Date: Wednesday, November 13, 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

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<thead>
<tr>
<th>Time</th>
<th>Section</th>
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<tr>
<td>4:30pm</td>
<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 October 23, 2019 Executive Committee Meeting Minutes</td>
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<td>4:35pm</td>
<td>II. Announcements and/or Community Comments</td>
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<td>4:40pm</td>
<td>III. Council Chair Report</td>
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<td>4:50pm</td>
<td>IV. Committee Chair’s Report</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>
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<td>5:05pm</td>
<td>V. Executive Director’s Report</td>
<td>Mary Bacarealla</td>
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<td>5:20pm</td>
<td>VI. Discussion Items</td>
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<td>A. Changes to Designated PDA Council Committees</td>
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<td>B. Ad hoc Nomination Committee</td>
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<td>5:35pm</td>
<td>VII. Public Comment</td>
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<td>5:40pm</td>
<td>VIII. Concerns of Committee Members</td>
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<td>5:45pm</td>
<td>IX. Adjournment</td>
<td>Chair</td>
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Wednesday, October 23, 2019
4:30 p.m. to 5:45 p.m.
Economy Building Goodwin Library, 1433 First Avenue (3rd Floor)

Committee Members Present: Rico Quirindongo, David Ghoddousi, Colleen Bowman, Devin McComb, Patrice Barrentine

Other Council Members Present: Mark Brady

Staff Present: Mary Bacarella, Karin Moughamer, John Turnbull

Others Present: Joan Paulson, Ted Sive (by phone)

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

I. Administration
A. Approval of the Agenda
   Rico Quirindongo requested moving the Discussion of the Retreat Agenda to section III.
   The agenda as amended was approved by acclamation.

   Approval of the September 18, 2019 Executive Committee Meeting Minutes
   The September 18, 2019 Executive Committee Meeting Minutes were approved by acclamation.

II. Announcements and/or Community Comments
Joan Paulson asked for clarification on the minutes from the September Executive Committee meeting in which it was noted that Matt Hanna has not participated in meetings regarding the Overlook Walk. Mary Bacarella responded Matt Hanna has not participated and neither has anyone else on the Council as there have not been any meetings in nearly a year. Once those meetings start again Rico Quirindongo and Mary will attend.

   Devin McComb entered the meeting at 4:35 pm.

   Joan Paulson requested that information discussed in the meetings with Office of the Waterfront regarding the Overlook Walk be shared with the community.

   Joan Paulson noted that on the retreat agenda there is only a total of 10 minutes of public comment and that is less than at City Council meetings.

   Rico Quirindongo noted there is a Council meeting immediately before the retreat which will also have two opportunities for public comment.

III. Discussion Items
A. Discussion of Annual Retreat Agenda
   Rico Quirindongo started with an introduction of Ted Sive.
Mary Bacarella noted that at the 2018 retreat, more than 12 items were identified as strategic initiatives and during the 2019 retreat an update will be provided on those items that are priorities for the next 3-5 years.

Ted Sive reviewed the draft agenda that is presented in the packet. The 2019 retreat is the next phase of the strategic plan and the theme is honoring the past and sustaining the future as well as how can the PDA best carry forward the PDA and Historic District Charter(s), 50 years in, in a changed City, with changing retail.

Ted Sive reviewed the big ideas and themes of removing barriers, creating and growing community by looking at the Market’s spaces and places, tenants and retail, and updating the needed priorities and strategic planning to reflect that.

Ted Sive reviewed the agenda, which starts with a presentation by PDA attorney Gerry Johnson on the PDA and Historic District charters. After a short welcome, staff will review the 2019 strategic plan priorities from 2018. After another break will be time to review a brief PDA history looking at implementation, refinement and evolution. The next discussion will be looking at the big idea of the present and will include discussion of the homework that council members are being asked to think about. The homework is meant to be fun and a way to get some creative ideas and each council member will get about 2 minutes each to present their ideas. Following a break, John Turnbull and Mary Bacarella will frame the financial metrics in relation to the place and spaces under the topic of Market performance and impact. The retreat will be closed with a discussion on potential and possible ideas, including refinement and analysis.

Colleen Bowman asked what the outcomes will be from this retreat. Ted Sive responded he’s not sure what the outcomes will be and he’s doing that on purpose. He’ll know more after the retreat and he hopes to be specific on scope to include places, spaces, tenants and retail.

David Ghoddousi asked for clarification on what he meant by removing barriers for tenants. Ted Sive responded a barrier can mean various things, but provided examples such as what are barriers to success. What barriers could be removed that are restricting the Market from success?

Patrice Barrentine commented this agenda feels like a visioning and those may fit into the already identified outcomes from 2018.

David Ghoddousi wonders if the PDA, Foundation, and Community working together on the same mission. Is it better today than 15 years ago? David believes so and would like to explore if the major stakeholders are working together. Ted Sive agrees that is one of the main ideas that could come out of the retreat.

Devin McComb asked Mary and Rico if it was their intention to spend an hour and 40 minutes on the big idea of the present and on the potentials and possibilities. Ted Sive responded that is the intention behind the meeting. Devin McComb would like to see if there is more time that can be allocated to public comment.

Devin McComb asked if past council members have been invited. Mary Bacarella responded yes.

Mark Brady would like to see additional public comment time after the discussion on potentials and possibilities.
Patrice Barrentine would like to ensure there is enough time for council brainstorming and if time is limited lets be flexible on public comment.

Colleen Bowman recommends holding public comment to two minutes if there is a large turnout.

Rico Quirindongo would like to move public comment to after the potentials and possibilities section. Karin Moughamer will make that change.

Rico Quirindongo allowed Joan Paulson to provide public comment.

Joan Paulson would like to see the PDA develop feedback loops into the process of working with the community every 2-3 years throughout the 5-10 year priority timeline. Joan also noted that community is not adequately noted on the retreat agenda. Rico Quirindongo noted that community is part of the outcomes and big idea of the retreat which is to remove barriers and create and grow community.

IV. **Council Chair’s Report**

Rico Quirindongo provided the following status updates:
- MarketFront leak investigation and remediation continues.
- He is still waiting on a schedule from the Office of the Waterfront on the Overlook Walk design.
- There are no updates on the Streetcar.
- He would still like to obtain the data collected during the zoning and land use boundary survey. Mary will follow-up with the Department of Neighborhoods.
- He encourages council members to take the retreat homework seriously and what are the opportunities to think about what the Market does next to continue to nurture the community we hold important to us.
- One family. One mission. One love.

Mark Brady asked for an update on Matt Hanna. Rico Quirindongo responded at the full council there will be a discussion on starting the ad hoc nomination committee in the event Matt cannot continue to remain on the council. Rico would like to see the council number officially reduced from 12 to 11 during the interim period. Matt’s appointment expires in June and Rico would like to begin the nomination process knowing that it takes the Mayor’s office an average of four months to place a council member.

Colleen Bowman would like to redefine what the process is for nominating people and how the ad hoc committee nomination handles the nominations. Patrice Barrentine offered to assist in drafting up a revised process.

Rico Quirindongo noted the ad hoc committee will be comprised of six council members with two council members from each of the representative groups – PDA, mayoral, and Constituency. Rico Quirindongo noted that David Ghoddousi would like to participate in the ad hoc committee.

Patrice Barrentine suggests putting a deadline on when candidates received through the Mayor’s web portal need to be into the committee in order to provide adequate time for review. Mary Bacarella noted the mayor’s office does provide the names and adds them to the list of possible nominations.

David Ghoddousi would like the ad hoc committee to be transparent on when they meet. It was noted the ad hoc committee is not a public meeting. Mary Bacarella noted that anyone can make a nomination at any time.
Rico Quirindongo noted this topic will be discussed during next week’s council meeting.

V. Committee Chair’s Report

A. Market Connections
Colleen Bowman noted there was a closed session with legal session and then there was a presentation from Sarah Butler from the Office of the Waterfront on the garage modifications associated with the realignment of Alaskan Way. Pre-submittal for permits is scheduled for a meeting with SDCI on October 31st, November is their target to finalize 100% design, an intake meeting with SDCI is anticipated for December, and permitting should be completed by February or March. Construction will start in October 2020 and go through May 2021. Mary Bacarella presented on construction updates.

Mark Brady noted his confusion on the pedestrian exit from the garage into the Fix Madore parking lot. There was a conversation on the stairwell exit to that parking lot and it was noted doesn’t appear to be many changes from how it’s currently situated.

Rico Quirindongo requested that at the point when construction starts he would like the Office of the Waterfront to brief the Council, possibly starting in August.

B. Market Programs
Patrice Barrentine noted the Committee has been receiving good data on programs and there are two in October, Refract (10/20) and Costumes on the Cobblestones (10/26). She noted the committee has been feeling confident on the data collected during these programs that are helping better understand the benefits and cost analysis.

David Ghoddousi asked if there is anything in the Hildt Licata about collecting data from the daystall community. Mary Bacarella responded there is nothing in the Hildt Licata about collecting data.

Patrice Barrentine continued there were in depth reports on social media and marketing data for the programs.

Colleen Bowman asked if a pedestrian counter could be moved to the MarketFront. Mary Bacarella responded a new one is being installed on the MarketFront.

Mark Brady commented he appreciated the opportunity for council and staff to interact.

C. Finance & Asset Management
Devin McComb noted it was a long meeting at which the first draft of the PDA 2020 operating budget was reviewed. Council was engaged in the conversation in reviewing expenses and revenue. Devin noted there is an anticipated 15% increase in insurance and there was debate on whether to increase that line item. Also, the Local Improvement District (LID) assessment was discussed and he believes the Council should consider whether the LID is passed onto the tenants. Another topic of discussion was around recruitment of daystall crafters and it was a conversation that was good to start in the Committee but would be best handled at another meeting. The lease proposals was moved to the Consent Agenda.

David Ghoddousi believes the conversation on daystall recruitment would be best heard at a later programs committee and he would like to hear from David Dickinson.

Colleen Bowman appreciated the meeting and thought it was fun. She appreciated the conversation on artists not being able to live downtown, people in the service industry, and Devin McComb pointing out that the PDA residential team is better than organization solely focused on low-income housing.
Rico Quirindongo commented that the Office of Arts and Culture is starting a PDA focused on protecting and creating artists space within the core of Seattle.

Rico Quirindongo noted the condensed nature of next week’s council meeting. It was agreed that Committee chairs would not give a verbal report and ask council members to review the committee packets and minutes.

VI. Executive Director’s Report
Mary Bacarella began with the following updates:

- The PDA residential managers and assistant managers might as well be social workers for all that they do to support the residential community. They go above and beyond what is required and do things for the residents that no other low income housing would provide. Mary thanked Devin for recognizing the residential staff at the Finance and Asset Management Committee meeting. Patrice Barrentine would like Mary to mention this at the beginning of the retreat next week.
- Refract went really well and there were a lot of people from the glass art community. It was a great partnership with the Washington Wine Commission who donated the wine. 250 tickets were sold for the wine pairing, which included food prepared by Chef Traci.
- The wayfinding program is moving forward and National Sign is currently working on the first draft of the three signature signs. The first round of designs will most likely be presented in Market Connections in January and then go to full council later that month.
- Mary met with the project managers of the Streetcar. The goal of the new $9million contract is to determine and design the modification of the existing South Lake Union and First Hill stations to accommodate new, longer cars.

Patrice Barrentine left the meeting at 5:41 pm

- Parking revenue is up $465,000 year to date.

Mark Brady commented that at Refract he noticed a lot of people commenting on how long it takes for a glass artist to create their art. He also noted the Food Bank has their new sign.

Colleen Bowman commented on the Are You Market event hosted by the Market Foundation. She would like to find a way to recognize Chef Traci.

VII. Public Comment
Joan Paulson asked if there is an equation for what businesses are supposed to be charged and not charged. She wonders if there are businesses that are exempt. Devin McComb responded that there is no equation. Mary Bacarella noted the Market does not know what the assessment will be.

VIII. Concerns of Committee Members
None.

IX. Adjournment
The meeting was adjourned at 5:46 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
## PDA Council & Committees

### 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**
- **Ray Ishii**

### Market Programs

- **Patrice Barrentine** – Chair
- **Paul Neal** – Vice Chair
- **Betty Halfon**
- **Colleen Bowman**
- **David Ghoddousi**
- **Mark Brady**
- **Ali Mowry**

### Finance & Asset Management

- **Devin McComb** – Chair
- **Ray Ishii** – Vice Chair
- **Patrice Barrentine**
- **David Ghoddousi**
- **Paul Neal**
- **JJ McKay**
- **Mark Brady**
- **Ali Mowry**
The Pike Place Market Public Development Authority consists of 12 members per RCW 32.21.730 and Seattle Municipal Code (SMC) 3.110; appointed as indicated below, subject to City Council confirmation, four-year terms:

- Four (one each year) Mayor
- Four (one each year) PDA Constituency
- Four (one each year) PDA Council

Appointments generally expire June 30th each year. The current PDA Council members are attached below.

The following calendar outlines the general steps in the nomination and selection of new Council-appointed members to the PDA.

<table>
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<tr>
<th>Date</th>
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<tr>
<td>March PDA Council Meeting</td>
<td>Chair to seek volunteers and to create ad-hoc Nomination Committee (2-6 members)</td>
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<tr>
<td>April</td>
<td>Chair to seek input/recommendations on Council appointment</td>
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<tr>
<td>First two weeks of May</td>
<td>Nomination Committee reviews and selects candidates to interview; works with ED and Executive Administrator to select interview dates</td>
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<tr>
<td>Last two weeks of May (selection of two days for interviews)</td>
<td>PDA Council-selected and Mayoral appointment interviews</td>
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<td>May PDA Council Meeting (last Thursday in May)</td>
<td>PDA Council is briefed by Nominating Committee on candidates</td>
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<tr>
<td>Early June</td>
<td>Nomination Committee provides Chair with selection</td>
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<tr>
<td>June Executive Committee</td>
<td>Discussion and selection of Council-elected Councilmember and election of PDA officers and committee chairs</td>
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<tr>
<td>June PDA Council Meeting (last Thursday in June)</td>
<td>Proposed Resolution for Election of PDA Officers, Committee Chairs, and Council-selected Councilmember</td>
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<tr>
<td>July PDA Council Meeting</td>
<td>New Councilmembers present</td>
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<tr>
<td>Early July</td>
<td>ED one-on-one meetings with new councilmembers; orientation with current councilmembers</td>
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The Pike Place Market Constituency has historically selected their appointee in June and ratified the vote at their July meeting.

The Mayor’s office has historically relied on the PDA to nominate Mayoral appointees and follows the same calendar for Council-appointed members.