee Chair's Report</b>	
	A. Market Connections	<b>Rico Quirindongo</b>
	B. Market Programs	<b>Betty Halfon</b>
	C. Finance & Asset Management	<b>Ray Ishii</b>
	D. Executive Director Hiring Committee	<b>Rico Quirindongo</b>
<b>5:10pm</b>	<b>V. Executive Director's Report</b>	<b>Ben Franz-Knight</b>
<b>5:20pm</b>	<b>VI. Closed Session</b>	
	A. Review of Market Foundation Services Agreement, <i>RCW 42.30.140 (4)(b)</i>	<b>Ben Franz-Knight</b>
<b>5:30pm</b>	<b>VII. Action Items</b>	
	A. Proposed Resolution <b>17-56</b> : Approval of Services Agreement between the Pike Place Market PDA and the Pike Place Market Foundation	<b>Ben Franz-Knight</b>
<b>5:35pm</b>	<b>VIII. Public Comment</b>	<b>Chair</b>
<b>5:40pm</b>	<b>IV. Concerns of Committee Members</b>	<b>Chair</b>
<b>5:45pm</b>	<b>X. Adjournment</b>	<b>Chair</b>



# Executive Committee Meeting Minutes

**Wednesday, September 20, 2017**  
**4:30 p.m. to 5:45 p.m.**  
**Goodwin Library**

**Committee Members Present:** Matt Hanna (Chair), Ray Ishii, Rico Quirindongo, and Gloria Skouge

**Other Council Members Present:** Mark Brady

**Staff Present:** Ben Franz-Knight, Karin Moughamer

**Others Present:** Howard Aller

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

## **I. Administration**

A. Approval of the Agenda

*The agenda was approved by Acclamation.*

B. Approval of the August 23<sup>rd</sup>, 2017 Executive Committee Meeting Minutes

*The August 23<sup>rd</sup>, 2017 Executive Committee Meeting Minutes were approved by Acclamation.*

## **II. Announcements and Community Comments**

None.

## **III. Council Chair's Report**

Matt Hanna noted that Herd Freed Hartz is currently conducting stakeholder and potential candidate outreach for the Executive Director position.

Matt Hanna asked Ben Franz-Knight to provide an update and to continue the conversation with the City and Office of the Waterfront on the Overlook Walk and possibly MOU and Development Agreement.

The Market Foundation Services Agreement is progressing and Matt Hanna, Rico Quirindongo, Betty Halfon, and Jim Savitt met with several Foundation Board members last week. Matt offered to provide a more detailed briefing for anyone interested. A follow-up meeting is scheduled in about 10 days to hear from the Foundation Board on steps taken to confirm the greater confidence measures and to discuss a draft Services Agreement. Matt has directed Pacifica to draft a Services Agreement and is hopeful a draft agreement is ready for review at the October Executive Committee meeting.

#### A. Retreat

Matt Hanna asked Committee members to review the enclosed draft agenda. He will also reach out to the Council for additional comments. Matt noted the challenge with developing the agenda this year is the absence of an Executive Director.

Matt Hanna offered his support for discussing semi-finalists at the retreat.

Ben Franz-Knight discussed the suggestion to discuss Business Support/Incubation for Current and Future Commercial Tenants, noting John Turnbull and Jennifer Maietta would speak to the Council on what the general approach has been over the last few years. It would be a review of the number of different tenants in each category, the intention behind First Avenue to make it livelier, and a conversation on the lower levels of the Market.

Ben Franz-Knight continued with the recommendation put forth by Rico Quirindongo to bring in Amanda Osborne from Ecotrust to speak about alternative sustainable food system models. This presentation may help inform commercial and future decisions around farming roles, farmer support, profitability, and the option to manage the Sammamish Farm. Ben suggested the conversation on the Sammamish Farm could be put on hold until a new ED is in place.

Rico Quirindongo noted that Ecotrust toured the Market recently and they have an interest in what the Market is doing. They are based in Portland and Redd on Salmon is a project they are managing to support local food enterprises, connect chefs, foodservice directors and entrepreneurs to independent farms, ranchers, and fishers in the region to scale a robust, regional food economy across the PNW.

Matt Hanna is intent to spend time at the retreat considering the Farm Program and how to expand it. He sees a connection between the Market and Redd on Salmon and suggested the PDA Farm staff and Ecotrust develop a presentation that's focused on how Redd on Salmon relates to the PPM Farm Program. Matt is interested in bringing Ecotrust to the retreat but only if their presence would help grow the farm program.

Ben Franz-Knight asked if it would make sense to tie this presentation to the Sammamish Farm. Zack Cook and Leigh Newman-Bell could participate. Ben Franz-Knight will reach out to Amanda Osborne from Ecotrust as well as Zack and Leigh and will report back to Matt.

Matt Hanna discussed the 2018 Strategic Issues. He is leery about setting the agenda for the whole year without a new Executive Director in place. Matt recommended the discussion could be a list of possible issues the Council could revisit in early 2018. For the PDA to be successful in addressing strategic issues it requires staff implementation and an Executive Director that is involved and engaged.

Ray Ishii suggested the Council consider long term financial opportunities, possibly three to five years out, to jump on opportunities to support business incubation. Could a fund be created to buy down some of the CAM charges or create an innovation fund? Ray continued by saying that when real estate values soften there could be an opportunity to acquire properties.

Matt Hanna asked Ben Franz-Knight for his thoughts on how to frame a tentative work plan for 2018.

Ben Franz-Knight suggested looking at immediate projects and issues facing the Market that need to be done and list those out as a work plan for the first six months of 2018. Those could include finalizing an agreement around construction impacts for viaduct and Alaskan Way, working on a deal for the Overlook Walk and managing streetcar construction impacts. Then at the retreat there is opportunity to raise the issues presented above as well as think about protection of businesses and residents and to capitalize on the opportunity if adjacent properties come up. The resources are there to address the latter two ideas.

Rico Quirindongo suggested the Council go through the exercise of developing “Need To’s” and “Have To’s.”

Ben Franz-Knight noted that same exercise is being conducted by PDA staff. It will help reduce some anxiety in the community and allow the Council to address topics such as the Hildt-Lacata and farm program.

Matt Hanna modified the draft agenda times.

#### **IV. Committee Chair’s Report**

##### **A. Market Connections**

Rico Quirindongo highlighted the presentation from Steve Pearce on the Pike | Pine Renaissance. The Committee will keep an eye on the design as it approaches the Market and to ensure the market environment is not confused with the city landscape. There was a conversation on new committee scope noting the thought that Committee members could participate in meetings periodically or becoming a committee member on other projects happening throughout the city.

A conversation continued on how Councilmembers can stay apprised of what’s going on throughout the city on projects that have potential impacts on the Market. Ben Franz-Knight recommended Rico Quirindongo lean on the new ED to keep their finger on the pulse of the various city-wide projects and highly recommends the new ED participate in the Downtown Seattle Association (DSA.) Rico suggested that in the interim period the Council needs to do a little more work and the opportunity is to bridge the gap while the ED is getting up to speed.

Ray Ishii asked Rico Quirindongo to identify key organizations and projects Councilmembers could focus on. Matt Hanna noted the difficulty in choosing projects as all of them could have impact on the Market.

##### **B. Market Programs**

Ben Franz-Knight provided a brief update on Market anniversary promotion, noting the strong presence and capitalization of social media efforts, and shared the initial discussion to utilize the MarketFront for a new holiday program.

##### **C. Finance & Asset Management**

Ray Ishii highlighted the budget presentation, noting the staff did a great job of putting it together a month earlier than scheduled. Ray Ishii asked if a line item should be added for Market Connections and whether the Programs Committee would want to review the budget.

Rico Quirindongo asked about the temporary Hillclimb signage and the wayfinding study recommended earlier in the year. He asked if there is a line item in the budget for that. A conversation continued on the presence of specific projects in the Budget. Rico believes there is consultant work that needs to be done to address wayfinding and does not want to wait until 2019.

Ben Franz-Knight noted the Marketing budget is appropriate even though the amount is closer to what was spend in 2015. The goal for 2018 is to not neglect the core market and to focus on “One Market” while still paying attention to MarketFront. Ben and Emily Crawford will reach out to Betty Halfon to review the budget and Rico will review the budget as well with Ben. Ben noted the signage and wayfinding study would be included in the Capital Projects list.

Ray Ishii continued with the budget overview noting Market Foundation costs are still unknown and were not included in the proposed Operating Budget. Matt Hanna recommends waiting for the draft agreement, which should be at the end of September, before adding numbers to the draft budget. The October Executive meeting will include a review of the Services Agreement and budget numbers. Ben Franz-Knight noted there is a cushion in the proposed budget to make adjustments.

Two resolutions were discussed: 17-49 Term Architect which passed but not moved to Consent Agenda. Ray Ishii and Ben Franz-Knight shared the debate over the removal of the word “initial” from the resolution. Matt Hanna asked that 17-49 be added to New Business at full Council. Resolution 17-50, Lease Proposals, was moved to Consent Agenda.

Lastly Ray Ishii noted three final points: 1) a letter and cinnamon rolls was left by a franchise owner of Cinnabon looking to open a location in the Market; 2) Ben Franz-Knight provided a chart on W/MBE contracts. Matt asked that be included in the Council packet; 3) there was no follow-up on cultural appropriation and Ray asked that to be on the October agenda.

#### D. Executive Director Hiring Committee

Rico Quirindongo noted the stakeholder list that is being circulated and asked Councilmembers to review the list and provide edits by Friday.

Gloria Skouge noted that she would like to reach out to stakeholders before passing along their contact information.

Rico Quirindongo suggested a few names of external stakeholders that need to be included, such as the Mayor’s office, Sally Bagshaw, Office of the Waterfront (Marshall), SOJ (Justine), and DSA (John Scholes). Ben Franz-Knight requested that any engagement with staff flow through Directors.

#### V. Executive Director’s Report

Ben Franz-Knight handed Matt Hanna a photo of the newly created connection between MarketFront and Victor Steinbrueck Park. A bill was received from the City of Seattle for the vacation of Armory Way, in the amount of \$780,300. Their appraisal did not include any acknowledgement of the long term and perpetual covenants recorded on the property and it did not incorporate the joint investment between the PDA and City per the development agreement. Ben anticipates delivery of a revised invoice.

The Office of the Waterfront is almost done with their review of the Completion and Compliance letter for the Overlook Walk. Ben anticipates receiving that within a week and hopeful a term sheet or outline will be completed before he leaves at the end of October.

Lastly, Ben Franz-Knight highlighted the exercise that has been started with Managers and Directors to provide a detailed list of 1) what is critical for management and operation of the Market and 2) projects that are either aspirational or not critical to complete in 2017. Ben will work with Directors to cull that list and review it against Council priorities and report on these priorities during October Executive Committee meeting.

**VI. Public Comment**

Howard Aller noted the return of the rain and the empty sidewalk cafes along First Avenue. He would like to know if there is a way to have those cafes close up in the winter, which would allow pedestrian traffic to be covered by the overhang, and have the cafes return in the summer.

Matt Hanna asked for a report on this at next months' meeting.

**VII. Concerns of Committee Members**

Gloria Skouge asked if the state audit had begun. Ben Franz-Knight said that process has begun but the PDA has yet to see their priority areas of focus. Gloria also asked about the status of the Hahn building across the street on First Ave and how that might affect the Market, First Avenue, and Pike Street.

**VIII. Adjournment**

The meeting was adjourned at 5:45 p.m. by Matt Hanna, Chair.

Meeting minutes submitted by:  
Karin Moughamer, Executive Administrator