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# PDA Council Meeting Agenda

**Date:** Thursday, August 29, 2019  
**Time:** 4:00 p.m. – 6:00 p.m.  
**Location:** Economy Building Classroom, 1433 First Avenue (3rd Floor)  
**Committee Members:** 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
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<tbody>
<tr>
<td>4:00pm</td>
<td>I. Administrative:</td>
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<tr>
<td></td>
<td>A. Approval of Agenda</td>
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<td>B. Approval of the PDA Council Meeting Minutes for July 25, 2019</td>
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<tr>
<td>4:05pm</td>
<td>II. Public Comment Including the Market Community</td>
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<td>4:10pm</td>
<td>III. Key Issues Presentation and Discussion Items</td>
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<td>A. 2019 Marketing &amp; Program Goals and Plan – Mid Year Update</td>
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<td>B. Approval of the PDA Council Meeting Minutes for July 25, 2019</td>
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<td>5:00pm</td>
<td>IV. Programs and Information Items</td>
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<td>A. Council Chair Report</td>
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<td>B. Director Report</td>
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<td>C. Committee Chair Reports</td>
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<td>D. Other Reports</td>
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<td></td>
<td>i. Market Foundation Update</td>
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<td>5:40pm</td>
<td>V. Action Items</td>
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<td>A. Consent Agenda</td>
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<td>– Fire Alarm Panel Replacement at the LaSalle Apartments</td>
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<td>– Replacement of Corner Market Light Fixtures</td>
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<td>iii. Proposed Resolution 19-40: Employee Medical and Dental Coverage</td>
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<td>for 2019-2020</td>
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<td>– Livingston Baker Tuck and Point</td>
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<td>B. New Business</td>
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<td>i. Proposed Resolution 19-43: Authorization to Enter Into Memorandum</td>
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<td>of Agreement Regarding Modifications to Pike Place Market PC-1S Garage</td>
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<td>5:45pm</td>
<td>VI. Further Public Comment</td>
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<tr>
<td>5:50pm</td>
<td>VII. Concerns of Committee Members</td>
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<tr>
<td>6:00pm</td>
<td>VIII. Adjournment</td>
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</table>
Thursday, July 25, 2019
4:00 p.m. to 6:00 p.m.
Economy Building Classroom, 1433 First Avenue

Committee Members Present: Rico Quirindongo, Betty Halfon, Ray Ishii, Mark Brady, Ali Mowry, Colleen Bowman, JJ McKay, Devin McComb, David Ghoddousi, Patrice Barrentine

Staff/Consultants Present: Mary Bacarella, Karin Moughamer, Brady Morrison, John Turnbull, Angela Battazzo

Others Present: Bob Messina, Howard Aller, Joan Paulson, Nick Setten, Alex Prentiss, Jerry Baroh, Lillian Sherman, Lindy Gaylord

The meeting was called to order at 4:03 p.m. by Betty Halfon, Vice Chair

I. Administrative
   A. Approval of the Agenda
      The agenda as was approved by acclamation.
   B. Approval of the June 27, 2019 PDA Council Meeting Minutes
      The June 27, 2019 PDA Council Meeting Minutes were approved by acclamation.

II. Public Comment Including the Market Community
    Joan Paulson would like to know if the viaduct demolition work around the Burlington Northern railway will be completed by the end of the year. Joan also noted an issue from July 19th in which traffic control began issuing tickets to cars along Pike Place. The current 30-minute loading zones were put in two years ago in anticipation of streetcar construction. Joan is concerned 30-minutes is not enough time for Market vendors to unload their goods and would like to see that reevaluated.

    Howard Aller thanked the Pike Place Market facilities team that assisted with a plumbing issue in his unit on a Saturday. He commented the facilities team is doing a good job and to keep it up.

III. Key Issues Presentations and Discussion Items
    A. Viaduct Demolition Update
       Mary Bacarella introduced Alex Prentiss and noted the 30-day closure of the Alaskan Way entrance to the Market garage is done.

       Alex Prentiss began by addressing the public comment, responding that that work around the BNSF railway, that work will is slated to be completed by the end of the year, possibly by October. The demolition team is hoping to get additional times to work on that portion and are will working with the railway to coordinate that work.
Alex Prentiss continued by noting the demolition team is out of parking garage. The next stage is to put up lights and that plan has been presented to Brady Morrison. In the meantime there will be a light plant installed to provide lighting. The Hillclimb lights are going back up and she does not know when they will be electrified, but hopefully by next week. The excavation of the footings between Union and Pike Street is underway and they are hoping to have the paving completed the second week in August.

Alex Prentiss shared photos of the current state of the parking garage, including the new sidewalk from the garage towards the waterfront. Alex noted the lighting plan that will go outside the parking garage and on the Hillclimb.

Alex Prentiss provided an update on the south end demolition. Dates for the removal of the Dearborn portion and the Marion Street overpass are still unknown. Yesler, King, and S. Washington are now closed. Streets will be reopened before additional streets are closed. The traffic control plan is being updated regularly and she acknowledged the difficulty of getting traffic through this area to West Seattle during the demolition.

Angela Battazzo added traffic has been backing up from the two lane pinch all the way past the aquarium. The City is looking at ways to alleviate that traffic.

Alex Prentiss noted complaints or suggestions can be provided by calling the demolition hotline. She will be back in September to provide an update on the railway progress.

IV. Programs and Information Items
   A. Council Chair Report
   Rico Quiroindongo apologized for being late. He noted the following updates:
      • Work on the MarketFront continues
      • No update on the designs for the Overlook Walk from the Office of the Waterfront
      • Rico is crossing the viaduct demo off his update list
      • The LID study is underway and will Mary will provide more detail
      • No updates on the streetcar
      • Regarding the Showbox, Rico noted it has received landmark designation and as a result the city is no longer completing the feasibility impact study. He is advocating that study continue and be completed.

   B. Executive Director Report
   Mary Bacarella provided the following updates:
      • Regarding the LID, the Market Connections meeting is being moved to Monday, August 5th and would like all council members to attend to hear an update on this report.
      • For the Overlook Walk, the team is starting to firm up the different type of meetings that will take place to discuss different aspects of the design. Angela Battazzo is working on assisting with these meetings.
      • Comments on the 30% design for the garage modifications related to the Alaskan Way rebuild have been provided and the Market should be receiving 60% design drawings on August 5th and anticipate sharing those at the September Market Connections meeting.
• Parking is $226,000 over budget year to date.
• PM: Producers Market is tonight. Betty Halfon will be helping judge table decorations.
• Regarding the Showbox, Mary called the Director of the Department of Neighborhoods to discuss the feasibility study.
• Victor Steinbrueck Park construction has not gone out to bid and won’t until fall. Bid to award is roughly 3 months and they are hoping work can start in January or February. Mary will continue connection design conversations.
• The Champion Building is not for sale and there are no vacancies.
• Angela Battazzo introduced herself to the Market Connections Committee.
• Union negotiations are moving forward and Mary is waiting on rescheduling the meeting that was canceled by the Union.
• Mary requested ratifying the language regarding the Little Fish lease termination. Mary would like someone to make a motion that says “I move the council ratify and approve the lease termination agreement signed by the Executive Director consistent with prior conversations with PDA council.”

JJ moved the proposed motion and Patrice Barrentine seconded the motion.

Devin McComb asked if this should be handled at a different point in the meeting. Mary Bacarella responded PDA legal counsel suggested Mary introduce this during her report.

For: Rico Quirindongo, Betty Halfon, Ray Ishii, Mark Brady, Ali Mowry, Colleen Bowman, JJ McKay, Devin McComb, David Ghoddousi, Patrice Barrentine
Against: 0
Abstain: 0

The motion passed by a vote of 10-0-0.

C. Committee Chair Report

Betty Halfon noted there was a report on the Market education program and this program is under review and a new plan for the program will be presented at the next Market Programs Committee meeting.

Mary Bacarella added there was a report from Daystall regarding the Producers Market, Farm reported on remote markets and CSA. At the next programs meeting there will be a six-month update.

Rico Quirindongo would like to see the six-month marketing update at Council. Patrice Barrentine suggested giving the presentation at Programs Committee as they could possibly provide feedback to help shape the council presentation. Rico Quirindongo agreed with that suggestion.

Ray Ishii noted the financials through June are looking strong. Staff to do recommend making a formal adjustment to the 2019 budget. He thanked the staff for all their work. There was a report on the six month activity for the discrete component units which include WASH, LaSalle, and QB3. All three continue to perform well against the perfroma and LaSalle expires next year and staff are working to spend down the reserves on building upgrades. There was also a
presentation on planning being done to improve Market efficiencies. There are two resolutions on the Consent Agenda, both of which passed unanimously.

Colleen Bowman noted that Angela Battazzo was introduced and there was a presentation on wayfinding and signage from John Turnbull and Karin Moughamer which includes a timeline and budget. There is an RFQ for design of signature signage that was sent to the Market Connections Committee for review. Colleen did not attend Executive Committee as she was at the meeting for the Showbox landmark designation.

Rico Quirindongo asked if there is a timeline for the RFQ. Colleen Bowman responded it goes out tomorrow, July 26th.

D. Other Reports
   i. Market Foundation Update
      Colleen Bowman noted the committees continue to meet but the full board is on summer break and will resume in September. Colleen encouraged people to get their Sunset Supper tickets!

V. Action Items
   A. Consent Agenda
      ii. Proposed Resolution 19-36: Lease Proposals July 2019

The Consent Agenda was approved by acclamation.

B. New Business
   i. Proposed Resolution 19-37: Election of PDA Officers, Committee Chairs, Vice Chairs, and Council-selected Council Member
      Rico Quirindongo introduced proposed resolution 19-37, noting the ad hoc nomination committee met to discuss the below resolution. Rico congratulated David Ghoddousi on reelection to the PDA Council by the Pike Place Market Constituency. Colleen Bowman’s reappointment is under review by the Mayor’s office and Ray Ishii is reconfirming his position as a PDA council seat.

      Rico Quirindongo appreciates all the work of the council and noted the importance of maintaining historical knowledge as the current council is still relatively new. Rico noted the composition of Executive Committee should be reviewed to possibly include the vice-chair and treasurer as they currently are not automatically appointed to the Exec. Committee.

      The resolution states:

      WHEREAS, the PDA Council annually elects its officers and approves the appointment of PDA Council Committee Chairs and Vice Chairs for one year terms, and each year the PDA Council selects a member of the Council to serve a four year term subject to approval by the Seattle City Council of such selection; and,
WHEREAS, the PDA Council approved Resolution 13-62 in October 2013 restructuring council committees; and,

WHEREAS, the PDA Council has recommended the following Councilpersons to serve as Officers and as Chairs and Vice Chairs of PDA Council Committees for a one year term beginning on July 1, 2019 through June 30, 2020; and,

NOW, THEREFORE, BE IT RESOLVED that the PDA Council elects the following officers for a one year term from July 1, 2019 to June 30, 2020:

Chair: Rico Quirindongo  
Vice Chair: Betty Halfon  
Secretary/Treasurer: JJ McKay

AND, BE IT FURTHER RESOLVED that the PDA Council appoints the following chairs and vice-chairs of its standing committees for a one year term beginning from July 1, 2019 to June 30, 2020:

<table>
<thead>
<tr>
<th>Committee</th>
<th>Chair</th>
<th>Vice Chair</th>
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</thead>
<tbody>
<tr>
<td>Finance &amp; Asset Management</td>
<td>Devin McComb</td>
<td>Ray Ishii</td>
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<tr>
<td>Market Programs</td>
<td>Patrice Barrentine</td>
<td>Paul Neal</td>
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<tr>
<td>Market Connections</td>
<td>Colleen Bowman</td>
<td>David Ghoddousi</td>
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AND, BE IT FURTHER RESOLVED that the PDA Council elects Betty Halfon and David Ghoddousi as the two at-large members of the Executive Committee for a one year term beginning July 1, 2019 to June 30, 2020.

AND, BE IT FURTHER RESOLVED that the PDA Council selects Ray Ishii as a Council-selected Council Member for a four year term beginning July 1, 2019 to June 30, 2023.

Collen Bowman moved the proposed resolution and Devin McComb seconded the motion.

David Ghoddousi noted he was happy to see that Matt Hanna is on the Market Connections Committee and would like to see him be the chair for that committee based on his past experience. Rico Quirindongo responded he talked with Matt Hanna and hopes to have a more in-depth meeting in the future to better assess is participation on the Council.

Colleen Bowman added she agrees Matt Hanna would be a great chair for the committee and asked him to step into that role. He declined the offer but has offered to always be available for questions.

Colleen Bowman thanked Betty Halfon for joining the Market Connections Committee.

David Ghoddousi noted that Betty Halfon is listed as both Vice Chair and at large on the Executive Committee. Rico Quirindongo noted the Executive Committee wanted to
retain her voice and added her as at-large as the Vice Chair is not a voting member of the Executive Committee. David noted he is in support of those appointments.

For: Rico Quirindongo, Betty Halfon, Ray Ishii, Mark Brady, Ali Mowry, Colleen Bowman, JJ McKay, Devin McComb, David Ghoddousi, Patrice Barrentine
Against: 0
Abstain: 0

Proposed Resolution 19-37 passed by a vote of 10-0-0.

VI. Further Public Comment
Bob Messina asked for clarification on the terms Overlook Walk vs Overlook Park. Rico Quirindongo responded the name is the Overlook Walk.

Nick Setten thanked Devin McComb and Colleen Bowman for their help with the Constituency election last Friday, as well as Tiffany, Patricia and Nicole from the Market Foundation.

VII. Concerns of Committee Members
David Ghoddousi thanked all in the Pike Place Market Community for their support in reelecting him to the Pike Place Market Constituency.

Rico Quirindongo thanked all who served as Chair and Vice Chair and in Executive positions over the last year and thanks those who are taking on new roles in 2019.

VIII. Adjournment
The meeting was adjourned at 4:48 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
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SUMMARY

A number of items to be reported on are already listed below and in the committee notes. Others are agenda items that will be discussed in this Council meeting.

August has proven to be a very intense and busy month. There is a higher volume of visitors coupled with the great Seattle summer weather we are having, everyone in the market has been working harder. Overall business is strong and anecdotally, a few of our businesses have seen record numbers. Parking revenue is still trending strong even with viaduct demolition going on.

Our residential numbers have been holding steady at just under a 2% vacancy rate, (under the 3% budget number) and our operations and residential team have been keeping very up-to-date on turning the apartments when they become vacant.

Now that the viaduct demolition has moved from our Alaskan Way entrance, we are now focusing our attention on the Alaskan Way street elevation that is the next phase of the new waterfront. At the moment, we do not have exact timing on when it will start but it will be sometime next year. Working with the city’s Office of the Waterfront, we are in the design phase of the Alaskan Way garage modifications that are needed to elevate our ingress and egress to the second level of the garage to meet the new elevation of the roadway. We will have the project manager come to the Council Connections meeting in the next month or so to update on this project.

Among a number of initiatives launched by the marketing department, on August 19th, we started a Facebook page for locals. The vision is to provide our local community with a forum to share tips about the Pike Place Market and our Market businesses to share what’s new with our local community shoppers.

Besides August being a very busy month in general, we also had the opportunity to host some great events here at the market. Sunset Supper, the Market Foundation’s annual fundraiser, raised a record $477,000 for Market services.

On Sunday, August 25th, we had the great pleasure to be the venue for The Head and the Heart concert. The band kicked off their national tour playing on the roof of the market with our great Public Market neon clock serving as the backdrop. Amazon Music live streamed the concert all over the world. With two of the band members being former buskers here at the market, the band was elated to be playing here. The crowd was huge and loved being at the market on a beautiful summer evening listening to their favorite band.
Finally, we are starting the process for fall and winter activities including budgeting, capital projects, strategic development and fall and winter marketing planning.

**KEY OPERATING METRICS**

<table>
<thead>
<tr>
<th>Commercial Tenant Sales as Compared to Previous Year*</th>
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<tr>
<td><strong>Year to Date Sales (June 2019)</strong>**</td>
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<tr>
<td>Restaurants</td>
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<tr>
<td>Food</td>
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<td>Mercantile</td>
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*Several charts are also attached highlighting year-over-year sales trends through June 2019 with partial sales reports for July 2019.

**There is one missing sales report for a restaurant

***Actual performance is $1,631,542 over budget as reflected in preliminary year-end statement.

**Operating Income After Required Reserves and Debt Service:**

<table>
<thead>
<tr>
<th>Annual Goal</th>
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<td>$2,954,221</td>
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<table>
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<tr>
<th>Year to Date: July 31, 2019</th>
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<td>$2,691,219***</td>
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**Farm and Daystall Attendance**

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<th>Change from July 2018 to July 2019</th>
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<tr>
<td>Craft</td>
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<tr>
<td>Farm</td>
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*Several charts are also attached highlighting year-over-year sales trends through June 2019 with partial sales reports for July 2019.

**There is one missing sales report for a restaurant

***Actual performance is $1,631,542 over budget as reflected in preliminary year-end statement.

**Operating Statement**

July was another strong month for the Market. Total revenue for end of July was $12,659,195 (over budget by 9.6%) and operating expenses was $8,554,898 (under budget by 5.7%). The net result after debt service and reserves was $2,691,219 which is over budget by $1,631,542. Restricted cash decreased due to the payment of the semiannual portion of the interest on the 2015 PDA bonds and designated cash increased due to the additional contribution to the CRRF, on top of the monthly contribution. Commercial revenue continues to be over budget by $360,000 with CAM and rents higher than budget. Garage revenue is 26% higher than budget and investment income is higher due to higher yield percentages (2.59% compared to the budget of 1.46%). Expenses are generally all under budget, but many will trend out through the year. The Capital Reserve and Replacement fund is at $18.1M.
Farm and Craft Attendance and Revenue
Denny Regrade and First Hill remote markets continue to outperform 2018 revenue and overall the remote market revenue is performing at the same levels as 2018. Food access programs continue to provide value to the community and in July nearly 1,900 pounds of fresh food was donated to the Pike Place Food Bank. In addition, there were 1,106 PikeBoxes packed generating $25,000 for farmers and $34,000 in total revenue. However, farm revenue is down 2.7% compared to the July last year. Daystall revenue is up 4% over July last year and in order to identify potential new crafters for the Market, staff visited seven fairs/shows in July. The Daystall team worked hard to produce the third PM: Producers Market, which was held on July 25th. The theme was summer picnic and again, the craft community did a great job showcasing their products alongside creative displays based on the theme.

MARKET PROGRAMS
Marketing & PR
- Social media accounts all continue to grow, with Instagram seeing a 2.8% growth. Engagement across all platforms were higher in July compared to June with Twitter seeing a 47% increase over last month.
- Both mobile and website visits were up in July, with a combined increase of nearly 26%. The homepage, followed by parking and Plan Your Visit received the highest percentage of views.
- Two press releases, four features and 24 separate press coverages garnered nearly 180 million impressions for the Market.
- In July there were seven filming inquiries with four executed contracts.

Programs
- The school education program presentation was put on hold until the September Market Programs meeting.

Market Programs Committee - Key Actions and Discussions
- Amy Wallsmith provided a detailed report on the first six months of 2019 and included data, experimental programming, and new initiatives for marketing, social media, PR, and programs.

FINANCE AND ASSET MANAGEMENT
Finance and Accounting Department
- Processed all payables and receivables.
- Sabina Proto provided a review of the 30 year cash flow projections, including a review of the parameters for the PDA’s revenue and expenses and projections for capital projects according to the 30 year capital projects plan.

Commercial
- Mastercraft Leather has vacated the Market and a new tenant is set to move in in October.
- Sweetie’s Candy is entering into a sale of business and on the MHC agenda for August.
- Bonnie B’s Pepper’s at 1500 Pike place #15 is anticipating an early fall opening.
- Applicant/concept review in process for Umai Sushi and Teriyaki.
- The application deadline for 191 Western Avenue is August 26th.
Residential
- Vacancies are below 2%, still below the budget of 3%.
- Staff received training to review updates on new policies concerning notices for late rent, default of house rules and other leasing issues.
- PDA is enrolled in a 2-year trial program to work on improving regular maintenance in anticipation of period HUD building inspections.
- Building wide improvements on the LaSalle continue and a resident meeting was held to review those changes.

Capital Projects
- Contract for the new digital radios has been signed and the FCC application has been submitted.
- Soames-Dunn window replacement is scheduling for October.
- The elevator recall in the Leland building has been completed.
- Skybridge AC unit is moving forward and awaiting approval of permits from the City.

Parking
- Both garages were pressure washed and are now scheduled for regular pressure washings throughout the year.

Maintenance & Facilities
- Due to tainted mixed recycling, loads were rejected and redirected into garbage. The result is an increase in garbage tons (188 compared to 161 in June) and a decrease in recycling tonnage from 332 in June to 197 in July. 56 bales of cardboard were recycled and 297 yards of compost was processed. 60 tons of fish ice was melted in July.
- 222 work orders were completed in July, including 6 apartment rehabs.

Security
- Conducted routine patrols and provided support for filming and events
- Responded to calls for service in the Market, fire alarms and requests for assistance

Finance and Asset Management Committee - Key Actions and Discussion
- Consent Agenda:
  o Proposed Resolution 19-40: Employee Medical and Dental Coverage for 2019-2020
  o Proposed Resolution 19-42: Lease Proposals – July 2019

MARKET CONNECTIONS
- Gerry Johnson provided an overview of the Pike Place Market garage modifications needed to connect to the reconfigured Alaskan Way.
- Mary Bacarella provided an update on construction projects surrounding the Market.
## PDA Employee July 2019 Anniversaries:

<table>
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<th>Years</th>
<th>Name</th>
<th>Last Name</th>
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<tr>
<td>2yrs</td>
<td>Shelly</td>
<td>Brehm</td>
<td>Parking</td>
</tr>
</tbody>
</table>
METRIC 1
Commercial Sales Comparison (thru June 2019)
Section III:

Key Presentations & Supporting Documents
2019 Key Messaging Points

• Pike Place Market is an accessible daily, weekly, monthly shopping destination
• Pike Place Market offers unique, high-quality specialty products and produce in a convenient Seattle location
• Pike Place Market has one-of-a-kind handmade products
• Pike Place Market is rich with adventure and history
• Pike Place Market has affordable and convenient parking
• Make it a Market Day!
Audience

- Established and new locals in the downtown core, who live within 10-15 blocks
- Downtown workers
- Visitors in town for a single day, weekend or longer
- All ages (millennials, families, baby boomers, etc.)
2019 Marketing Goals

1. Position Pike Place Market as an accessible daily, weekly, monthly shopping destination for all.

Approach: Digital Content

Blog – Up 44% from the same time last year.

Email Newsletter – Through targeted content, we increased our database by 1,500 subscribers with open rates ranging monthly from 24-27% (Industry standard: 20%-25%)

Farmer Markets Newsletter – Farmers Market newsletter sent weekly to 88 subscribers with a 40% open rate (2018: 90 Subscribers with 30-40%)

Website – in progress, interviewed four website design firms
2019 Marketing Goals

1. Position Pike Place Market as an accessible daily, weekly, monthly shopping destination for all.

Approach: Paid Advertising

- Create media buys to support our core programs –
  - General awareness/inspire shopping
  - Core events
  - MarketFront Pavilion Programming
  - Express Farmers Markets
- Develop key media partnerships—currently negotiating with print, radio, and TV for fall and holiday
- Focus digital advertising on Target Market Segmentation—new real time verified walk-ins and social media advertising
- Support our social media content strategies—boost organic posts and digital content programming
- Create year-round Make It A Market Day campaign—Launched in April
Example: Make It A Market Day Campaign

Make It A Market Day Campaign

Overview:

- No two trips to Pike Place Market are the same. It’s a choose-your-own adventure with delights around every corner. That’s what makes it fun, and frankly the antithesis of shopping at the mall or grocery store (or online). This concept features candid shots of local shoppers in action, underscoring the unique experience of shopping at Pike Place. Where else can you bike down cobblestones to buy $10 flowers from a local farmer? #MakeItAMarketDay
- A variety of Market Merchants will be highlighted throughout the campaign.

Creative Banner Ads:

Social Media Assets:
Make It A Market Day Paid Advertising

General Awareness: Make It A Market Day

Social Media Advertising (Jan-July)
Facebook and Instagram
Next Steps: Incorporating in new creative, using UGC

Digital Banner Ads (May-July)
New 2019 Real Time Verified Walk-Ins
• Tracking mobile devices that have received Pike Place ads.
• Impressions: 408,425 >> Walk-Ins: 8,834
• Est. Cost Per Visit: $0.35 (extremely low)
• (CPL for Travel and Tourism is $29 per customer)

WAZE Advertising (June & July)
• 2,750+ Clicks: When someone clicks on your pin or search listing to see more information
• 2,396+ Navigations: When someone clicks “Drive There”
2019 Marketing Goals

1. Position Pike Place Market as an accessible daily, weekly, monthly shopping destination for all.

Approach: PR

• Traditional PR & Media Outreach
  - Secured over 179 pieces of coverage and over 212 million impressions
  - Coverage of Daffodil Day increased from 10 million impressions in 2018 to 27 million in 2019
• Proactive Outreach (weekly outreach to media with evergreen stories about the Market)
  - Secured 17 pieces of coverage and over 177 million impressions
  - Since launching, story pickup has increased each month
Example: Viaduct Demolition

Approach: PR

- Month-long outreach campaign encouraging visitors to come to the Market and watch the viaduct demolition from the best view in the house and take home a piece of viaduct memorabilia from Market crafters.
- Secured 43 pieces of coverage and over 31 million impressions
- All coverage was positive and encouraging people to come to the Market
- Despite the demolition there was an increase in parking revenue, tickets pulled and monthly passes bought from June 2018 (year over year)
- Internal Communication helped to mitigate the impacts of the viaduct construction
- Regular Tenant Alerts and information in the June and July Insider
2019 Marketing Goals

2. Tell the Pike Place Market story through key partnerships and community outreach.

**Approach: PR**
Combination of Traditional PR & Media Outreach and Proactive Outreach, as outlined on the slides before

**Approach: Social Media**

- **Instagram Takeovers**: 7 completed Instagram Takeovers. 5 interested businesses for fall. Businesses received on average of 60 new followers. **Challenges**: Takes time providing individualized attention to each business.

- **Taste Test Tuesday** – Two episodes completed. **Challenges**: Engagement is low. Need to promote show before Tuesday and cross promote/publish videos on other platforms.

- **What’s In My Bag?** – Instagram Stories saw a 5% increase in average impressions. **Challenges**: In the process of reaching out to more local influencers. Need to repurpose content for YouTube/website videos.

- **Locals Facebook Group** – Recently launched last week.

**Campaigns launching fall of 2019:**

- **Instagram Photo Contest** – Contest will ask fans to post a photo to their account depicting how they Make It A Market Day. **Challenges**: Making sure we have all the legal processes in place to run a contest

- **Pinterest** – Build a strategy for Pinterest (Fall)

- **Influencer Videos** – Facilitate 4 #MakeItAMarketDay videos using social influencers (Fall) **Challenges**: Reaching out to influencers and photographers.

- **Video Contest** – Launch a video contest in October asking people how they #MakeItAMarketDay (Winter)
2019 Marketing Goals

3. Further develop a filming and trademark plan that protects the market’s brand and marks.

**Approach: Filming**
Permit brand-aligned film productions and host myriad editorial productions to communicate the Market story.
- Permitted 17 filming applications (6 approved with trademark)
- Over $15K generated from filming costs (2019 Budget Goal of $25k)

**Approach: Trademark Research**
Presentation set for September Market Programs Committee meeting
2019 Program Goals

1. **Concierge Program**: Build a monthly concierge program for both residential and hotel concierges to increase brand awareness. *(July Report)*

2 & 3. **Farm Programs**:
   - **CSA - PikeBox**: 250 subscriptions, Fresh Bucks To Go Program: Distribute 150 boxes a week during the school year and 50 during the summer
   - **Remote Farmers Markets**: Drive shoppers and sales at remote downtown farmers markets: SLU, First Hill, City Hall & Regrade. *$1M goal, halfway $509,032*
Example: Farm Program Paid Advertising

Express Farmers Markets (4 locations)

Social Media Advertising (May-July, Select weekdays leading up to the event)
• Facebook Event Boosts – Low CTR
• 1 mile radius of various locations

Challenges:

Digital Banner Ads (May-July)
• Above industry standard CTR
2019 Program Goals

4. School Education Program: Provide an excellent teaching and learning opportunity to a larger and more diverse student/school population, by developing an updated program.  

*New focused school program for 2019-2020 school year – expand our low income schools to 30% of the schools.*

5. Small Business Workshops: Support and develop existing small businesses through spring and fall workshop schedules. *(June Report)*

**Highlights:**
- 5 Spring Classes – Instagram Level 1-3, Product Photography, Website
- 8 Fall Classes Scheduled

6. Co-Op Advertising Program: Provide financial assistance to Market businesses promoting the Market through advertising. *Distributed $6,400 to date ($13,600)*

7. MarketFront North Pavilion Activation: Build an event program that explores new partnerships and activities that bring in visitors. *Daystall Report & Advertising*
Example: Producers Market Paid Advertising

MarketFront Pavilion Programming: PM Producers Market

Social Media Advertising (May – July, 7 day flight)
- Adults 21+, 5 mile radius of Downtown
- Facebook Event Boosts
- The Stranger – online and email blast
- Instagram Stories

Digital Banner Ads (May-July)
- Above industry standard CTR

Results:

<table>
<thead>
<tr>
<th>Date</th>
<th>Participants</th>
<th>Satisfied with Sales</th>
<th>Would like PM to continue</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 30</td>
<td>25</td>
<td>32%</td>
<td>99%</td>
</tr>
<tr>
<td>June 27</td>
<td>24</td>
<td>70%</td>
<td>100%</td>
</tr>
<tr>
<td>July 30</td>
<td>29</td>
<td>56%</td>
<td>100%</td>
</tr>
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</table>
2019 Programs Goals

8. Development of Core Special Events:

- Feb: Love in the Market (June Report) First Pop-up Murals – 8 locations, activated multiple locations throughout the Market, First Love Tasting Flights – Ticketed Event
- May: Flower Festival & Moms Market Day (June Report) Second Round of Pop-up Murals – 8 locations, Busker Showcase on the Farm Truck, activated multiple locations throughout the Market, First Shopping Incentive Offered – success!

Upcoming

Oct: Harvest Festival/Costumes on the Cobblestones

Nov: Magic in the Market

Core Events Overall Goals:

1. Bring visitors to the Market creating activities that move the visitor in, around and through the entire Market.
2. Build audience of new locals to engage them with the Market as a whole.
3. Create opportunities for commercial tenants, Daystall/Farm, and the community to participate and increase sales.
A Look Ahead - Marketing

PRINT PARTNERS

*The Stranger*
- Testing with promoted digital PM event listings
- Incorporate into Fall/Winter/Holiday Plans

*Seattle Met Newcomers Guide*
- Full page ad
- September Distribution: 40,000 Copies distributed annually via the U.S. Postal Service to a list of new movers from out of state in the last 12 months.

TV & RADIO PARTNERS
- Incorporate into Fall/Winter/Holiday Plans
A Look Ahead - Marketing

Challenges:
• Digital Advertising: Current website pages are not mobile friendly, poor CTR
• Social Advertising: Creative has not received the response and interactions
• Creative: A/B Testing along with tactic testing

New Initiatives:
• User Generated Content (UGC) Platform: Evaluating final two platforms
• Organic Posts: Boost organic content that performs well
• Instagram: Selected for beta test with interactive story ads
# A Look Ahead - Paid Advertising

## Media Messaging Flowchart

### 2019 Pike Place Market

**General Promotions at the Market**

<table>
<thead>
<tr>
<th></th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Season/Theme</td>
<td>25</td>
<td>2</td>
<td>7</td>
<td>23</td>
<td>28</td>
</tr>
<tr>
<td>Harvest/Market Day</td>
<td>30</td>
<td>14</td>
<td>21</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>Harvest/Market Day</td>
<td>25</td>
<td>2</td>
<td>7</td>
<td>16</td>
<td>23</td>
</tr>
</tbody>
</table>

### DIGITAL

**Paid Ads - Make it a Market Day**

<table>
<thead>
<tr>
<th></th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ads - Make it a Market Day</td>
<td>MMD</td>
<td>MMD</td>
<td>MMD</td>
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<td>MMD</td>
</tr>
<tr>
<td>Geo-Fencing banners _ Central Union</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
</tr>
<tr>
<td>Geo-Fencing banners _ The Regrade</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
</tr>
<tr>
<td>Geo-Fencing banners _ First Hill</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
</tr>
<tr>
<td>WADE - Parking Garage</td>
<td>WADE</td>
<td>WADE</td>
<td>WADE</td>
<td>WADE</td>
<td>WADE</td>
</tr>
</tbody>
</table>

### SOCIAL - Facebook & Instagram

**Make it a Market Day**

<table>
<thead>
<tr>
<th></th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>PM/Market</td>
<td>PM</td>
<td>PM</td>
<td>PM</td>
<td>PM</td>
<td>PM</td>
</tr>
<tr>
<td>FB Event _ City Hall Express Farmers Markets Mon/Tues boost</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
</tr>
<tr>
<td>FB Event _ The Regrade Express Farmers Markets Mon/Tues boost</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
</tr>
<tr>
<td>FB Event _ First Hill Express Farmers Markets Tu-Th boost</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
</tr>
<tr>
<td>Instagram - Express Farmers Markets - facade all 4 - geo too small</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
<td>EFM</td>
</tr>
</tbody>
</table>

### Print & Online Publications

- Stranger - Things to do/Events newsletter - online
- Seattle Mid Magazine - MAMO
- Seattle Times Black Friday Newspaper

### Radio/TV

- TV Partner
- KRWM/PLZ (BMO) Partnership for Harvest/Magic
Section IV:

Consent Agenda Items
Authorization for Contract Authority – Fire Alarm Panel Replacement at the LaSalle Apartments
August 2019

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et. Seq with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, the Pike Place Market PDA is the managing member of the LaSalle LLC and as such it approves of this resolution relating to this building; and,

WHEREAS, in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined that the LaSalle Apartments LLC, managed by the PDA for low income housing, requires replacing the fire alarm panel; and,

WHEREAS, the PPMPDA has executed a bid process to complete the replacement of the fire alarm panel.

NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to enter into a contract with Main Street Electric in an amount not to exceed $144,151.18 for the purpose of replacing the fire alarm panel of the LaSalle Building.

The funds for this project will be drawn from the LLCLAS 162904-00

______________________________________ _______________________________
JJ McKay, Secretary/Treasurer      Date

Date Approved by Council:
For:
Against:
Abstained:
Proposed Resolution 19-38
Authorization for Contract Authority – Fire Alarm Panel Replacement at the LaSalle Apartments
August 2019

Proposed Resolution Costs: $144,151.18

Project: Fire Alarm Panel Replacement

Account: LaSalle Replacement Reserves

Accounting Code: 162904-00

Project Description: Replace the existing fire alarm panel

Warranty: Fire Panel 1 Year Warranty with 3 month workmanship Warranty

Scope: Remove and replace the existing fire alarm panel along with accessories such as pull stations, smoke detectors, and bells of the LaSalle building.

Bid Process:
Solicited 5 contractors. Received 3 responses.

- Main Street Electric $144,151.18 (with 15% Contingency)
- Titan Electric $162,833.50
- Prime Electric $224,062.31
- McKinstry Nonresponsive
- SeaTac Electric Nonresponsive
Authorization for Contract Authority – Replacement of Corner Market Light Fixtures
August 2019

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et. Seq with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined that the Corner Market exterior lights are failing and in need of replacement MHC approved light fixtures; and,

WHEREAS, the PPMPDA has executed a bid process to replace the Corner Market exterior light fixtures.

NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to enter into a contract with Harold’s Lighting in an amount not to exceed $24,449.08 for the purchasing and installing replacement light fixtures on the exterior of the Corner Market.

The funds for this project will be drawn from the Capital Projects COMCOR 163851-00.

______________________________________ ________________________________
JJ McKay, Secretary/Treasurer      Date

Date Approved by Council:
For:
Against:
Abstained:
Proposed Resolution 19-39
Authorization for Contract Authority – Replacement of Corner Market Light Fixtures
August 2019

Proposed Resolution Costs: $24,449.08
Current Budget: $45,000.00
Project: Corner Market Lighting
Account: Capital Projects
Accounting Code: 163851-00
Warranty: 1 year
Scope: To remove and replace the exterior lighting at the Corner Market. A total of 18 light fixtures located on the exterior parapet wall

Bid Process:
Solicited three contractors; received one bids.

- Harold’s Lighting $24,449.08 (includes 25% contingency)
- Lighting Supply No Response
- Zorko Electric No Response
Employee Medical and Dental Coverage 2019-2020

NOW, THEREFORE, BE IT RESOLVED, that the PDA Council authorizes the PDA Executive Director or her designee, to enter into contracts with Regence BlueShield for employee medical coverage, VSP for employee vision coverage, SunLife Insurance for employee life insurance and Washington Dental Service for employee dental coverage for 2019-2020 policy year in the amount not to exceed $927,000

<table>
<thead>
<tr>
<th>Coverage</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Medical Coverage</td>
<td>$820,000</td>
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<tr>
<td>Life Insurance</td>
<td>$46,000</td>
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<tr>
<td>Vision</td>
<td>$10,000</td>
</tr>
<tr>
<td>Dental</td>
<td>$51,000</td>
</tr>
<tr>
<td></td>
<td>$927,000</td>
</tr>
</tbody>
</table>

A cushion to account for a flux in number of employees was taken into account.

______________________________________ _______________________________
JJ McKay, Secretary/Treasurer                            Date

Date Approved by Council:
For:
Against:
Abstained:
Authorization for Contract Authority – Livingston Baker Tuck and Point
August 2019

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et. Seq with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined that the Livingston Baker Building has delamination occurring and is in need of Tuck and Pointing on both the Northern and Western face; and,

WHEREAS, in order to preserve the building and protect from the Western exposure a breathable clear coat will be applied in order to preserve the brick and mortar; and,

WHEREAS, the PPMPDA has executed a bid process to complete necessary repairs and sealants.

NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to enter into a contract with Pioneer Masonry Restoration Company, Inc. in an amount not to exceed $99,981.15 for the purpose of completing tuck and point and urethane seal on parapet.

The funds for this project will be drawn from the Capital Projects COMLB 163852-00.

____________________________  ______________________________
JJ McKay, Secretary/Treasurer      Date

Date Approved by Council:
For:
Against:
Abstained:
Proposed Resolution 19-41
Authorization for Contract Authority – Livingston Baker Tuck and Point
August 2019

Proposed Resolution Costs: $99,981.15

Current Budget: $100,000.00

Project: Tuck and Point and Clear Coat

Account: Capital Projects

Accounting Code: 163852-00

Warranty: Tuck and Point has 1 Year Warranty
Clear Coat has a 5 Year Warranty
Additional Coatings 5 Year Warranty

Scope: Spot tuck and point North and Western Face. Approximately 40 brick replacements with additional salvage of delaminating bricks. Replace mortar and apply clear coat for protection.

Bid Process: Solicited five contractors; received two bids.
  o Pioneer Inc. $90,891.95 ($99,981.15 With 10% Contingency)
  o JMS Masonry (OWMBE) $91,530.95
  o Precision Masonry Unresponsive
  o Brick Masters Unresponsive
  o Western Masonry Unresponsive
# Lease Proposals

**August 2019**

<table>
<thead>
<tr>
<th>Tenant</th>
<th>Term</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Confectional</td>
<td>Five (5) Years</td>
<td>September 1, 2019</td>
</tr>
<tr>
<td>Paul Verano &amp; Destiny Sund</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Il Bistro</td>
<td>Ten (10) Years 5 months</td>
<td>August 1, 2019</td>
</tr>
<tr>
<td>Cappello Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nick Wiltz III</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bonnie B's Peppers</td>
<td>One (1) Year</td>
<td>September 1, 2019</td>
</tr>
<tr>
<td>Dylan Randolph</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ChefSteps</td>
<td>Three (3) Years</td>
<td>September 1, 2019</td>
</tr>
<tr>
<td>GLCRILLY, LLC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grant Crilly</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

_____________________________  _________________
JJ McKay, Secretary/Treasurer  Date

**Date Approved by Council:**

For:
Against:
Abstained:
<table>
<thead>
<tr>
<th>Business Name and Owner:</th>
<th>Date: August 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Confectional/Paul Verano &amp; Destiny Sund</td>
<td></td>
</tr>
<tr>
<td>Address/Building/Square feet:</td>
<td>1530 Pike Place/Triangle/490 sf.</td>
</tr>
<tr>
<td>Tenant Since:</td>
<td>2006 – 13 Years</td>
</tr>
<tr>
<td>Primary Term:</td>
<td>Five (5) Years</td>
</tr>
<tr>
<td>Use Description:</td>
<td>Bakery specializing in the production of cheesecakes (80%), handmade chocolates and truffles (8%), Columbian chocolate beverages and coffees/teas (8%), imported chocolate bars and commentary books (2%).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business Name and Owner:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Il Bistro /Cappello Bianco, Inc. / Nick Wiltz III</td>
<td></td>
</tr>
<tr>
<td>Address/Building/Square feet:</td>
<td>93A Pike Street / Economy / 3,625 sf.</td>
</tr>
<tr>
<td>Tenant Since:</td>
<td>2004</td>
</tr>
<tr>
<td>Primary Term:</td>
<td>Ten (10) Years</td>
</tr>
<tr>
<td>Option Term:</td>
<td>Five (5) Years</td>
</tr>
<tr>
<td>Use Description:</td>
<td>Full Service Italian Restaurant</td>
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</table>

<table>
<thead>
<tr>
<th>Business Name and Owner:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bonnie B's Peppers/Dylan Randolph</td>
<td></td>
</tr>
<tr>
<td>Address/Building/Square feet:</td>
<td>1506 Pike Place #415/Corner Market/163 sq. ft.</td>
</tr>
<tr>
<td>Tenant Since:</td>
<td>New Tenant</td>
</tr>
<tr>
<td>Primary Term:</td>
<td>One (1) Year</td>
</tr>
<tr>
<td>Option Term:</td>
<td>Two (2) years</td>
</tr>
<tr>
<td>Use Description:</td>
<td>Retail Business specializing in the onsite production and sale of jarred pickled and fermented vegetables. Supplementary products to include food gift baskets (not to exceed 25% of display area) featuring Bonnie B’s Peppers products as well as complementary artisan food products grown or made in Washington state.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business Name and Owner:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>GLCRILLY, LLC dba ChefSteps/Grant Crilly</td>
<td></td>
</tr>
<tr>
<td>Address/Building/Square feet:</td>
<td>1501 Pike Street, Suite 300/Leland &amp; Fairley/3,840 sf</td>
</tr>
<tr>
<td>Tenant Since:</td>
<td>2012 – 7 Years</td>
</tr>
<tr>
<td>Primary Term:</td>
<td>Three (3) Years</td>
</tr>
<tr>
<td>Option Term:</td>
<td>Two (2) Years</td>
</tr>
<tr>
<td>Use Description:</td>
<td>A business specializing in culinary education and consulting. Business includes a photo studio/office and cooking studio/classroom.</td>
</tr>
</tbody>
</table>
Section V:

New Business Items
Authorization to Enter Into Memorandum of Agreement Regarding PPM PC-1S Garage Modifications
August 2019

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et seq. with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, in 2011 the Mayor and Seattle City Council established guiding principles for the redesign and rebuilding of Seattle’s central waterfront; and,

WHEREAS, the City’s Main Corridor Project, a key element of the Waterfront Seattle Program, includes reconstruction of Alaskan Way which will rise to the north, gaining elevation from approximately 10-feet above existing grade at the southern edge of the PC-1S Garage; and,

WHEREAS, the Main Corridor Project will require structural modifications to the existing west access to the PDA’s PC-1S parking garage from Alaskan Way, relocating the entrance and exit to the second level of the parking garage. The funding, management, design, scope and schedule of the project are further detailed in the attached Memorandum of Agreement.

NOW, THEREFORE, BE IT RESOLVED the proposed Memorandum of Agreement attached hereto is approved and the PPMPDA Executive Director is authorized to execute it (or a substantially similar version) on behalf of the PPMPDA.

JJ McKay, Secretary/Treasurer                             Date

Date Approved by Council:
For:
Against:
Abstained:
(MEMORANDUM OF) AGREEMENT

BY AND BETWEEN

THE CITY OF SEATTLE,
A WASHINGTON MUNICIPAL CORPORATION

AND THE

PIKE PLACE MARKET PRESERVATION & DEVELOPMENT AUTHORITY,
A WASHINGTON PUBLIC DEVELOPMENT AUTHORITY

REGARDING MODIFICATIONS TO THE PC-1S GARAGE
REQUIRED FOR MAIN CORRIDOR CONSTRUCTION
(MEMORANDUM OF) AGREEMENT

THIS (MEMORANDUM OF) AGREEMENT (the “MOA”) is by and between THE CITY OF SEATTLE (the “City”), a first class city organized under the laws of the State of Washington, by and through the Seattle Office of the Waterfront and Civic Projects, and THE PIKE PLACE MARKET PRESERVATION & DEVELOPMENT AUTHORITY (the “PDA”), a Washington public development authority chartered by the City under the laws of the State of Washington and City ordinance (collectively, the “Parties”), who wish to enter into this MOA related to the City’s Main Corridor Project (the “Main Corridor Project”) and its Overlook Walk Project (the “Overlook Project”) (collectively, the “City Projects,” which are key elements of the City’s Waterfront Seattle Program (the “Waterfront Program”). The Main Corridor Project includes the reconstruction of Alaskan Way and construction of a new Elliott Way roadway from South King Street to Battery Street. The Main Corridor Project will require structural modifications to the existing west access to the PDA’s PC-1S parking garage (“PC-1S Garage”) from Alaskan Way. Similarly, construction of the Overlook Project is anticipated to require modifications to the PC-1S Garage as well as, potentially, the PDA’s MarketFront project (the “MarketFront”), recently completed on the PC-1N property adjoining the PC-1S Garage; however, the Overlook Project is at an earlier stage of design and is not yet ready for construction. The Parties wish to memorialize key terms on which the Parties have reached a mutual understanding regarding how the PC-1S Garage will be modified and designed to accommodate the Main Corridor Project, and the mutual roles and responsibilities of each party in connection therewith.
ARTICLE 1

Recitals

WHEREAS, the State of Washington (the “State”) and the City entered into agreement GCB 1308 in April 2013, in which the State provided funding to the City to implement the environmental documentation, design, and right-of-way phases of a surface street from South King Street along Alaskan Way to Elliott and Western avenues, ending at Battery Street, including reconstruction of the Lenora Street pedestrian overpass;

WHEREAS, the PC-1S Garage is located adjacent to the new Alaskan Way roadway improvements and will be impacted by construction of the new street;

WHEREAS, the new Alaskan Way roadway will rise to the north, gaining elevation from approximately 10-feet above existing grade at the southern edge of the PC-1S Garage and continuing to gain in elevation so that it can adequately pass over the BNSF railroad tracks located north of the site;

WHEREAS, following construction, access between the new Alaskan Way roadway and PC-1S Garage will be relocated to the second level of the parking garage, directly above the existing, west side ground level entrance location. Inbound and outbound access will be provided via a shared, single driveway connection with the new Alaskan Way roadway;

WHEREAS, the existing PC-1S Garage Alaskan Way ground level entrance and exit locations will no longer be functional with the construction of the new, elevated Alaskan Way;

WHEREAS, the Parties recognize that construction work will need to be completed within the PC-1S Garage to accommodate the new, second level access;
WHEREAS, the City provided substantial funding in support of the development and construction of the MarketFront as a signature early component of the overall Waterfront Program;

WHEREAS, the MarketFront was designed and constructed to be integrated with the City’s future Overlook Project, a cornerstone element of the Waterfront Program;

WHEREAS, in addition to Overlook Project design coordination, the MarketFront/PC-1 North Development Agreement (the “Development Agreement”) between the City and the PDA included certain obligations of the PDA which relate to integrating the MarketFront with the future Overlook Project;

WHEREAS, this MOA is not intended to address issues arising from or related to the close-out of the Development Agreement, nor is this MOA intended to address issues arising from or related to the City’s future Overlook Project;

NOW, THEREFORE, the City and the PDA agree to each accept specific responsibilities to implement and pay for certain modifications required to the PC-1S Garage as a result of the Main Corridor Project and to continue to collaborate on design of the Overlook Walk.

ARTICLE 2

Modifications to PC-1S Garage Related to the Main Corridor Project

Section 2.1 Funding, Management, Design and Scope. The City is responsible for paying for and completing the design and construction of the required modifications to the PC-1S Garage (the “Garage Modifications” or “GM”), as further described in Section 3 below. The City’s Main Corridor Project budget includes WSDOT funding for the completion of such Garage Modifications.
If the PDA requests, and the City approves of such request (which approval shall be in the City’s sole discretion), to include in the construction contract additional modifications to the PC-1S Garage which are not required to accommodate the City’s Main Corridor Project (hereafter “Betterments”), the Parties shall document their mutual approval of such Betterments in an amendment to this Agreement. Any such amendment shall also address the scope and cost of the Betterment, as well as identifying the source or sources of funding to pay for it.

The City and the PDA shall each designate a manager for the project (the “City Project Manager” and the “PDA Project Manager,” collectively the “Project Managers”) to regularly review and facilitate resolution of any issues with respect to all aspects of the design and construction of the Garage Modifications. The City and PDA Project Managers shall meet with relevant staff and leadership in each organization to review progress at each remaining design milestone (60% and 100% completion) to concur with the scope for the Garage Modifications.

The City has hired and funded a consultant designer to develop a 30% design and associated cost estimate and both Parties have received and reviewed this work product. The City will complete design of the required Garage Modifications from the existing 30% design to 100% design, including remaining design milestone cost estimating and project budgeting, subject to the PDA’s timely review and approval of drawings at the 60 percent milestone and drawings and specifications at the 100 percent (permit set) milestone. The PDA shall have a reasonable opportunity to review and approve the 100 percent (permit set) drawings and specifications prior to City solicitation of bids from contractors for the Garage Modifications construction. The mutually-approved design documents for permit submission shall constitute the “GM Final Design.” The City shall be responsible for permitting and construction of the Garage Modifications consistent with the GM Final Design as follows:
(a) Construction of a new second level access to and from the PC-1S Garage as required by the rise of the new Alaskan Way. This includes any structural modification and reinforcement required of the building and resulting from such new second level access.

(b) Construction of a movement joint plate and expansion joint connecting the garage to the new Alaskan Way at new driveway and sidewalk connections provided by the City.

(c) Walling off and adequately enclosing the existing ground level west side vehicular and pedestrian entrance and exit locations, including western garage ventilation openings and interior fencing to secure a portion of this area near the existing ground level west side vehicular entrance.

(d) Construction of modifications to provide a pedestrian exit and ramp to grade at the south ground level, which shall be approximately six feet wide with a pair of doors in order to provide similar access/functionality to what exists currently for bulk deliveries.

(e) Construction of barrier protection for the second level elevator waiting area adjacent to the new connection.

(f) Relocation and reinstallation of the entrance and exit gates, ticketing and payment system.

(g) Re-striping and re-signing the first and second garage levels, if needed for vehicle and pedestrian circulation.

(h) If practicable, relocation of existing signage on the building exterior to mark the new parking garage access from the new Alaskan Way or, if reuse is not practicable, construction and installation of comparable replacement signage.
Section 2.2 Schedule. The schedule for completion of the Garage Modifications shall be as follows, unless otherwise agreed upon by the Parties or otherwise required in order to coordinate with the construction timing of the Main Corridor Project:

(a) Begin design: May 2018.

(b) Parties’ review of the 30% design and associated cost estimate: July 2018.

(c) Complete 100% design or GM Final Design: October 2019.

(d) Parties concur on GM Final Design by: October/November 2019.

(e) Begin construction of garage improvements: October 2020, provided that this date shall be advanced by up to twelve (12) months (to as early as October 2019) if requested by the City and its Main Corridor Project contractor, provided that the City shall give the PDA at least thirty (30) days’ notice if the City is advancing the date to begin construction. Unless mutually agreed otherwise, under no circumstances may construction of the Garage Modifications occur during the period of June 1 through September 30 in any year, unless ingress to the garage through a functional west (Alaskan Way) entrance is available.

(f) Complete construction of garage improvements: approximately eight (8) months after beginning construction of garage improvements.

Section 2.3 Construction. The City shall construct the Garage Modifications consistent with the GM Final Design. The City shall give notice to the PDA of the selected contractor and bid. The City may issue a notice to proceed to its selected contractor upon satisfaction of the following requirements:

(a) All necessary permits and other required governmental approvals have been obtained.
(b) The City has executed a contract with its contractor to complete the Garage Modifications consistent with the GM Final Design.

Section 2.4 Cost Overruns. Except as otherwise set forth herein, the City shall be responsible for cost overruns that may be experienced in construction of the Garage Modifications, including those due to unforeseen conditions. The City shall not be responsible for cost overruns to the extent arising from or caused by the PDA’s negligence or willful misconduct or for cost overruns arising from or related to any PDA-requested Betterments.

In order to minimize the possibility and potential magnitude of any cost overruns, any material change to the GM Final Design shall be reviewed by the City and PDA Project Managers and are subject to prior approval by both Parties. Both Parties shall promptly review any proposed material change so as to avoid any potential impact to the construction schedule. A material change is one that is estimated to cost $5,000 or more to complete and materially affects the function or utility of the PC-1S Garage. Any dispute between the Parties as to whether a proposed change is material shall be resolved in favor of requiring the PDA’s approval. Before the City gives its construction contractor its notice to proceed with construction, the Parties shall develop a process under which any proposed changes shall be reviewed by the PDA, including a specific timeline for such review designed to minimize potential delays in completing the Garage Modifications. The City shall notify the PDA of any proposed changes to the GM Final Design.

Section 2.5 Permitting. The PDA shall cooperate and coordinate with the City in applying for any necessary permits or approvals for construction of the GM Project.

Section 2.6 Temporary Construction Staging and Other Impacts. The PDA shall authorize and permit, at no cost to the City or its contractor, the City’s contractor to enter into
and conduct construction and construction staging within the PC-1S Garage as reasonably necessary to complete the GM Project. Construction staging and sequencing documents showing the anticipated areas of impact and anticipated durations of impacts to the PDA’s parking will be included in the final design contract package for the GM Project. The PDA shall cooperate with the City’s contractor to minimize conflicts between the contractor’s GM Project activities and the PDA’s parking operations. Both Parties acknowledge there will be parking impacts as part of project construction. However, the City shall make every reasonable good faith effort to minimize the impact of the GM Project on continued commercial utilization of other portions of the garage. For instance, no portion of the garage may be utilized for staging or other Main Corridor Project purposes without the PDA’s permission. The City will work with the Main Corridor Project contractor to discourage its workers from utilizing Pike Place Market parking resources intended to serve a short-term convenience parking for the general public.

Section 2.7 Inspection and Warranty. Upon substantial completion of the GM Project, the PDA and the City shall complete a joint inspection and document any punch-list items. The City shall make the PDA a third-party beneficiary of the GM Project construction contract and assign to the PDA any warranty provided thereunder. If there are any warranty or construction defect issues arising from or related to the GM Project contractor’s work, the PDA and the City will cooperate with one another with respect to any claims against the contractor.

ARTICLE 3

Potential Modifications Related to the Anticipated Overlook Walk Project

The City plans to construct an Overlook Walk Project adjacent to the PDA properties, subject to completion of design and full funding for the Overlook Walk Project. The City and
PDA have agreed to work collaboratively and in good faith with respect to design of the Overlook Walk Project and anticipate developing a plan to address any modifications to the PDA properties that are made necessary by the Overlook Walk Project.

ARTICLE 4

Temporary Impacts During Construction

Section 4.1 Construction Schedule and Coordination. The Garage Modifications will take place during construction of the new Alaskan Way. In addition to the PC-1S Garage Modifications described above, the City anticipates temporary impacts to the availability of garage access from Alaskan Way during construction. Dates described below are based on current schedule assumptions and are subject to change pending the actual construction start date of the Main Corridor Project and an approved contractor’s schedule. The City will coordinate directly and regularly with the PDA with respect to timing once a contractor is under contract with the City. The anticipated schedule is as follows:

(a) **Fall 2019 to Fall 2020:** Surface street construction activities will require modifications to the access into the PC-1S Garage off of Alaskan Way. The access point at the garage will be modified to be inbound-only. Garage patrons will be expected to exit the garage via its Western Avenue access and the PDA will encourage use of the Western Avenue access as an alternate entry point.

(b) **Fall 2020:** The garage access off of Alaskan Way will be removed entirely and will be closed for at least nine (9) months to accommodate construction of the new Alaskan Way. The Parties anticipate the associated Garage Modifications will take place at the same time. Garage patrons will use the Western Avenue access points for ingress and egress.
The City shall use good faith best efforts to re-open the new, second level garage entrance onto Alaskan Way no later than June 1, 2021. The City’s contractor may be able to advance this construction work by up to twelve (12) months, in which case the garage access closure off of Alaskan Way would occur as early as September 2019. The City will provide notice to the PDA as soon as possible, and at least thirty (30) days in advance, of the anticipated date of the west garage entrance closure. Whenever parking spaces need to be removed from public access during the period of work, this will be discussed with the PDA Project Manager at least five (5) days before implementation.

(c) **By Summer 2021:** The City will complete the modifications to the garage necessary to re-open access from the garage’s west side from Alaskan Way. Because these garage access impacts are temporary in nature, and there are two alternative access locations provided to the PC-1S Garage from Western Avenue, the Parties agree that there are no financial impacts related to this temporary closure during construction if such construction is complete and Alaskan Way access to the garage is restored by June 1, 2021. The PDA reserves the right to make a claim for damages related to impairment of access if such construction is not complete and Alaskan Way fully functional access to the garage is not restored by June 1, 2021. Both Parties understand that Alaskan Way may not be fully completed in its intended permanent configuration when the garage re-opens and may be in a temporary configuration that could shift over time until completed. The City reserves the right to assert any and all defenses if such a claim is made.
ARTICLE 5
Risk Management

Section 5.1 Insurance Requirements. The City shall obtain or cause to be obtained insurance in the following forms, with the PDA named as an additional insured. Limits will be per standard City practice unless otherwise mutually agreed upon by the Parties.

(a) Professional Liability Insurance.
(b) Commercial General Liability.
(c) Automobile Liability.
(d) Contractor’s Equipment.
(e) Builder’s Risk.

Section 5.2 Liens. The City will pay or cause to be paid all sums payable by it on account of any labor performed or materials furnished in connection with any work performed on the GM Project. The City shall not permit any mechanic’s or materialman’s lien to be filed against the premises for work claimed to have been done for, or materials claimed to have been furnished to, the City for the GM Project. If any such lien is filed against the premises, the City shall take prompt action to remove any such lien.

Section 5.3 Release. Each contract and subcontract for the GM Project shall include a specific provision to the effect that the PDA is not liable under any circumstances for claims or damages arising from any contractor’s or subcontractor’s performance or activities under the contract or subcontract, except to the extent caused by the PDA’s negligence or willful misconduct, nor for any failure of the City or any other party to make any payment.
ARTICLE 6
Indemnification and Dispute Resolution

Section 6.1 Indemnification.

6.1.1 PDA Indemnification. To the fullest extent permitted by law, the PDA shall indemnify, defend (using counsel acceptable to the City) and hold the City, its officers, agents, employees and elected officials (collectively, the “City Indemnified Parties”) harmless from and against all claims, suits, losses, damages, fines, penalties, liabilities and expenses (including City’s actual and reasonable personnel and overhead costs and attorneys’ fees and other costs incurred in connection with claims, regardless of whether such claims involve litigation) of any kind whatsoever arising out of the GM Project, including, but not limited to, claims resulting from, arising out of, or connected with the following: (i) the acts or omissions of PDA, its employees, agents, officers, affiliates, contractors, guests or invitees throughout the course of the GM Project; or (ii) PDA’s breach of this MOA. Except as may be required by applicable law, the above indemnity shall not be diminished by any actual or alleged acts, omissions or negligence of the City, its officers, employees, volunteers or agents. PDA’s defense and indemnity obligations extend to claims brought by its own employees and PDA’s foregoing obligations are specifically and expressly intended to act as a waiver of PDA’s immunity under Washington’s Industrial Insurance Act, RCW Title 51, but only as to the City Indemnified Parties and to the extent necessary to provide the City Indemnified Parties with a full and complete defense and indemnity.

6.1.2 City Indemnification. To the fullest extent permitted by law, the City shall indemnify, defend (using counsel acceptable to PDA) and hold PDA, its Council members, employees, agents, officers, contractors, guests or invitees throughout the course of the GM Project
Project (collectively, “PDA Indemnified Parties”) harmless from and against all claims, suits, losses, damages, fines, penalties, liabilities and expenses (including PDA’s actual and reasonable personnel and overhead costs and attorneys’ fees and other costs incurred in connection with claims, regardless of whether such claims involve litigation) of any kind whatsoever resulting from, arising out of, or connected with (i) the City’s breach of this MOA, or (ii) construction of the GM Project, provided that the City must be provided written notice of any such claims, suits, losses, damages, fines, penalties, liabilities and expenses no later than ninety (90) days prior to the third anniversary of the date of substantial completion of the GM Project. The City’s defense and indemnity obligations extend to claims brought by its own employees and the City’s foregoing obligations are specifically and expressly intended to act as a waiver of the City’s immunity under Washington’s Industrial Insurance Act, RCW Title 51, but only as to PDA Indemnified Parties and to the extent necessary to provide PDA Indemnified Parties with a full and complete defense and indemnity.

Section 6.2 Limitation of Indemnification Obligation.

6.2.1 Limitation of PDA’s Obligation. If RCW 4.24.115 as in effect on the date of this MOA applies to any claim, then the PDA’s indemnity: (i) shall not apply to damages caused by or resulting from the sole negligence of the City Indemnified Parties; and (ii) in the case of the concurrent negligence of (A) the City Indemnified Parties, and (B) PDA, its Council members, agents, contractors, officers, affiliates, employees, guests or invitees, shall apply only to the extent of the negligence of PDA, its agents, contractors, officers, affiliates, employees, guests or invitees.

6.2.2 Limitation of City’s Obligation. The City’s obligation to indemnify the PDA (i) shall not apply to damages caused by or resulting from the sole negligence of the PDA
Indemnified Parties; and (ii) in the case of the concurrent negligence of (A) PDA Indemnified Parties and (B) the City, its officers, agents, employees and elected officials, shall apply only to the extent of the negligence of the City, its officers, agents, employees and elected officials.

THE CITY AND THE PDA ACKNOWLEDGE THAT THE INDEMNIFICATION PROVISIONS OF THIS ARTICLE WERE SPECIFICALLY NEGOTIATED AND AGREED UPON BY THEM.

Section 6.3 Dispute Resolution. In the event of a dispute regarding this MOA, the Parties agree to follow the procedures in this Section prior to filing or initiating a lawsuit. The Parties shall make their best efforts to resolve disputes as expeditiously as possible through negotiations at the lowest possible decision-making level, and in the event such negotiations are unsuccessful, the matter shall be referred to the City’s Office of the Waterfront and Civic Projects Director and the Executive Director of the PDA. If those officials are unable to resolve the dispute within fifteen (15) days after the matter has been formally referred to them for resolution, they shall meet during the immediately succeeding seven (7) days to select a mediator to assist in the resolution of such dispute. The PDA and the City agree to participate in mediation with the agreed upon mediator for a reasonable amount of time and in good faith. The cost of the mediation shall be shared equally between the City and the PDA.

ARTICLE 7

Miscellaneous Provisions

Section 7.1 Nondiscrimination; Compliance with Laws. The City and PDA shall comply with all applicable laws including, without limitation, all equal employment opportunity and nondiscrimination laws of the United States, the State of Washington, and the City of
Seattle, including but not limited to Chapters 14.04, 14.10, and 20.42 of the Seattle Municipal Code as they may be amended, and rules, regulations, orders, and directives of the associated administrative departments and their officers. Without limiting the generality of the foregoing, the City shall cause the GM Project construction to comply with the requirements of the Americans with Disabilities Act (“ADA”), provided that the City shall not be responsible for any ADA requirements that are not required by the GM Project construction. The City expressly acknowledges that the provisions of the ADA may exceed requirements contained in building codes and other regulations and that in such instances, the ADA requirements shall control.

Section 7.2 Notices. All notices and requests required or permitted to be given in connection with this MOA shall be in writing and shall be deemed given as of the day they are received either by messenger, express delivery service, or in the United States of America mail, postage prepaid, certified or registered, return receipt requested, and addressed as follows, or to such other address as the party to receive the notice or request so designates by written notice to the other consistent with this Section 7.2:

If to City: City of Seattle
Attn: Marshall Foster, Director
Office of the Waterfront and Civic Projects
800 5th Avenue, Suite 3100
PO Box 34996
Seattle, WA 98124-4996

With a copy to: City of Seattle
City Attorney’s Office
Attn: Edward Lin, Assistant City Attorney
701 5th Avenue, Suite 2050
Seattle, WA 98104-7097

If to the PDA: Pike Place Market Preservation & Development Authority
Attn: Mary Bacarella, Executive Director
85 Pike Street, Room 500
Seattle, WA 98101
Section 7.3  **Term and Termination; Survival.** This MOA shall terminate upon closeout of the GM Project contract. The following Sections shall survive the termination or expiration of this MOA: Article 6 and Section 7.4.

Section 7.4  **Abandonment or Discontinuance of Work.** If construction work is at any time abandoned or discontinued for fifteen (15) consecutive days or more and the City has demonstrated that it intends to perpetuate such discontinuance, the City shall be in default hereunder and the PDA, at its option, after no less than ten (10) days’ notice and opportunity to cure provided to the City, may enter onto the Property or designate a third party to enter onto the Property to complete the improvements or any portion thereof. Discontinuances resulting from circumstances beyond the City or its contractor’s reasonable control as provided in Section 7.5 or incurred as a result of circumstances arising during construction of which the Parties are aware and are working to address shall not constitute defaults hereunder. If the PDA exercises the foregoing option, the City shall promptly provide the PDA with a full set of GM Project documents and secure for the PDA the immediate right to use such documents and the PDA may employ such architects, contractors and workers, and may procure or furnish such materials, as it believes are necessary or appropriate to complete the improvements or portion thereof. The City shall pay all costs incurred by the PDA pursuant to this Section, including a reasonable sum for supervision, attorneys’ fees, and all related costs and expenses.

Section 7.5  **Force Majeure.** Except as otherwise expressly provided in this MOA, time periods for any Party’s performance under any provisions of this MOA shall be extended for periods of time during which such performance is prevented due to circumstances beyond
such Party’s reasonable control, including without limitations, strikes, embargoes, shortages of labor or materials, governmental regulations, acts of God, unforeseen site conditions, casualty, war or other strife.

Section 7.6 **Legal Relationship.** This MOA does not constitute the City as the agent or legal representative of the PDA for any purpose whatsoever. The City has no express or implied right or authority to assume or create any obligation or responsibility on behalf of or in the name of the PDA or to bind the PDA in any manner or thing whatsoever. Nothing in this MOA shall be construed to create any partnership or joint venture between the Parties.

Section 7.7 **Mandatory Disclaimer.**

The Pike Place Market Preservation and Development Authority (“PDA”) is organized pursuant to Seattle Municipal Code (SMC) 3.110 and RCW 35.21.660, 35.21.670, and 35.21.730-.755. RCW 35.21.750 provides in part as follows: “All liabilities incurred by such public corporation, commission, or authority shall be satisfied exclusively from the assets and properties of such public corporation, commission or authority and no creditor or other person shall have any right of action against the city, town, or county creating such corporation, commission, or authority on account of any debts, obligations, or liabilities of such public corporation, commission, or authority.” The powers of the PDA are limited by state and federal law and regulations, ordinances of The City of Seattle, and other elements of the local regulatory scheme.

Section 7.8 **Governing Law.** This MOA shall be governed by and interpreted under the laws of the State of Washington applicable to agreements made and to be performed in Washington, exclusive of its conflict of law rules.

Section 7.9 **Time of Essence.** The Parties agree that time is of the essence of this MOA.

Section 7.10 **Entire Agreement.** This MOA, when executed, contains the entire understanding between the Parties with respect to the subject matter hereof, and supersedes any promises or conditions in any other oral or written agreement. No provision of this MOA may
be amended or supplemented except by a written agreement signed by the Parties or their respective successors in interest.

IN WITNESS WHEREOF, the Parties have executed this Memorandum of Agreement as of the dates shown below.

City of Seattle
Office of the Waterfront and Civic Projects

By ____________________________
Marshall Foster, Director

Date ____________________________

Pike Place Market Preservation
and Development Authority

By ____________________________
Mary Bacarella, Executive Director

Date ____________________________
Section VI:

PDA Committee Minutes
Market Connections Committee
Meeting Minutes

Monday, August 5, 2019
4:00 p.m. to 5:00 p.m.
Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Colleen Bowman, Mark Brady, JJ McKay, Devin McComb, Ali Mowry

Other Council Members Present: Ray Ishii, Rico Quirindongo

Staff/Consultants Present: Mary Bacarella, Karin Moughamer, John Turnbull, Amy Wallsmith

Others Present: Bob Messina

The meeting was called to order at 4:05 pm by Colleen Bowman, Chair.

I. Administration
   A. Approval of the Agenda
      Colleen Bowman requested to change the order of the agenda as follows: administrative, community comments, key issues and discussion items, executive closed session, public comment, and concerns of committee members.

      The agenda was approved as amended by acclamation.

   B. Approval of the Market Connections Committee July 8th, 2019 Minutes
      The July 8th, 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    Bob Messina noted there used to be kiosks at the base of the Pike Street Hillclimb and he encouraged the PDA to contact the city before they replace those kiosks to inquire if directions to the old elevators can be included.

    Devin McComb entered the meeting at 4:07 pm.

III. Reports & Discussion Items
    A. Review of PC-1S Garage Modifications Agreement
       Gerry Johnson handed out the (Memorandum of) Agreement by and Between the City of Seattle and the Pike Place Market PDA Regarding Modifications to the PC-1S Garage Required for Main Corridor Construction.

       Gerry Johnson continued by introducing the memorandum, which is the result of years of negotiations. The new Alaskan Way/Elliott Bay road will become an elevated road and Gerry described the path for the two new roadways. In order to connect to the new elevated roadway the entrances to the PC-1S garage need to be moved up to the second level of the garage. The City, using State (WSDOT) money, is going to make those changes. That is what the agreement
covers. There have been several iterations and the scope of work is limited. The designs are subject to PDA approval and the City will perform the work.

*Rico Quirindongo entered the meeting at 4:13 pm.*

The schedule is being refined and there is flexibility in the agreement for shifting of the schedule. Mary and Angela Battazzo are working with the City to make the adjustments to the schedule. Total construction time is roughly nine months and there is to be no construction on this element during the summer months unless there is access and egress. Construction is slated to start in October 2020. Gerry believes this agreement is finished and ready for Council approval.

Gerry Johnson noted there will be a separate agreement to address the PC-1N Close-Out Agreement which will also address the Overlook Walk modifications.

JJ McKay asked if the project is started late, is there anything in the agreement regarding starting during the busy holiday season. Mary Bacarella responded there is nothing in the agreement to have them wait until after the holiday season if the project is late to start. Gerry Johnson noted not working over the summer was prioritized over working during the holiday season.

There was a discussion about traffic at the market during the rainy season and if that has an impact on parking.

Ray Ishii asked if this agreement reflects lessons learned from the viaduct, such as signage, access and security. Mary Bacarella responded yes and that information was included in responses to the 30% design. John Turnbull responded it’s important to remember this construction will take nine months and there will not be access to the waterfront from the Market during this time.

Mary Bacarella added work on the Alaskan Way entrance will take 3-4 months and it will not force the Western Avenue access to close.

Gerry Johnson added a number of parking spots will be used by the contractors but the Market has asked that construction workers not park in the lot during their time working on the garage.

Colleen Bowman asked why that decision was made. Mary Bacarella responded there are limitations on monthly parking permits allowed and the Market wants to maximize hourly parking.

Devin McComb asked how issues related to construction would be handled and who would handle those negotiations and claims. Gerry Johnson responded Angela Battazzo has been engaged to manage the project. The City is obligated to cover cost overruns and the PDA is able to make claims for damages related to the project.

*Rico Quirindongo asked if the PDA is a named party on the Certificate of Insurance. Gerry Johnson responded it’s a good question and something to look into. The PDA may want to think about the contractor’s warranty.*
Rico Quirindongo wants to see the certificate of insurance and for the PDA to be a named party before construction begins. Gerry Johnson asked Mary to follow-up with Angie Battazzo to check in with the City.

Colleen Bowman asked what the next step is. Gerry Johnson responded it will be presented at full council at the end of the month.

B. Executive Director Report and Construction Impacts
Mary Bacarella provided the following updates on construction projects around the Market:

- The Streetcar is going to City Council to request $9 million for further design. Mary is meeting with one of their consultants, Natalie Quick, later in the week and she has reached out to the Mayor’s office with no response. Ali Mowry asked what time the meeting is. Karin Moughamer noted it’s on the calendar included in the packet.
- Steinbrueck Park is putting the design out to bid in the fall and it will be open for three months. PDA conversations will continue when Marshall Foster is back in the office.
- Regarding the Hahn building, she has a meeting on Thursday for an update.
- No updates on the viaduct demolition
- Regarding the Showbox. Mary has made two calls to the Director of the Neighborhoods and a call to the communications strategist for the Department of Neighborhoods and Sarah Sodt to talk about the stakeholder conversations. She has not heard back and does not believe the study will continue. Mary would like to see the second part of the stakeholder survey to take place. Rico Quirindongo asked if Mary would like him to reach out to the Director of Neighborhoods. Mary responded yes.

Mark Brady asked when the federal report will be released on the streetcar. Mary Bacarella believes that report will take a year. Rico Quirindongo responded it hasn’t been a year yet and asked if Mary can find out when the report will be released.

Mary Bacarella continued by noting the July parking goal was surpassed by $40,000 and year to date parking is over budget by $300,000.

Lastly, Mary noted there will be a concert on the roof Sunday, August 25th at 7 pm. PDA staff are working with the City for street closure permits. The PDA is not paying for this concert and a local production company, The Workshop, will be producing the show. The concert will be live streamed and posters will not contain outside logos. There is a trademark fee currently at $25,000, $10,000 of which will go to the Market Foundation. That agreement covers 7 days of streaming the concert. Amy Wallsmith added she will be briefing the Market Historic Commission on August 7th and 14th and she does not believe there will be any issues. A structural engineer will be ensuring the stage and roof are stable.

There was a conversation regarding seeking approval from the historical commission.

Mark Brady would like to see concrete barriers put up at first avenue due to heightened security in the City. Mary asked Amy to look into that.
Colleen Bowman asked where if there are any contracts signed currently. Mary Bacarella responded no contracts have been signed yet and any PDA staff working the event will be paid for by the production company. There will also be insurance coverage by the event.

Colleen Bowman asked if Gerry Johnson can review any agreements before they are signed.

Colleen Bowman asked if Tom Quackenbush is a temporary or permanent administrator for the PDA. Mary Bacarella responded he is temporary.

Amy Wallsmith noted this event is on a tight timeline.

Mary Bacarella will contact council members not in attendance tonight to provide them with details on the event.

JJ McKay suggested the committee could do a show of hands of support. Gerry Johnson said that could be done but it will not be binding.

Colleen Bowman suggested Mary brief all of the committees.

Rico Quirindongo noted the competing concert in Port Townsend that weekend.

Colleen Bowman asked if there were any further updates. Karin Moughamer noted she would be attending the South Lake Union Block Party to table for Market to MOHAI.

IV. Executive (Closed) Session
A. Discussion of potential litigation with PDA legal counsel (RCW 42.36.110(j))
   The Committee Chair stated that the committee would go into closed session at 4:50 p.m. to discuss potential litigation with PDA legal counsel and return into open session at approximately 5:20 p.m.

   The committee entered into closed session at 4:51 p.m.
   The committee entered into open session at 5:39 p.m.
   The committee discussed potential litigation with legal counsel during the closed session.

V. Public Comment
Bob Messina would like to hear someone explain the angle of the driveway from the new Alaskan Way to the Fixe/Madore parking lot and can that be negotiated by wheelchairs.

VI. Concerns of Committee Members
Devin McComb noted this was an important meeting and that the conversations were good. He appreciates the work being done by Mary and the Marketing department with regards to the concert.

VII. Adjournment
The meeting was adjourned at 5:42 p.m. by Colleen Bowman, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Market Programs Committee
Meeting Minutes

Wednesday, August 12th, 2019
4:00 p.m. to 6:00 p.m.
Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Patrice Barrentine, David Ghoddousi, Colleen Bowman, Mark Brady, Betty Halfon, Paul Neal

Other Council Members Present:

Staff/Consultants Present: Mary Bacarella, Amy Wallsmith, Madison Bristol, Karin Moughamer, Zack Cook, Maggie Mountain

Others Present: Joan Paulson, Patricia Gray, Lillian Sherman

The meeting was called to order at 4:00 pm by Patrice Barrentine, Chair.

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

   B. Approval of the Market Programs Committee July 9th, 2019 Minutes
   The July 9th, 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
   Joan Paulson noted the recent book *Burn the Ice: The American Culinary Resolution and It’s End*, by Kevin Alexander which talks about the restaurant industry over the last 15 years. Joan Paulson noted the Daystall and Farm numbers are under budget and the reasoning can be found in the book referenced above. Joan continued by commenting on the lack of the word “community” in the marketing report in the packet and asked what can be done to increase attendance and to meet the goals presented in the report.

III. Programs and Marketing Report
   Amy Wallsmith began by noting that August 16th is the Market Foundation’s Sunset Supper and August 17th is the Market’s birthday. On September 6th the Market will participate in the first Blue Friday for the year. This is in partnership with Visit Seattle and the Seahawks. Amy Wallsmith noted there will be a rooftop concert on August 24th which should be finalized with the City tomorrow afternoon. There are a variety of outreach plans associated with the event. There have been increases in filming requests and applications for fall pop-up murals are being accepted. In September both the Trademark plan and new education program will be discussed.

IV. Reports & Discussion Items
   A. 2019 Marketing & Programming Plan Half Year Update
Amy Wallsmith began by reviewing the 2019 Marketing Goals (ongoing) which include:

1. Position Pike Place Market as an accessible daily, weekly, monthly shopping destination for all. This includes:
   a. Digital: Design a new website that allows our local audience to easily find and discover everything the Market has to offer along with easy navigation. Increase website traffic by 10% after launch.
   b. Advertising: Build a year-long campaign, Make it a Market Day. Increase our CTR by 10%.
   c. PR: Craft stories that consistently resonate with our audience. Extend our reach to 20 million readers/viewers from 15 million in 2018.

2. Tell the Pike Place Market story through key partnerships and community outreach (ongoing), which includes:
   a. Marketing Initiatives: Concierge program; Develop partnerships and coordinate presentations to surrounding communities through monthly outreach. (ongoing)
   b. External/internal program: Develop a Roll Call Bell Ringing program (Late Fall)

3. Further develop a filming and trademark plan that protects the Market’s brand and marks. Report coming in September.
   a. Trademark Initiative: Through research and trademark consultants build a multi-year plan that aligns our filming and trademark fees with similar attractions.

Amy Wallsmith continued by reviewing the Program Goals for 2019 which include:

1. Concierge Program: Report was given in July and highlights outreach to locals.
2. Farm/CSA: Farm report to be provided later in the meeting
3. Remote Farmers Markets: Farm report and advertising
4. School education program: August Report
5. Small business workshops: provided in the June report.
6. Co-Op advertising program: Distributed $6,400 to date (budget is $13,600)
7. MarketFront North Pavilion Activation: to be provided in the daystall report & advertising
8. Development of core special events (ongoing): an overview was provided in the June report for Love in the Market and Flower Festival/Moms Market Day. Harvest Festival and Magic in the Market are being planned.

Amy Wallsmith provided an update on the Core Special Events, which include Love in the Market and Flower Festival/Moms Market Day. She recommends continuing both of these events in 2020 and explore how to tie in the community outside of the Market as well as build something special for our locals.

Amy Wallsmith reviewed the 2019 key messaging points, which include:

- Pike Place Market is an accessible daily, weekly, monthly shopping destination
- Pike Place Market offers unique, high-quality specialty products and produce in a convenient Seattle location
- Pike Place Market has one-of-a-kind handmade products
- Pike Place Market is rich with adventure and history
- Pike Place Market has affordable and convenient parking
- Make it a Market Day!
The audience is:
- Established and new locals in the downtown core, who live within 10-15 blocks
- Downtown workers
- Visitors in town for a single day, weekend or longer
- All ages (millennials, families, baby boomers, etc.)

Amy Wallsmith reviewed digital content for the first half of the year, which includes:
- Website: the team is in the process of selecting a firm and four website design firms were interviewed.
- Digital content includes:
  - Blog: blog posts have received 47,404 page views from January – August and viewership is up 44% from the same time last year.
  - Email newsletter: increased database by 1,500 and open rates range from 24-27% (industry standard 20-25%)
  - The Market Insider: open rates have decreased in the summer monthly and the team is evaluating and looking at ways to improve the communication. This is the first year of the digital e-newsletter.
  - Farmers market newsletter: these are sent weekly to 85 subscribers with a 40% open rate (2018 90 subscribers with a 30-40% open rate). PikeBox CSA members receive 2 add-on email reminders with a 43% open rate.

Amy Wallsmith reviewed Instagram Takeovers, which began April 8, 2019. So far in 2019 six have been published and two are planned for August. The average impressions for takeovers are 4,627 with an average of 60 new follower. The businesses that received the largest growth were Market Magic and Brooke Westlund. A table showing the takeover and statistics was shared.

Amy Wallsmith discussed the Taste Test Tuesday program. The average engagement on Facebook was 80 and the average views was 2,600 with an average impression of 2,887. These will be published on YouTube and will be promoted more leading up to the Tuesday and bring in more special guests.

Amy Wallsmith reviewed What’s In My Bag. This is a new program where a local influencer produces content for the Market on Instagram and the blog. She continued by discussing the new Locals Facebook Group which will launch in August. The PDA will manage the group but allow businesses and group members to join in the conversation. Also launching at the end of August is an Instagram photo contest which will ask fans how they Make it a Market Day.

Amy Wallsmith discussed the use of Pinterest which is used predominately by women ages 18-34. The Market currently uses it to activate farm fresh recipes. The team will monitor the impressions from the Recipe board and build holiday shopping strategy for fall and winter. In addition, the Market has created a YouTube channel and so far 10 videos have been uploaded. YouTube is one of the most successful search engines in the world and the market will continue to build with influencer videos and integrate the channel into the new website.

Amy Wallsmith concluded this portion by reviewing the challenges and new initiatives for digital content. The challenges include:
- Experimenting with new social programming – videos, blogs, user generated content
Website that isn’t fully mobile friendly – blog posts, links to read more
Create is time consuming – example Instagram Stories.

New Initiatives include:
- User generated content integration for social and websites
- Connect social content with PR to increase repetition
- New trivia into Instagram Stories

Colleen Bowman asked if the PDA is considering a platform for two-way engagement through the Market Insider. Amy Wallsmith responded that is a good idea and something to look into for 2020.

Colleen Bowman asked what the timeframe is the Instagram Takeovers. Amy Wallsmith responded Tanya Sinkovits pulls numbers before and after the 24 hour Instagram take over to understand how the posts are received or help the businesses grow their followers.

Colleen Bowman likes Taste Test Tuesday and appreciated seeing the business owner on screen.

Colleen Bowman asked what the price tag of Facebook boosts are. Amy Wallsmith responded boosts usually run a couple hundred dollars.

Colleen Bowman asked if user generated content is credited. Amy Wallsmith responded the Market always credits images after receiving permission.

David Ghoddousi believes Taste Test Tuesday is a great way to promote Meet the Producer.

Patrice Barrentine discussed her positive responses to programs such as Taste Test Tuesday, addition of the YouTube Channel and appreciated the use of charts and data in the presentation.

Madison Bristol discussed the PR, Media and Storytelling for 2019. The Plan in Action for PR & Media includes:
- Build a web community for journalists to use as a resource for getting news about the Market and story ideas.
- Create a steady cadence of outreach news to feature the Market and its vendors, community, and uniqueness to pitch to local and national media (April-December)
- Create proactive storylines for evergreen moments in the Market (April-December)
- Develop media heavy launch plan for Pike Place Market digital book (September launch, present plan in September meeting)

The Plan in Action for Storytelling and Communication includes:
- Pitch weekly news about the Market including Make It A Market Day, What’s in my Bag, shopping trends, quirky news and happenings for that week (April-December)
- Strong focus on public outreach during major construction time to mitigate impact and maintain/grow visitor traffic (April-December)
- Build out Pike Place Market blog to include bi-monthly posts tailored to the Market’s audience (April-December)
Madison Bristol continued by reviewing the coverage and impressions for the PR & media outreach for April-July. Those programs included Daffodil Day, Mom’s Market Day, PM: Producers Market, Viaduct View and Crafts, and Pride Flag Celebration. Real time media engagement is ongoing, while she is developing a launch plan for Q3 launch of the digital book and in Q4 launching the web community. For Storytelling & Communication in April-July, there were 17 pieces of coverage with over 177,000,000 impressions. Successes included relationship building with reporters, increases in story pickup each month from launching the weekly outreach in April. Tables of the coverage and the impressions for print, broadcast and online was provided.

Madison Bristol reviewed the PR & Storytelling plan in action. To date, there have been 43 applications submitted for filming with 17 applications approved, six of which were approved with Trademark. This generated over $15,000 in filming revenue. She is in the process of rebuilding the filming and trademark programs and the plan will be presented at the September Market Programs Committee meeting.

Madison Bristol reviewed the internal communications around the viaduct demolition and the ways in which the community was kept in the loop regarding impacts to traffic and the garage. Looking ahead, Madison will be reviewing challenges, new initiatives, and upcoming editorial opportunities.

Amy Wallsmith continued by reviewing paid advertising to date. She noted the Plan in Action, which includes:

- Create media buys to support the core programs
- Create year-round Make It A Market Day campaign, launched in April
- Develop key media partnerships, negotiating with print, radio and TV for fall/holiday
- Focus digital advertising on Target Market Segmentation with new real time verified walk-ins for digital advertising.
- Support social media content strategies.

Amy Wallsmith reviewed the Make It a Market Day campaign and shared the new creative. New for 2019 is the Real Time Verified Walk-Ins where we keep track of mobile devices that have received Pike Place ads. If that device visits PPM within 21 days, that visit is attributed to the ad they were served. They must spend at least 20 minutes within Market boundaries, from 6 am to 1:30 am. Our data partner tracks about ¼ of mobile devices and provides both measured walk-ins and projected attributed walk-ins based on their calculations.

Amy Wallsmith provided an update on paid advertising for Make It a Market Day on Facebook and Instagram. A table of the tactics used and the click thru rates was provided. Paid advertising on Waze, which started in June, resulted in over 2,750 clicks and nearly 2,400 navigations. Paid advertising on social for Producers Market resulted in click thru rates ranging from .30-.54% and she would like to spend more on this in the future. Banner ads were also created for Producers Market with click thru rates of .22% (benchmark of .10%). Paid advertising for Express Farmers Markets included Facebook events, boosted within a mile of each location. Click thru rates ranged from .47-.57%. Express Farmers Markets also received banner advertising with a click thru rate of .42% (benchmark CTR .10%).
Amy Wallsmith concluded by providing a look ahead for paid advertising and included a calendar for digital, social, print & online publication, and Radio & TV for August – December. Print partners include The Stranger and Seattle Met Newcomers Guide. TV & Radio partners will be included into fall/winter and holiday plans. The challenges for paid advertising and new initiatives were discussed.

Betty Halfon asked if there is any way to tell if people are shopping and buying in the Market as a result of the targeted ads and real time verified walk-ins. Amy Wallsmith responded there is not a way to quantify that information.

Betty Halfon wonders if any of the Market social media is reaching visitors arriving via the cruise ships. Amy Wallsmith responded definitely as a lot of people interact on Facebook with the Market who are not from Seattle. While the focus this year is not on tourists, the Market still interacts with them.

David Ghoddousi asked how staff time is calculated into the success of a program. Mary Bacarella responded each of the four core events receive the same amount of staff time to produce each event and she wants to know if those events are successful in generating more sales for daystall and commercial tenants.

David Ghoddousi asked how businesses are chosen for the “Best of” lists. Madison Bristol responded she doesn’t use the word “best” but rather identifies unique ways to create the lists and eventually all businesses are included on those lists.

Paul Neal applauded the team for the experimentation taking place and the data presented in the report. After hearing the report he has a good sense of what is being done with marketing and PR but not how the department is doing. When he looks at the goals, he would like to know where the Market is doing in reaching them. Paul suggested more clearly presenting the data and believes the level of detail presented was a little too in depth. He wants to more clearly understand what the Committee can provide to the team, such as the need for money, as suggested by Amy during her presentation. He would like to see where the Marketing budget is year-to-year with inflation and if that amount is going down but the reach is increasing due to experimentations on social media.

Paul Neal would like to see a way to track revenues, such as with the Producers Market. That is a way to understand the success of that program. Finding a way to track revenue goals seems like a good way to address success/failures with marketing initiatives and programs.

Paul Neal asked what has been done with regards to trademark. Mary Bacarella responded a new trademark attorney has been hired and that person is helping develop a plan and identifying things that the Market is missing with the plan.

Paul Neal suggested thinking about how much time presentations are going to take when developing the agenda.

Betty Halfon suggested the remaining reports be moved to the September Committee meeting.
David Ghoddousi appreciated hearing all the information and recognized that the team spent a lot of time putting together this report. He is proud of this team and appreciates being informed.

Colleen Bowman appreciates the data and if it makes more sense, she suggests including it as an addendum to future reports.

B. 2019 Daystall and Farm Half Year Update
   Patrice Barrentine noted this presentation will be moved to the September meeting.

C. 2019/2020 Education Program Plan
   Patrice Barrentine noted this presentation will be moved to the September meeting.

V. Public Comment
   Joan Paulson does not believe the Marketing team has a working program to increase revenues for the daystall and farm programs. More evaluation is needed. Joan noted this Saturday the Market is celebrating its birthday and there is no PR to recognize the birthday. In addition, the community is afraid to celebrate the birthday by putting up displays as they are afraid of the historical commission saying no. She feels this is a miscommunication and could be avoided if people worked together. The Marketing team could do a better job of communicating to the community how they can celebrate the birthday in order to share the load of the work to promote the Market.

VI. Concerns of Committee Members
   David Ghoddousi has received four comments from the community that there are strong food smells affecting some daystall crafters on the Desimone Bridge, some complaining of headaches. He suggested a survey of the daystall vendors to see how they are being affected.

VII. Adjournment
   The meeting was adjourned at 6:02 p.m. by Patrice Barrentine, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Finance & Asset Management Committee
Meeting Minutes

Tuesday, August 20, 2019
4:00 p.m. to 6:00 p.m.
Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Devin McComb, Ray Ishii, Patrice Barrentine, David Ghoddousi, Mark Brady, JJ McKay, Ali Mowry, Paul Neal

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Sabina Proto, Brady Morrison, Karin Moughamer, Kelsey Lindblom, Tyler Jamison, Jessica Carlson, Tabitha Kane, Jay Schalow

Others Present: Samir Master, Joe Reed

The meeting was called to order at 4:00 pm by Devin McComb, Chair.

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

   B. Approval of the Finance & Asset Management Committee July 16th, 2019 Minutes
      The July 16th, 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    Samir Master, a resident of Seattle, would like to know more from the Council on the type of businesses the Market is looking for. He noted his review of the Historic Commission guidelines and the top three uses for the Market don’t seem to be in line with what the city needs. Him and his wife had been working with the Market team on a purchase and sale of a business at the Market and have invested $25,000 in the proposal and purchase and was told his purchase was no longer acceptable. No feedback was provided from the Market team on what would make the business more suitable to the Market and he would like clarity on the types of businesses that would be acceptable to the Market. He would like the Council to allow the people of Seattle insight in what to the city would like to see in the Market.

III. Reports & Discussion Items
    A. Review of PDA Financial Statements for July 2019
       Sabina Proto provided a brief summary of the financials. July was a busy month and two important items are noted on the Balance Sheet: 1. Payment of the semi-annual interest on the 2015 series B bond, and 2. Additional funds have been added to the CRRF due to revenues exceeding budget. On the operating statement, year-to-date revenues are over budget and expenses are under budget. The PDA is pp to date on debt payments, contribution to CRRF and the pension plan. The net operating results after debt payments is $2.7m.
Devin McComb asked if it’s accurate to assume that revenues were estimated conservatively and that the PDA is now operating above those estimates and that business is strong. Sabina Proto responded yes and there was a conversation on why revenues are trending higher.

Sabina Proto continued commercial rents are higher and residential vacancies are low resulting in over budget in revenue. HUD allowed for a higher increase in the Pine building resulting in higher revenues as well. Farm revenue is higher due to the contract with the city for the CSA box. Expenses under budget over all due to some staffing vacancies. Marketing is under budget but will trend out with the new website and holiday marketing.

Ali Mowry asked where excess parking revenue goes at the end of the year. Sabina Proto responded there will be a discussion on how much of the revenue will be added to the CRRF. Ali Mowry asked if there is a possibility to reduce early bird parking rates to reduce rates for Market employees.

There was a discussion on changing the early bird parking rates. Devin McComb suggested getting a better understanding on who is using early bird parking, Market workers or the general public.

Ray Ishii suggested taking a look at these numbers during the budgeting process.

Sabina Proto added Market parking garages are the lowest in the area and parking generates a lot of revenue for the PDA.

JJ McKay noted the PDA needs to be cautious about reducing rates knowing there is a possibility rates would need to be increased again in the future.

There was a conversation on available revenue streams and the ways the Market can control revenue.

Ray Ishii asked if the PDA has an idea of why some businesses are not doing well and consider thinking of succession planning for businesses that are under performing. Mary Bacarella responded John and his team are aware and she reviews the financials each month as to businesses performing well and those not performing well.

Ali Mowry suggested breaking down those businesses by where they are located in the market.

Ray Ishii further suggested the PDA have a good understanding of the businesses that will be phasing out in the next few years, either due to retirement or under performance. Mary Bacarella responded that information has already been collected and is under review for a further presentation.

Patrice Barrentine believes the PDA is doing well with reinvesting revenues in Market tenants and employees. Patrice would like to know what triggers assistance from the PDA to ensure the Market continues to perform well during the next recession.

JJ McKay cautioned the PDA from subsidizing businesses that are under performing. The minute the PDA does that, the PDA is now responsible for all the businesses. That is not something he
believes the PDA can take on. If a business is struggling now, in a strong economy, that is a good time for those businesses to come to the PDA to discuss ways to turn around their economic positions.

B. Capital Projects Update
Brady Morrison provided some updates on the Capital Projects underway. The elevator recall in the Leland has been completed. The digital radio upgrade has been contracted and the FCC permit has been submitted. There are a lot of projects out for bid to ramp up for the quieter season during the fall. Those projects include Flower Row windows, finishing up Soames Dunn windows in October, and painting the sky bridge, which is getting permitted right now.

Ali Mowry asked if the cracks that are being monitored are experiencing significant growth. Brady Morrison responded no, none of those cracks are showing any significant changes. Those were placed during the foundation work associated with the MarketFront.

Paul Neal asked for clarification on the Flower Row window project. Brady Morrison responded those are the windows that are southern facing. They are in bad shape and will require a lot of coordination to reach. Kelsey Lindblom added the process for accessing those windows and to value engineer for other repair projects.

C. Checking Account Activity Report July 2019
Sabina Proto handed the checking account activity for July 2019 to Karin Moughamer.

D. PDA Reserves and 30 Year Cash Flow Discussion
Sabina Proto handed out several materials for the discussion and noted that this topic was moved up from September. She began with an introduction to the handouts and provided the following background. One of the main PDA’s financial goals is to maintain strong reserves to keep up with renovation, repairs, replacements of the aging Market, and also to buy land or buildings that become available in the historic district. Any revenues in excess of expenses goes to the CRRF or minimum operating reserve, nothing is redistributed in the forms of bonuses, or commissions, or grants.

Sabina Proto continued by noting the 30 year cash flow forecast has been a consistent tool used by PDA management. It has been used during different financing proposals. The PDA is different from other agencies as its properties cannot and will never be used as collateral for different short or long term debt. For that reason, the only thing that the investors can claim is the “resulting net”, revenues minus expenses. That will continue to be the case if PDA plans to acquire another debt in the future. Also, if PDA decides to persuade the City of Seattle for another Levy, the 30-year cash flow forecast will be another useful tool to them. Cash forecasting helps the management plan for the short and long term future; to make the necessary changes ahead of time, so the PDA will be prepared for any extraordinary situations.

Sabina Proto noted there are factors the council and PDA staff need to assess in order to make these projections. The past 20 years of financial history help with this assessments. The handout provided is one way of looking at the future financials and is a good result. There are ways of looking at this where it’s not a favorable outcome. Economic booms or recession, major inconveniences creates by repairs and replacements, and renovations, and also building new constructions or making new additions to our business have been presented over the last 20
years. The main source of income has been rents from commercial, residential, daystall and farmers, and parking revenue. Additional funds have come in the form of grants from the City of Seattle and the State; tax Levies and other Federal Grants for housing and different farm programs. The PDA has been able to independently pay for its operations; it never has acquired any debt to pay for the day to day operations; it never has defaulted in debt payments; it has complied with all the different reserve requirements placed by the Federal Government, investors and other parties and it has been able to contribute to an Employee Retirement Plan. Also, PDA has been very generous in contributions to the Market Foundation and other nonprofit organizations in the Market, like the Senior Center, Childcare, and Foodbank. The PDA’s goal will continue to have a stellar performance, in all these aspects.

Sabina Proto noted that all this is remarkable given the level of restrictions to raising rents and the low income community members served by the Market. In addition, this is a very unique and expensive place to run. No matter what the levels of revenue are, we have to spend for keeping the Market safe and clean, and because of its age we have to repair it all the time. The PDA’s goal financially is to continue to increase the contribution to CRRF and MOR. So, maybe in 15-20 years it has to consider another run for a tax levy.

Sabina Proto continued by noting during the last 20 years the revenue increase rates have been anywhere between -1.5% to 11% increases (including instances of adding new buildings in business or interruption operations because of the constructions). As far as expenses, the range of increasing/decreasing expenses has been anywhere between -1.17 to 8% increases, including the same factors as above.

Sabina Proto noted that she worked on the model with John Turnbull and other staff and they have given a lot of thought what will be the right index for the future. Of course, that index might be needed to be adjusted to reflect the changes that were not anticipated in first place. For this round we chose: increase of revenues by 4% and increase of expenses by 5%. If we are able to maintain the rate no less than 4% and expenses no more than 5%, or 1% difference between the two indexes. If that difference widens, the PDA will go into the negative and that means that we’ll not be able to contribute to CRRF; in contrary, we have to draw from the reserves to pay for the operations. This is the ideal format. Under this assumption, PDA will need to do something drastic after 30 years. If the difference between revenue and expenses is 2%, than that means that after 10-15 years PDA has to make considerable changes and consider working on another levy, and subsidize some of its operations or find other sources of revenues.

Sabina Proto reviewed spreadsheet she handed out which includes the net result, capital assessment study, MOR contribution, CRRF contribution and Pension Plan contribution.

Ali Mowry asked if there is an amount for which rent can increase. Sabina Proto responded the current policy is 3% or the cost of living, as stated in the commercial leases. There will be other types of revenues that can increase by 4-5%, such as parking, residential, etc.

David Ghoddousi asked how much of expenses are labor. Sabina Proto responded 60% of expenses are related to labor, followed by insurance and utilities.
JJ McKay asked how healthy, on a scale of A to F, the current pension fund is. Sabina Proto responded she personally believes more should be contributed to the pension fund but would like to further discuss next month with Erica Bates.

Ray Ishii asked for clarification on the amount being spent on Capital Assessment Study spending. Sabina Proto responded that amount is $88M and the amounts provided in the table are distributed across the years according to how it’s presented in the report.

Ray Ishii agrees the PDA will need to periodically ask for levy funds from the City. When he looks at the spreadsheet the running balance of the CRRF is still $19M in 2048 which seems strong. Why would the Market need to ask for funds from a levy and how would it support that ask? Does the $88M not cover all of the capital projects necessary to keep up with maintenance or are there larger projects not included in this list. Mary Bacarella responded the PDA has always assumed it would go back to the city for a future levy for capital projects.

Sabina Proto responded that this spreadsheet represents the ideal performance and she doubts the Market will be this ideal. Ray Ishii asked how far off this estimation is. Sabina Proto responded in 2030 the PDA is no longer able to contribute funds to the CRRF but the PDA and council will find a way, in the future, to ensure the Market maintains maintenance repairs and operating costs.

IV. Action Items


   Tyler Jamison introduction Proposed Resolution 19-38 which states:

   WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et. Seq with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

   WHEREAS, the Pike Place Market PDA is the managing member of the LaSalle LLC and as such it approves of this resolution relating to this building; and,

   WHEREAS, in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined that the LaSalle Apartments LLC, managed by the PDA for low income housing, requires replacing the fire alarm panel; and,

   WHEREAS, the PPMPDA has executed a bid process to complete the replacement of the fire alarm panel.

   NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to enter into a contract with Main Street Electric in an amount not to exceed $144,151.18 for the purpose of replacing the fire alarm panel of the LaSalle Building.
The funds for this project will be drawn from the LLCLAS 162904-00

Patrice Barrentine moved the proposed resolution and David Ghoddousi seconded the motion.

David Ghoddousi appreciated seeing the itemization on the resolution.

Ray Ishii asked if this needs to be updated or is it an opportunity to upgrade due to funding. Tyler Jamison responded a little of both. It needs to be updated to work with the newly updated panel across the Market.

For: Devin McComb, Ray Ishii, Patrice Barrentine, David Ghoddousi, Mark Brady, JJ McKay, Ali Mowry, Paul Neal
Against: 0
Abstain: 0

Proposed Resolution 19-38 passed by a vote of 8-0-0.

Tristan Dyer introduced Proposed Resolution 19-39 which states:

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et. Seq with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined that the Corner Market exterior lights are failing and in need of replacement MHC approved light fixtures; and,

WHEREAS, the PPMPDA has executed a bid process to replace the Corner Market exterior light fixtures.

NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to enter into a contract with Harold’s Lighting in an amount not to exceed $24,449.08 for the purchasing and installing replacement light fixtures on the exterior of the Corner Market.

The funds for this project will be drawn from the Capital Projects COMCOR 163851-00.

Patrice Barrentine moved the proposed resolution and David Ghoddousi seconded the motion.

David Ghoddousi noted the cost for these light fixtures seems high. Tristan Dyer responded these are custom light fixtures to match existing fixtures.
Paul Neal asked if the original light fixtures were custom. Tristan Dyer he’s not sure since it’s been a long time. They considered refurbishing the existing fixtures but it wasn’t worth the price and time.

Devin McComb asked for clarification on the images presented on the resolution. They show an example of the existing next to a sample of the new fixture.

Patrice Barrentine asked why the contingency is noted at 25%. Tristan Dyer responded that is due to the location of the fixtures as they are high up and will potentially require additional wiring work.

For: Devin McComb, Ray Ishii, Patrice Barrentine, David Ghoddousi, Mark Brady, JJ McKay, Ali Mowry, Paul Neal
Against: 0
Abstain: 0

Proposed Resolution 19-39 passed by a vote of 8-0-0.

C. Proposed Resolution 19-40: Employee Medical and Dental Coverage for 2019-2020
Mary Bacarella introduced Proposed Resolution 19-40 which states:

NOW, THEREFORE, BE IT RESOLVED, that the PDA Council authorizes the PDA Executive Director or her designee, to enter into contracts with Regence BlueShield for employee medical coverage, VSP for employee vision coverage, SunLife Insurance for employee life insurance and Washington Dental Service for employee dental coverage for 2019-2020 policy year in the amount not to exceed $927,000

<table>
<thead>
<tr>
<th>Coverage</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Medical Coverage</td>
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<tr>
<td>Life Insurance</td>
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<tr>
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<tr>
<td>Dental</td>
<td>$51,000</td>
</tr>
<tr>
<td></td>
<td>$927,000</td>
</tr>
</tbody>
</table>

A cushion to account for a flux in number of employees was taken into account.

David Ghoddousi moved the proposed resolution and Paul Neal seconded the motion.

David Ghoddousi asked how many employees are included to account for the fluctuation in staffing. Sabina Proto responded 105 employees.

Devin McComb asked if staff feel if this is a good package. Mary Bacarella responded yes.

Paul Neal asked if the medical coverage provider changed. Mary Bacarella responded the company is still Regence.

Patrice Barrentine commented this is a nice benefits package and it is money well spent to ensure the health of the employees and families is taken care of.
Ray Ishii asked if the union negotiations will impact this amount. Mary Bacarella responded she does not believe it will.

For: Devin McComb, Ray Ishii, Patrice Barrentine, David Ghoddousi, Mark Brady, JJ McKay, Paul Neal
Against: 0
Abstain: 0

Proposed Resolution 19-40 passed by a vote of 7-0-0.

Kelsey Lindblom introduced Proposed Resolution 19-41 which states:

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et. Seq with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined that the Livingston Baker Building has delamination occurring and is in need of Tuck and Pointing on both the Northern and Western face; and,

WHEREAS, in order to preserve the building and protect from the Western exposure a breathable clear coat will be applied in order to preserve the brick and mortar; and,

WHEREAS, the PPMPDA has executed a bid process to complete necessary repairs and sealants.

NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to enter into a contract with Pioneer Masonry Restoration Company, Inc. in an amount not to exceed $99,981.15 for the purpose of completing tuck and point and urethane seal on parapet.

The funds for this project will be drawn from the Capital Projects COMLB 163852-00.

Patrice Barrentine moved the proposed resolution and David Ghoddousi seconded the motion.

David Ghoddousi asked if Pioneer has worked in the Market before. Kelsey Lindblom responded yes, they have done work around the Market and they come highly rated by the MHC.
Paul Neal asked when the last time this work was completed. Kelsey Lindblom responded she didn’t find specific records but believes work on the Livingston Baker building took place in 1977 and 2008.

Devin McComb asked if the PDA is obligated to select the lowest bid. Kelsey Lindblom responded no but in this case she is hoping to select the second lowest bid for another project in the near future. Paul Neal asked to be notified when those opportunities are presented and when the runner up is selected.

For: Devin McComb, Ray Ishii, Patrice Barrentine, David Ghoddousi, Mark Brady, JJ McKay, Paul Neal
Against: 0
Abstain: 0

Proposed Resolution 19-41 passed by a vote of 7-0-0.

V. Property Management
A. Residential Property Management Report
Mary Bacarella provided a short report in lieu of John Turnbull and Elsie Janson. Vacancies are still under budget of 3% and staff are continuing to do a great job at addressing apartment repairs before turning them over to new tenants. Staff are reviewing rent rates for those unregulated, meaning market rate units. The Market is currently below market rate for those units. The facilities team is working on a plan for recycling, which is now a big issue in the city.

There was a conversation on what is required for recycling and the issues being presented around the city.

Mark Brady asked how much money is still left to be spend on the LaSalle. Sabina Proto responded not a lot has been spent but Tyler is working to spend it.

VI. Public Comment
None.

VII. Closed Session
The Committee Chair stated that the committee would go into closed session at 5:31 p.m. to discuss the property management report and return into open session at approximately 5:51 p.m.

The committee entered into closed session at 5:32 p.m.

A. Property Management Report - Closed Session (RCW 42.30.110(c))

B. Review of Lease Proposals
   i. Lease Renewal – The Confectional, 1530 Pike Place
   ii. Lease Renewal – Il Bistro, 93A Pike Street
   iii. New Business – Bonnie B’s Peppers, 1506 Pike Place #415
   iv. Change of Ownership – ChefSteps, 1501 Pike Street #300
C. Review of Delinquency Report
   i. Vacancy Report
   ii. Current Lease Negotiations

The committee entered into open session at 6:03 p.m.

The committee discussed the property management report which included the delinquency and vacancy report along with the current commercial lease negotiations during the closed session.

VIII. Open Session

Proposed Resolution 19-42: Lease Proposals – August 2019

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<thead>
<tr>
<th>Tenant</th>
<th>Term</th>
<th>Start Date</th>
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<tbody>
<tr>
<td>The Confectional</td>
<td>Five (5) Years</td>
<td>September 1, 2019</td>
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<tr>
<td>Paul Verano &amp; Destiny Sund</td>
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<tr>
<td>Il Bistro</td>
<td>Ten (10) Years, Five (5) Months</td>
<td>August 1, 2019</td>
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<tr>
<td>Cappello, Inc.</td>
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<tr>
<td>Nick Wiltz III</td>
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</tr>
<tr>
<td>Bonnie B’s Peppers</td>
<td>One (1) Year</td>
<td>September 1, 2019</td>
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<tr>
<td>Dylan Randolph</td>
<td></td>
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<tr>
<td>ChefSteps</td>
<td>Three (3) Years</td>
<td>September 1, 2019</td>
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<tr>
<td>GLCRILLY, LLC</td>
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<td></td>
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</tbody>
</table>

David Ghoddousi moved the proposed resolution and Paul Neal seconded the motion.

For: Devin McComb, Ray Ishii, David Ghoddousi, Mark Brady, JJ McKay, Paul Neal
Against: 0
Abstain: 0

Proposed Resolution 19-42 passed by a vote of 6-0-0.

IX. Resolutions to be added to the Consent Agenda

- Proposed Resolution 19-40: Employee Medical and Dental Coverage for 2019-2020
- Proposed Resolution 19-42: Lease Proposals August 2019

X. Concerns of Committee Members

JJ McKay congratulated Devin McComb on his first meeting as chair of the Committee.
David Ghoddousi would like further review of the signs that were placed out in lieu of tenant sandwich boards. The font on those signs are only 1” and he does not think that is large enough for people to see. David shared a photo with other committee members featuring the signs.

Devin McComb noted that Matthew Holland has left his position at the Market. He commented that it was always a pleasure to work with him and wished him well and the best of luck.

XI. **Adjournment**

The meeting was adjourned at 6:06 p.m. by Devin McComb, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Executive Committee
Meeting Minutes

Wednesday, August 21, 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, Betty Halfon

Other Council Members Present: Mark Brady, JJ McKay

Staff Present: Mary Bacarella, Karin Moughamer

Others Present: Howard Aller

The meeting was called to order at 4:31 p.m. by Rico Quirindongo, Chair.

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

      Approval of the July 17, 2019 Executive Committee Meeting Minutes
      The July 17, 2019 Executive Committee Meeting Minutes were approved by acclamation.

II. Announcements and/or Community Comments
    None.

III. Council Chair’s Report
    Rico Quirindongo provided the following status updates:
    • MarketFront leak investigation is still ongoing
    • The PDA and City will soon enter into a Memorandum of Understanding for the garage modifications as a result of the new Alaskan Way.
    • Still waiting on meetings to resume on the Overlook Walk design.
    • The streetcar project is moving forward but there are no new updates.
    • Rico noted with regards to the Showbox, the City has said they no longer will pursue completion of the feasibility study for expansion of the Historic District. He would like to approach the city and urge them complete it.
    • Lastly, there is a goal for net zero financial impact to the Market over the next five years.

    David Ghoddousi asked for clarification on the Overlook Walk schedule. Rico Quirindongo responded the city is working to develop the new process for design review and completion of the Overlook Walk. Whenever that begins the PDA should be receiving a schedule for the design process and milestones along with that process. Mary Bacarella responded design conversations are supposed to begin in the fall.
David Ghoddousi asked who from the council and PDA will attend meetings on the Overlook Walk designs. Mary Bacarella responded she will along with Rico Quirindongo, John Turnbull, Colleen Bowman, John Turnbull and Brady Morrison.

Rico Quirindongo noted the PDA did provide comment to the modified 30% design drawings.

IV. Committee Chair’s Report

A. Market Connections
Colleen Bowman commented that Sarah Patton, with Friends of the Market, would like to see the Showbox study continue.

Colleen Bowman noted the update from Gerry Johnson and Mary Bacarella on the garage modifications to connect to the realignment of Alaskan Way. The project will start in 2020. There was also a closed session and Mary Bacarella provided construction updates. Regarding the streetcar, City Council approved $9 million for further design work.

B. Market Programs
Patrice Barrentine noted there was a great report on the goals and plans for the Marketing department over the last six months. The presentation provided information on the marketing experiments taking place. Some members of the committee felt the presentation was too detailed and extensive.

David Ghoddousi noted the marketing team did a great job on the presentation and the Committee did ask for more information and the marketing team delivered. He thanked the team for their hard work.

Mark Brady would like to see presentation materials provided more than one day in advance.

Colleen Bowman noted the impressive amount of PR work being accomplished by in-house staff.

Mary Bacarella added information on User Generated Content and influencer programs to help promote the Market.

Betty Halfon entered the meeting at 4:50 pm.

Patrice Barrentine noted the marketing and PR success for Mom’s Market Day, a new program for the Market.

C. Finance & Asset Management
Devin McComb noted financials are in great shape based on the point in the year. Revenue is roughly 10% over and expenses under by 6%, but will continue to trend out through the year. Capital Projects were reviewed and a lot of money is being spend on the LaSalle apartments, which have been put aside in a reserved fund. Mary Bacarella provided the residential report and noted vacancies remain under 3%. Devin noted the departure of Matthew Holland in the Commercial department and Jessica Carlson and Tabitha Kane provided great commercial lease reports during the closed session. Devin concluded by noting the presentation by Sabina on the 30 year cash flow and shared the handout with Rico Quirindongo.

There was a conversation on how to present the 30 year cash flow at a future council meeting and further ways to present the data based on different assumptions. Devin McComb recommended another conversation at a future Finance & Asset Management Committee before taking it to full council.
David Ghoddousi noted the hard work by the maintenance and residential team to prepare vacant units for future tenants.

Mary Bacarella noted there will be further presentations and conversations on projections for commercial leasing. John Turnbull is preparing a presentation for the fall.

David Ghoddousi commented that studies have been conducted in the past on marginal and successful businesses and he does not want to see this conversation turn into a hit list of marginal businesses to target.

Mark Brady would like to see the 30 year cash flow analysis discussed at the retreat.

Rico Quirindongo agrees the council should spend some time looking at the 30 year cash flow and develop three or four scenarios that are based on logic applicable to the Market. Rico agrees preparing something for discussion at the retreat is helpful.

Rico Quirindongo believes there will be an economic downturn in the next two years and suggests taking a look at budget setting associated with revenue and spending. Rico suggested setting up a rainy day fund to address specific expenses. It would be good for the council to review the reserve structure and have a conversation on the establishment for a rainy day fund specific to offset negative impact on a downturn. The council would need to identify the parameters that could affect the community as well as the annual contribution over the next 2-3 years and parameters for how that fund is drawn down. This could be a topic for retreat and he will discuss further with Mary Bacarella.

Patrice Barrentine noted she believes the Operating Reserve was created as a rainy day fund but the triggers for accessing those funds should be discussed.

JJ McKay suggested bringing in the auditors to help set best practices. Rico Quirindongo suggested the auditors should be included in scenario planning.

Colleen Bowman asked if there is a function for calculating the aging of the buildings. Devin McComb responded the capital spending column, which has an amount of $88M, is from the 30-year Capital Study. Colleen Bowman would like to see that once it’s ready. Devin McComb noted the $88M is broken out over the years in a somewhat random way. More discussion with Brady and Kelsey are needed to better understand the study and projects.

Devin McComb suggested Sabina provide a written outline of the parameters for which the 30-year cash flow was developed, similar to what was provided at FAM.

Rico Quirindongo would like to see a presentation to council on scenario planning as well as a presentation of how the reserves are structured, historic contributions and how the PDA could change in the future. Both of those presentations could be precursors to the retreat.

Colleen Bowman asked if Matthew Holland’s position will be replaced. Mary Bacarella responded that position will be replaced and the job listing is currently open.

JJ McKay would like to see a card sent to PDA employees who attend council meetings when they leave the PDA.
V. Executive Director’s Report

Mary Bacarella began with the following updates:

- Today there was a meeting to discuss the 60% design for the garage modifications. Someone will present that design at Market Connections.
- The MOU for garage modifications is nearing completion.
- The LID consultant report was delivered to the City attorney today.
- Next Thursday is the second to last PM: Producers Market for the season.
- Sunday is The Head and The Heart concert at the Market.
- The budget review timeline has been set (a handout of that schedule was provided by Mary) and will be discussed at the next Finance Committee meeting.
- Mary met with Sam Zimbabwe, director of SDOT, and the streetcar project is still 5-6 months to get the consultant to continue on design. Mary will start to talk with their project manager regarding future design conversations.

Rico Quirindongo does not recommend the Market put any effort into opposing the streetcar. The Market should provide input and to get information that they have failed to provide the Market in the past.

There was a conversation on the future of the streetcar and how the PDA and council should participate in those conversations. Mary Bacarella will engage with the city on effects of construction and the final design on aspects that will affect the Market, such as load and unload zones and pedestrian access and safety.

Mark Brady would like to know when the federal study will be completed. Mary Bacarella responded she was told that issue is not a priority with regards to the streetcar moving forward.

VI. Committee Council Member Composition

Rico Quirindongo noted that he has expressed an interest to look into the Bylaws regarding the composition of the Executive Committee, which does not allow for the vice-chair and secretary/treasurer to have a voting position.

Colleen Bowman stated that Ali Mowry will stay on Market Programs Committee.

Betty Halfon what the timeline is for the change on the Executive Committee. Rico Quirindongo stated there is a process and thinks that will take a year to do.

Patrice Barrentine made a motion to that the executive committee consult with legal counsel to look at adjusting and aligning the Executive Committee positions so that they have a democratic voice at the Executive Committee.

Colleen Bowman seconded the motion.

Mark Brady noted his concern for not having equal representation from each of the three appointing groups.

Rico Quirindongo suggested removing the two at-large positions and replacing those with the secretary/treasurer and vice-chair. The size of the Executive Committee remains at six people.
Rico Quirindongo added a friendly amendment to replace at-large positions with the secretary/treasurer and vice-chair positions. Patrice Barrentine would prefer to vote on her motion before addressing the friendly amendment.

There was further conversations on the positions included on the Executive Committee as well as the processes for providing Mary direction in working with legal counsel on exploring changes to the bylaws.

*Patrice Barrentine left the meeting at 5:40 pm.*

The motion was tabled and Mary will explore this topic.

Devin McComb noted Finance & Asset Management has eight members. He’s ok with keeping eight members as long as the Committee continues to have a quorum.

There was a conversation on having seven versus eight members on the Finance & Asset Management Committee.

Rico Quirindongo suggested a change to the number of people on FAM can be made, if needed, at a later time. Rico will be meeting with Matt Hanna regarding his future participation on Market Connections.

Colleen Bowman is ok with having a Market Connections meeting of eight people and open to having Ray Ishii added.

It was decided that Ray Ishii will join Market Connections.

Devin McComb noted any further changes to the committee make-up can be made at future Executive Committee meetings.

### VII. Public Comment

Howard Aller commented the Rainier Tower has topped out which means the PCC market should be open in a year. As he understands it PCC will not be selling specialty items sold in the Market and the PDA should find ways to convince shoppers who visit PCC to also visit the Market to get the stuff you can’t get there. He also suggested find ways to sell the “weird” of the Market!

### VIII. Concerns of Committee Members

Betty Halfon suggested installing lockers for people to store their items while they continue to shop the Market.

There was a conversation on the practicalities of having storage lockers.

Colleen Bowman noted she feels like PCC, which is opening in the neighborhood next year, is a competitor but they are a good company and maybe there are opportunities for collaboration.

Devin McComb noted he had a great time at Sunset Supper and acknowledged the PDA’s work in coordinating the Head and the Heart concert.

Betty Halfon thanked Howard Aller for the pickles.
IX. **Adjournment**

The meeting was adjourned at 5:57 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Section VII:

Financials & Additional Enclosures
Date: August 20, 2019
To: PPM PDA Council
From: Sabina Proto, Director of Finance
Subject: July 31, 2019 Financial Statements

**Balance Sheet Notes:**

**Page 1:**

**Designated Cash:** Increased due to the additional contribution to CRRF, on top of the monthly contribution.

**Restricted Cash:** Decreased due to the payment of the semiannual portion of the interest on the 2015 PDA Bonds.

**Fixed Assets:** Increase related to capital expenditures on current year Capital Projects.

**Current Liabilities:** Slightly decrease in Accounts Payable.

**Page 2:**

**Accounts Receivable Activity Report** – Decreased from the prior month, especially in the Commercial tenants category.

**Page 3:**

**PDA Operating Statement Notes:**

Total Revenue for the end of July 2019 was $12,659,195, over budget by $1,113,417 or 9.6%

Total Operating Expense for the end of July 2019 was $8,554,898, under budget by $518,127 or 5.7%

Net Result after Debt Service and Reserves was $2,691,219, which is $1,631,542 over budget.

We are up to date on all debt payments, and contribution to the Employee Pension Plan.

**Page 4:**

Footnotes on the Operating Statement

**Commercial Revenue** is over budget by $359,495; it’s up in Base Rent-Retail, Percent Rent, Common Area and Direct Utilities. Good sales Maximillian, Pasta Casalinga, Old Stove, etc. There is some negative impact from Little Fish delayed opening. CAM is higher than budget: higher retail rent revenue, higher CAM.
**Residential Revenue** is over budget by $81,080; Rent revenue is over budget because the actual vacancy is less than budgeted, less than 3% compared to 5% budget. Also, the increase on the HUD subsidy for Pine building was higher than budgeted.

**Daystall Revenue:**

Daily Crafts is on track. Locker under budget because still waiting for the new lockers to build.

Farm revenue is over budget due to additional revenue from MarketFront food program vendors which wasn’t included in the budget; Remote Markets are doing well; Cooler usage in winter has been higher than expected; Permits will catch up.

**Page 5:**

**Garage Revenue** is over budget by $419,886, 26% higher than budget.

**Miscellaneous Revenue** is over budget by $223,302, mostly in Investment Income. The budgeted rate on the Investment Income was 1.46%, and the actual rate has been 2.59%.

**Page 6:**

Operating Expenses over all under budget – we think is mostly to budget trending. During the busy season, we’ll see the operating expenses will increase.

Commercial Expenses under budget in Small Business Incubator – it will trend out during the year.

Residential Expenses under budget due to staffing vacancy, and in Uniforms which will trend out during the year.

Facilities under budget because of some staffing vacancies.

Maintenance under budget mostly due to staffing vacancies.

Utilities under budget over all: Electricity and Water under budget due to the space vacancy on the MarketFront. Garbage variance will trend out during the year.

Insurance- under budget for the first four months, but it will trend out during the year.

Management – over budget in consulting category

Finance under budget in audit expenses, but it will trend out during the year.

Admin is under budget in Postage and Office Supplies.

Human Resources is under budget in Legal expenses.

IT is under budget in Salaries. Also, several changes in Subscriptions and Licenses which have increased the functionality and reduced costs.
Marketing under budget due to staffing vacancies; also the variances in Legal, Advertising, PR, Event Promotion will trend out during the year.

Market Foundation will be on track by the end of the year.

**Page 7:**

Percent Rent spreadsheet- Percent Rent is $263,065 over budget YTD, and $236,540 higher than the actuals of the same period last year.

**Page 8:**

The report states the balance of the Capital Replacement Reserve, which was $18.1 MM for the end of July 31, 2019

**Page 9:**

Capital Projects Report provides the status and YTD spending on different Capital Project we are working on.
## PIKE PLACE MARKET PDA
### BALANCE SHEET
#### July 31, 2019

<table>
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<th>ASSETS</th>
<th>Note</th>
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<th>Prior Month</th>
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<td>Misc Accounts Receivable</td>
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<td>Financing Lease</td>
<td></td>
<td>3,084,350</td>
<td>3,084,350</td>
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<tr>
<td>Contributions To LSH LLC and WASH LLC</td>
<td></td>
<td>200</td>
<td>200</td>
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<tr>
<td><strong>Total Other Assets</strong></td>
<td></td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td></td>
<td>188,241,794</td>
<td>188,041,531</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES &amp; CAPITAL</th>
<th>Note</th>
<th>Current Month</th>
<th>Prior Month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td></td>
<td>472,041</td>
<td>504,136</td>
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<tr>
<td>Current Portion - LT Debt</td>
<td></td>
<td>705,000</td>
<td>705,000</td>
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<tr>
<td>Interest Payable Accrued</td>
<td></td>
<td>170,636</td>
<td>559,178</td>
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<tr>
<td>Accrued Payroll, Vacation &amp; Taxes</td>
<td></td>
<td>741,181</td>
<td>753,150</td>
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<td>Accrued Business Taxes</td>
<td></td>
<td>83,820</td>
<td>77,450</td>
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<td>Security Deposits</td>
<td></td>
<td>451,769</td>
<td>443,981</td>
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<td>Other Liabilities</td>
<td></td>
<td>890,347</td>
<td>825,187</td>
</tr>
<tr>
<td>Current Portion - Unearned WSDOT rev</td>
<td></td>
<td>219,298</td>
<td>263,158</td>
</tr>
<tr>
<td>Current Portion - QB3 Deferred Master Lease</td>
<td></td>
<td>199,207</td>
<td>199,207</td>
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<tr>
<td><strong>Total Current Liabilities</strong></td>
<td></td>
<td>3,933,299</td>
<td>4,330,447</td>
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<td><strong>Long Term Debt</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009 PDA Refunding Bonds</td>
<td></td>
<td>980,934</td>
<td>1,017,767</td>
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<tr>
<td>2015 Bond Series A</td>
<td></td>
<td>18,650,000</td>
<td>18,650,000</td>
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<td>Premium on 2015 Bond Series A</td>
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<td>1,617,837</td>
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<tr>
<td>Uncarred WSDOT revenue</td>
<td></td>
<td>3,157,893</td>
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<tr>
<td>N/P City of Seattle - Creamery Lot</td>
<td></td>
<td>455,000</td>
<td>455,000</td>
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<tr>
<td>QB3 Deferred Master Lease Payment</td>
<td></td>
<td>9,213,308</td>
<td>9,213,308</td>
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<tr>
<td>Current Portion - Long Term Debt</td>
<td></td>
<td>(705,000)</td>
<td>(705,000)</td>
</tr>
<tr>
<td><strong>Total Long Term Debt</strong></td>
<td></td>
<td>33,369,972</td>
<td>33,406,805</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td></td>
<td>37,303,271</td>
<td>37,737,252</td>
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<tr>
<td><strong>Capital</strong></td>
<td></td>
<td></td>
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<tr>
<td>Contributed Capital</td>
<td></td>
<td>11,818,935</td>
<td>11,818,935</td>
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<td>Prior Years’ Results</td>
<td></td>
<td>135,221,602</td>
<td>135,221,602</td>
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<tr>
<td>Current Year Operating Result</td>
<td></td>
<td>3,807,986</td>
<td>3,263,742</td>
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<tr>
<td><strong>Net Operating Capital</strong></td>
<td></td>
<td>150,938,523</td>
<td>150,304,279</td>
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<td><strong>TOTAL LIABILITIES AND CAPITAL</strong></td>
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<td>188,241,794</td>
<td>188,041,531</td>
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</table>
### Accounts Receivable

<table>
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<tr>
<th>Category</th>
<th>Previous Month Balance</th>
<th>Total Current Charges</th>
<th>Total Current Receipts</th>
<th>Current Month Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Revenue</td>
<td>147,914</td>
<td>1,427,037</td>
<td>1,500,034</td>
<td>74,917</td>
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<tr>
<td>Daystall Revenue</td>
<td>144,602</td>
<td>142,638</td>
<td>137,336</td>
<td>149,904</td>
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<tr>
<td>Residential Rent (excluding HUD)</td>
<td>23,121</td>
<td>168,722</td>
<td>170,843</td>
<td>21,000</td>
</tr>
<tr>
<td>HUD Subsidy</td>
<td>(1,181)</td>
<td>120,187</td>
<td>116,196</td>
<td>2,810</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>314,456</strong></td>
<td><strong>1,858,584</strong></td>
<td><strong>1,924,409</strong></td>
<td><strong>248,631</strong></td>
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</tbody>
</table>
## PIKE PLACE MARKET PDA - PRELIMINARY OPERATING BUDGET COMPARISON STATEMENT

**Period Ending July 31, 2019**

<table>
<thead>
<tr>
<th></th>
<th>Current YTD ACTUAL</th>
<th>Current YTD BUDGET</th>
<th>Variance</th>
<th>Variance %</th>
<th>Current MONTH ACTUAL</th>
<th>Current MONTH BUDGET</th>
<th>2019 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial</td>
<td>7,493,714</td>
<td>7,134,219</td>
<td>359,495</td>
<td>5.0%</td>
<td>1,183,043</td>
<td>1,143,593</td>
<td>12,844,564</td>
</tr>
<tr>
<td>Net Result-PPM QALICB3</td>
<td>(37,046)</td>
<td>(32,664)</td>
<td>(4,382)</td>
<td>0.0%</td>
<td>(23,110)</td>
<td>(23,110)</td>
<td>(27,828)</td>
</tr>
<tr>
<td>Residential</td>
<td>1,882,045</td>
<td>1,801,565</td>
<td>81,480</td>
<td>4.5%</td>
<td>277,268</td>
<td>259,229</td>
<td>3,109,115</td>
</tr>
<tr>
<td>Daystar</td>
<td>450,997</td>
<td>453,476</td>
<td>(2,479)</td>
<td>0.5%</td>
<td>88,958</td>
<td>92,978</td>
<td>838,581</td>
</tr>
<tr>
<td>Farm</td>
<td>311,886</td>
<td>277,803</td>
<td>34,083</td>
<td>12.2%</td>
<td>70,992</td>
<td>82,190</td>
<td>576,056</td>
</tr>
<tr>
<td>Parking</td>
<td>2,007,725</td>
<td>1,587,839</td>
<td>419,886</td>
<td>26.4%</td>
<td>410,330</td>
<td>348,089</td>
<td>2,695,400</td>
</tr>
<tr>
<td>Market Foundation</td>
<td>14,432</td>
<td>12,000</td>
<td>2,432</td>
<td>0.0%</td>
<td>-</td>
<td>-</td>
<td>25,000</td>
</tr>
<tr>
<td>Miscellaneous Revenue</td>
<td>534,842</td>
<td>311,540</td>
<td>223,302</td>
<td>71.7%</td>
<td>78,559</td>
<td>44,302</td>
<td>610,197</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>12,659,195</td>
<td>11,545,778</td>
<td>1,113,417</td>
<td>9.6%</td>
<td>2,086,040</td>
<td>1,947,271</td>
<td>20,670,085</td>
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<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property Management</td>
<td>849,748</td>
<td>898,708</td>
<td>48,960</td>
<td>5.4%</td>
<td>154,218</td>
<td>119,845</td>
<td>1,550,934</td>
</tr>
<tr>
<td>Parking</td>
<td>309,210</td>
<td>313,512</td>
<td>4,302</td>
<td>1.4%</td>
<td>41,197</td>
<td>47,937</td>
<td>519,873</td>
</tr>
<tr>
<td>Operations</td>
<td>5,234,072</td>
<td>5,339,458</td>
<td>105,386</td>
<td>2.0%</td>
<td>881,031</td>
<td>779,256</td>
<td>9,165,199</td>
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<tr>
<td>Administration</td>
<td>1,479,343</td>
<td>1,544,982</td>
<td>65,639</td>
<td>4.2%</td>
<td>195,517</td>
<td>208,452</td>
<td>2,594,004</td>
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<tr>
<td>Marketing &amp; Programs</td>
<td>682,525</td>
<td>976,365</td>
<td>293,840</td>
<td>30.1%</td>
<td>147,175</td>
<td>163,078</td>
<td>1,763,442</td>
</tr>
<tr>
<td><strong>TOTAL OPERATING EXPENSES</strong></td>
<td>8,554,898</td>
<td>9,073,025</td>
<td>518,127</td>
<td>5.7%</td>
<td>1,419,138</td>
<td>1,318,568</td>
<td>15,593,452</td>
</tr>
<tr>
<td><strong>NET OPERATING RESULTS</strong></td>
<td>4,104,297</td>
<td>2,472,753</td>
<td>1,631,544</td>
<td>66.0%</td>
<td>666,902</td>
<td>628,703</td>
<td>5,076,633</td>
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<tr>
<td><strong>DEBT SERVICE</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Bond Principal and Interest Payment PDA</td>
<td>279,853</td>
<td>279,853</td>
<td>-</td>
<td>0.0%</td>
<td>39,979</td>
<td>39,979</td>
<td>479,748</td>
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<tr>
<td>2015 PDA Bond Series A&amp;B</td>
<td>713,125</td>
<td>713,125</td>
<td>-</td>
<td>0.0%</td>
<td>101,875</td>
<td>101,875</td>
<td>1,222,500</td>
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<tr>
<td><strong>TOTAL DEBT SERVICE</strong></td>
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<td>992,978</td>
<td>-</td>
<td>0.0%</td>
<td>141,854</td>
<td>141,854</td>
<td>1,702,248</td>
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<td><strong>RESERVES - DESIGNATED</strong></td>
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<tr>
<td>Pension Contribution</td>
<td>420,000</td>
<td>420,000</td>
<td>-</td>
<td>0.0%</td>
<td>-</td>
<td>-</td>
<td>420,000</td>
</tr>
<tr>
<td>LIH Interest to Reserve</td>
<td>100</td>
<td>98</td>
<td>2</td>
<td>2.0%</td>
<td>15</td>
<td>14</td>
<td>164</td>
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<tr>
<td><strong>TOTAL DESIGNATED RESERVES</strong></td>
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<td>420,098</td>
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<td>0.0%</td>
<td>15</td>
<td>14</td>
<td>420,164</td>
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<tr>
<td>Net Results after Debt Service &amp; Reserves</td>
<td>2,691,219</td>
<td>1,059,677</td>
<td>1,631,542</td>
<td>154.0%</td>
<td>525,033</td>
<td>486,835</td>
<td>2,954,221</td>
</tr>
<tr>
<td><strong>CAPITAL RESERVE CONTRIBUTION</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contribution - Capital Projects/CRRF</td>
<td>2,691,219</td>
<td>1,059,677</td>
<td>1,631,542</td>
<td>0.0%</td>
<td>525,033</td>
<td>486,835</td>
<td>2,954,221</td>
</tr>
<tr>
<td><strong>TOTAL RESERVES &amp; CONTRIBUTIONS</strong></td>
<td>2,691,219</td>
<td>1,059,677</td>
<td>1,631,542</td>
<td>0.0%</td>
<td>525,033</td>
<td>486,835</td>
<td>2,954,221</td>
</tr>
<tr>
<td>Note 1</td>
<td>Commercial Revenue</td>
<td>2019 Total Budget</td>
<td>YTD ACTUAL</td>
<td>YTD BUDGET</td>
<td>YTD 2019 Variance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>---------------------</td>
<td>-------------------</td>
<td>------------</td>
<td>------------</td>
<td>-----------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>% of total Comm Revenue</td>
<td>Jul Actual</td>
<td>% YTD Comm Rev</td>
<td>Jul Budget</td>
<td>Comm Rev</td>
<td>$</td>
<td>%</td>
</tr>
<tr>
<td>Base Rent - Retail</td>
<td>31.2%</td>
<td>2,379,565</td>
<td>31.8%</td>
<td>2,319,000</td>
<td>32.5%</td>
<td>60,565</td>
<td>2.6%</td>
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<tr>
<td>Base Rent - Office</td>
<td>4.7%</td>
<td>353,742</td>
<td>4.7%</td>
<td>352,499</td>
<td>4.9%</td>
<td>1,243</td>
<td>0.4%</td>
</tr>
<tr>
<td>Prep Space</td>
<td>0.7%</td>
<td>51,005</td>
<td>0.7%</td>
<td>50,522</td>
<td>0.7%</td>
<td>483</td>
<td>1.0%</td>
</tr>
<tr>
<td>Common Area</td>
<td>19.0%</td>
<td>1,436,052</td>
<td>19.2%</td>
<td>1,414,590</td>
<td>19.8%</td>
<td>21,462</td>
<td>1.5%</td>
</tr>
<tr>
<td>Total Commercial Revenue</td>
<td>100%</td>
<td>4,220,364</td>
<td>100%</td>
<td>4,136,611</td>
<td>100%</td>
<td>83,753</td>
<td>2.0%</td>
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<tr>
<td>Percentage Rent</td>
<td>0.5%</td>
<td>26,323,79</td>
<td>35.1%</td>
<td>23,369,314</td>
<td>32.2%</td>
<td>263,065</td>
<td>11.1%</td>
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<td>Direct Utilities</td>
<td>6.5%</td>
<td>495,490</td>
<td>6.6%</td>
<td>490,495</td>
<td>6.7%</td>
<td>14,995</td>
<td>3.1%</td>
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<tr>
<td>Storage/Cooler</td>
<td>1.5%</td>
<td>110,113</td>
<td>1.5%</td>
<td>113,750</td>
<td>1.6%</td>
<td>3,637</td>
<td>-3.2%</td>
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<tr>
<td>Tenant Work Reimbursements</td>
<td>0.1%</td>
<td>5,639</td>
<td>0.1%</td>
<td>5,460</td>
<td>0.1%</td>
<td>179</td>
<td>3.3%</td>
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<tr>
<td>Other Rentals</td>
<td>0.2%</td>
<td>17,825</td>
<td>0.2%</td>
<td>11,669</td>
<td>0.2%</td>
<td>6,156</td>
<td>52.8%</td>
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<tr>
<td>Late Fees</td>
<td>0.2%</td>
<td>11,904</td>
<td>0.2%</td>
<td>16,920</td>
<td>0.2%</td>
<td>(5,016)</td>
<td>-29.6%</td>
</tr>
<tr>
<td>Total Commercial Revenue</td>
<td>100%</td>
<td>7,493,714</td>
<td>100%</td>
<td>7,134,219</td>
<td>100%</td>
<td>359,495</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

(1) See attachment for Percentage Rent revenue data by month.

<table>
<thead>
<tr>
<th>Note 2</th>
<th>Residential Revenue</th>
<th>2019 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019 Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total Res Rev</td>
<td>Jul Actual</td>
<td>% YTD Res Rev</td>
<td>Jul Budget</td>
<td>Res Rev</td>
</tr>
<tr>
<td>Residential Rents</td>
<td>98.8%</td>
<td>1,862,193</td>
<td>99.9%</td>
<td>1,779,527</td>
<td>98.6%</td>
</tr>
<tr>
<td>Laundry Net of Taxes</td>
<td>0.4%</td>
<td>6,332</td>
<td>0.3%</td>
<td>7,868</td>
<td>0.4%</td>
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<tr>
<td>Other(1)</td>
<td>0.8%</td>
<td>14,120</td>
<td>0.8%</td>
<td>14,170</td>
<td>0.8%</td>
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<tr>
<td>Total Residential Revenue</td>
<td>100%</td>
<td>1,882,645</td>
<td>100%</td>
<td>1,801,565</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

(1) Other includes maintenance services, storage, rental screening & late fees

<table>
<thead>
<tr>
<th>Note 3</th>
<th>Day Stall Revenue</th>
<th>2019 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019 Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total Day Rev</td>
<td>Jul Actual</td>
<td>% YTD Day Rev</td>
<td>Jul Budget</td>
<td>Day Rev</td>
</tr>
<tr>
<td>Daily Craft</td>
<td>67.1%</td>
<td>386,798</td>
<td>85.8%</td>
<td>386,000</td>
<td>85.1%</td>
</tr>
<tr>
<td>Locker Rent</td>
<td>8.5%</td>
<td>39,934</td>
<td>8.8%</td>
<td>43,241</td>
<td>9.3%</td>
</tr>
<tr>
<td>Permits</td>
<td>2.2%</td>
<td>14,740</td>
<td>3.3%</td>
<td>15,935</td>
<td>3.5%</td>
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<tr>
<td>Late Fees</td>
<td>1.9%</td>
<td>9,625</td>
<td>2.1%</td>
<td>8,300</td>
<td>1.8%</td>
</tr>
<tr>
<td>Total Day Stall Revenue</td>
<td>100%</td>
<td>459,997</td>
<td>100%</td>
<td>453,476</td>
<td>100%</td>
</tr>
</tbody>
</table>
### Note 4: Farm Revenue

<table>
<thead>
<tr>
<th></th>
<th>2019 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Jul</td>
<td>% YTD</td>
<td>Jul</td>
</tr>
<tr>
<td></td>
<td>Surf Rev</td>
<td>Actual</td>
<td>Farm Rev</td>
<td>Budget</td>
</tr>
<tr>
<td>Daily Farmer</td>
<td>45.2%</td>
<td>159,198</td>
<td>51.0%</td>
<td>141,000</td>
</tr>
<tr>
<td>Remote Markets</td>
<td>11.2%</td>
<td>26,045</td>
<td>8.4%</td>
<td>25,880</td>
</tr>
<tr>
<td>Cooler Rent</td>
<td>3.1%</td>
<td>10,391</td>
<td>3.3%</td>
<td>9,700</td>
</tr>
<tr>
<td>Permits</td>
<td>0.6%</td>
<td>2,905</td>
<td>0.9%</td>
<td>3,500</td>
</tr>
<tr>
<td>CSA Market Boxes</td>
<td>15.0%</td>
<td>48,365</td>
<td>15.5%</td>
<td>25,800</td>
</tr>
<tr>
<td>Specially Crop Block Grant</td>
<td>24.9%</td>
<td>64,982</td>
<td>20.6%</td>
<td>71,923</td>
</tr>
<tr>
<td><strong>Total Farm Revenue</strong></td>
<td><strong>100%</strong></td>
<td><strong>311,886</strong></td>
<td><strong>100%</strong></td>
<td><strong>277,803</strong></td>
</tr>
</tbody>
</table>

### Note 5: Garage Revenue

<table>
<thead>
<tr>
<th></th>
<th>2019 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Jul</td>
<td>% YTD</td>
<td>Jul</td>
</tr>
<tr>
<td>Parking Revenue Net of Taxes</td>
<td>99.4%</td>
<td>1,997,255</td>
<td>99.5%</td>
<td>1,578,139</td>
</tr>
<tr>
<td>Parking Reimbursement</td>
<td>0.6%</td>
<td>10,470</td>
<td>0.5%</td>
<td>9,700</td>
</tr>
<tr>
<td><strong>Total Garage Revenue</strong></td>
<td><strong>100%</strong></td>
<td><strong>2,007,725</strong></td>
<td><strong>100%</strong></td>
<td><strong>1,587,839</strong></td>
</tr>
</tbody>
</table>

### Note 6: Miscellaneous Revenue

<table>
<thead>
<tr>
<th></th>
<th>2019 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Jul</td>
<td>% YTD</td>
<td>Jul</td>
</tr>
<tr>
<td></td>
<td>Gar Rev</td>
<td>Actual</td>
<td>Misc Rev</td>
<td>Budget</td>
</tr>
<tr>
<td>Security Service Contracts</td>
<td>11.8%</td>
<td>41,219</td>
<td>7.7%</td>
<td>41,993</td>
</tr>
<tr>
<td>Management Fees[1]</td>
<td>18.2%</td>
<td>55,203</td>
<td>10.3%</td>
<td>47,452</td>
</tr>
<tr>
<td>Investment Income/Interest</td>
<td>32.8%</td>
<td>336,638</td>
<td>62.9%</td>
<td>116,875</td>
</tr>
<tr>
<td>Film-License Revenue</td>
<td>4.1%</td>
<td>12,680</td>
<td>2.4%</td>
<td>19,650</td>
</tr>
<tr>
<td>Other Revenues[2]</td>
<td>32.9%</td>
<td>89,102</td>
<td>16.7%</td>
<td>85,570</td>
</tr>
<tr>
<td><strong>Total Miscellaneous Revenue</strong></td>
<td><strong>100%</strong></td>
<td><strong>534,842</strong></td>
<td><strong>100%</strong></td>
<td><strong>311,540</strong></td>
</tr>
</tbody>
</table>

(1) Management fees from LaSalle Senior Housing LLC and Western Avenue Senior Housing
(2) Other Revenues includes Constituency Revenue, Misc taxable & Non-taxable Revenue, Key and Access Cards, Trademark/Royalties, Market Tours and Rummage Hall less sales tax.
### Note 7 Property Management Expenses

<table>
<thead>
<tr>
<th></th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>% PM Exp</td>
<td>Budget</td>
</tr>
<tr>
<td>Commercial</td>
<td>288,410</td>
<td>24.9%</td>
<td>301,998</td>
</tr>
<tr>
<td>Residential</td>
<td>404,346</td>
<td>34.9%</td>
<td>439,023</td>
</tr>
<tr>
<td>Daystay</td>
<td>156,992</td>
<td>13.5%</td>
<td>157,687</td>
</tr>
<tr>
<td>Garage</td>
<td>309,210</td>
<td>26.7%</td>
<td>313,512</td>
</tr>
<tr>
<td>Total Property Management Expenses</td>
<td>1,158,958</td>
<td>100%</td>
<td>1,212,220</td>
</tr>
</tbody>
</table>

### Note 8 Operations Expenses

<table>
<thead>
<tr>
<th></th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>% Ops Exp</td>
<td>Budget</td>
</tr>
<tr>
<td>Facilities</td>
<td>1,198,315</td>
<td>22.0%</td>
<td>1,233,640</td>
</tr>
<tr>
<td>Security</td>
<td>1,015,849</td>
<td>19.4%</td>
<td>1,012,692</td>
</tr>
<tr>
<td>Maintenance</td>
<td>733,250</td>
<td>14.0%</td>
<td>756,532</td>
</tr>
<tr>
<td>Capital Management</td>
<td>55,502</td>
<td>1.1%</td>
<td>51,499</td>
</tr>
<tr>
<td>Utilities</td>
<td>1,850,611</td>
<td>35.4%</td>
<td>1,893,470</td>
</tr>
<tr>
<td>Insurance</td>
<td>380,545</td>
<td>7.3%</td>
<td>391,625</td>
</tr>
<tr>
<td>Total Operations Expenses</td>
<td>5,234,072</td>
<td>100%</td>
<td>5,339,438</td>
</tr>
</tbody>
</table>

### Note 9 Administration Expenses

<table>
<thead>
<tr>
<th></th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>% Adm Exp</td>
<td>Budget</td>
</tr>
<tr>
<td>Management</td>
<td>693,957</td>
<td>46.9%</td>
<td>643,138</td>
</tr>
<tr>
<td>Finance</td>
<td>245,858</td>
<td>16.6%</td>
<td>256,453</td>
</tr>
<tr>
<td>Office Administration</td>
<td>273,733</td>
<td>18.3%</td>
<td>298,437</td>
</tr>
<tr>
<td>Human Resources</td>
<td>73,331</td>
<td>5.0%</td>
<td>139,925</td>
</tr>
<tr>
<td>Information Services</td>
<td>192,464</td>
<td>13.0%</td>
<td>207,029</td>
</tr>
<tr>
<td>Total Administration Expenses</td>
<td>1,479,343</td>
<td>100%</td>
<td>1,544,982</td>
</tr>
</tbody>
</table>

### Note 10 Programs Expenses

<table>
<thead>
<tr>
<th></th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>% Prg Exp</td>
<td>Budget</td>
</tr>
<tr>
<td>Marketing</td>
<td>233,673</td>
<td>34.2%</td>
<td>497,236</td>
</tr>
<tr>
<td>Farm Program</td>
<td>290,824</td>
<td>43.6%</td>
<td>314,307</td>
</tr>
<tr>
<td>Market Foundation</td>
<td>150,028</td>
<td>22.0%</td>
<td>164,822</td>
</tr>
<tr>
<td>Total Program Expenses</td>
<td>682,525</td>
<td>100%</td>
<td>976,365</td>
</tr>
</tbody>
</table>
## 2019 Calendar Year
Percentage Rent Revenue By Month of Sales

<table>
<thead>
<tr>
<th>Month of Collection</th>
<th>2019</th>
<th>YTD July 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dec</td>
<td>Jan</td>
</tr>
<tr>
<td>January</td>
<td>440,658</td>
<td>354</td>
</tr>
<tr>
<td>February</td>
<td>3,199</td>
<td>346,489</td>
</tr>
<tr>
<td>March</td>
<td>(246)</td>
<td>199,097</td>
</tr>
<tr>
<td>April</td>
<td>(1,024)</td>
<td>398,931</td>
</tr>
<tr>
<td>May                 4,535  345,466</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>844   444,775</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>393   9,678  539,228</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>0     0     0</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL 443,857 246,597 198,073 403,466 346,705 345,465 539,228 0 0 0 0 0 0 2,632,379 2,369,314 263,065

## 2018 Calendar Year
Percentage Rent Revenue By Month of Sales

<table>
<thead>
<tr>
<th>Month of Collection</th>
<th>2018</th>
<th>YTD July 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dec</td>
<td>Jan</td>
</tr>
<tr>
<td>January</td>
<td>373,903</td>
<td>373,903</td>
</tr>
<tr>
<td>February</td>
<td>13,663</td>
<td>177,758</td>
</tr>
<tr>
<td>March</td>
<td>174   200,908</td>
<td>214,313</td>
</tr>
<tr>
<td>April</td>
<td>3,517</td>
<td>1,337  7,286  357,905</td>
</tr>
<tr>
<td>May</td>
<td>807   2,616  17,524  314,611</td>
<td>335,415</td>
</tr>
<tr>
<td>June</td>
<td>10,318  393,334</td>
<td>403,652</td>
</tr>
<tr>
<td>July</td>
<td>3,984  12,488  470,676</td>
<td>487,108</td>
</tr>
<tr>
<td>August</td>
<td>3,041</td>
<td>5,140  340,921</td>
</tr>
<tr>
<td>September</td>
<td>716   11,028  23,055  547,094</td>
<td>581,864</td>
</tr>
<tr>
<td>October</td>
<td>24,391</td>
<td>415,434</td>
</tr>
<tr>
<td>November</td>
<td>3,801</td>
<td>10,741  355,440</td>
</tr>
<tr>
<td>December</td>
<td>8,209</td>
<td>323,829</td>
</tr>
</tbody>
</table>

TOTAL 411,114 197,117 210,792 375,429 324,929 409,539 450,844 553,977 575,256 426,175 364,149 323,829 4,673,150 4,615,824 57,326

## 2017 Calendar Year
Percentage Rent Revenue By Month of Sales

<table>
<thead>
<tr>
<th>Month of Collection</th>
<th>2017</th>
<th>YTD July 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dec</td>
<td>Jan</td>
</tr>
<tr>
<td>January</td>
<td>367,815</td>
<td>387,815</td>
</tr>
<tr>
<td>February</td>
<td>5,314  180,152</td>
<td>185,466</td>
</tr>
<tr>
<td>March</td>
<td>4,049</td>
<td>3,844  191,982</td>
</tr>
<tr>
<td>April</td>
<td>1,768</td>
<td>2,348  2,920  288,569</td>
</tr>
<tr>
<td>May</td>
<td>1,832</td>
<td>13,231  19,952  299,051</td>
</tr>
<tr>
<td>June</td>
<td>3,410</td>
<td>1,111  2,696  19,599  346,548</td>
</tr>
<tr>
<td>July</td>
<td>22,040</td>
<td>429,114</td>
</tr>
<tr>
<td>August</td>
<td>4,284</td>
<td>10,708  5,968</td>
</tr>
<tr>
<td>September</td>
<td>3,847  491,458</td>
<td>495,315</td>
</tr>
<tr>
<td>October</td>
<td>1,942</td>
<td>668  12,017  386,058</td>
</tr>
<tr>
<td>November</td>
<td>528   8,224  15,783  17,040  327,165</td>
<td>368,740</td>
</tr>
</tbody>
</table>

TOTAL 402,356 188,212 209,244 311,217 318,550 372,872 442,292 559,055 521,635 405,383 357,945 264,329 4,353,990 4,252,728 100,262
Capital Replace Reserve Fund Balance

<table>
<thead>
<tr>
<th></th>
<th>Anticipated Year End Balance</th>
<th>YTD Balance (actual)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance 12/31/2018</td>
<td>15,091,597</td>
<td>15,091,597</td>
</tr>
<tr>
<td>Surplus allocation of the prior year</td>
<td>TBD</td>
<td>1,321,704</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,321,704</td>
</tr>
<tr>
<td>Balance as of 1/1/18</td>
<td>16,413,301</td>
<td>16,413,301</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Budget 2019 Contribution</td>
<td>2,974,221</td>
<td>2,691,220</td>
</tr>
<tr>
<td>Capital Projects Spending</td>
<td>(2,000,000)</td>
<td>(969,442)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CRRF Capital Reserve Balance</td>
<td>17,387,522</td>
<td>18,135,079</td>
</tr>
</tbody>
</table>

2 Reconciliation of Net Operating Result (Operating Statement) to Current Year Result (Balance Sheet)

(a) Net Operating Results - Operating Statement

<table>
<thead>
<tr>
<th></th>
<th>4,104,297</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Interest Expense on Bonds</td>
<td>(569,617)</td>
</tr>
<tr>
<td>Recognition of Deferred WSDT Revenue, grants &amp; gains</td>
<td>363,306</td>
</tr>
<tr>
<td>Net Operating Result on the Balance Sheet</td>
<td>3,897,986</td>
</tr>
</tbody>
</table>

(b) Current Year Result - Balance Sheet

<table>
<thead>
<tr>
<th></th>
<th>3,897,986</th>
</tr>
</thead>
</table>
## July 2019 CAPITAL PROJECTS REPORT

**Revision 1**

### BLDG | GL Code | Project Name | 2018 Budget Carvery | 2019 Budget Allocation | 2019 Total Budget | YTD Expenses | Status for Financial Reporting | Resolution
---|---|---|---|---|---|---|---|---
ECO | 163450-00 | Economy west windows | 150,000 | 0 | 150,000 | 140,245 | Project is complete | 18-35
GAR | 163766-00 | Skidata Upgrade | 0 | 331,556 | 331,556 | 174,557 | Project is complete | 19-04
LEL | 163777-00 | Hilliclimb Bridge | 9,595 | 0 | 9,595 | 9,595 | Project is complete | 18-23
FAR | 163782-00 | DownUnder Hardwoods | 0 | 14,000 | 14,000 | 10,567 | Project is complete | 19-07
SOA | 163830-00 | Soames Dunn Chiller Replacement | 22,089 | 0 | 22,089 | 7,991 | Project is complete | 18-32
LEL | 163833-00 | Leeland 78 window & restoration | 52,000 | 0 | 52,000 | 43,257 | Project is complete | 18-36
SAN | 163841-00 | Metal Roof Coating | 0 | 50,000 | 50,000 | 38,535 | Project is complete | 19-08
ECO | 163843-00 | Chairs- Goodwin Library | 0 | 1,000 | 1,000 | 424 | Project is complete | 19-06
LEL | 163844-00 | Hydraulic Cylinder Replacement | 0 | 15,000 | 15,000 | 11,465 | Project is complete | 19-06
LEL | 163846-00 | Elevator Recall | 0 | 9,500 | 9,500 | 1,272 | Project is complete | 19-06
FAI | 163847-00 | Third Section Tile | 0 | 25,000 | 25,000 | 19,601 | Project is complete | 19-17
PDA | 160170-00 | Radio Digital upgrade | 35,133 | 63,695 | 98,828 | 0 | In progress | 19-28
PDA | 163823-00 | 2018 TERM ARCHITECT | 14,066 | 30,000 | 44,066 | 1,290 | In progress | 17-49
GAR | 163850-00 | Skybridge AC install | 0 | 40,000 | 40,000 | 0 | In City Plan Review | 19-33
PDA | 163765-00 | Cameras in different locations | 17,161 | 0 | 17,161 | 4,283 | In progress 99% Complete | 18-41
GAR | 162003-00 | Skybridge Painting | 0 | 220,000 | 220,000 | 0 | Permitting | 19-30
SAO | 163833-00 | Soames Dunn Courtyard Design | 0 | 30,000 | 30,000 | 0 | Phase 1: Required Testing | 19-16
FAI | 163822-00 | Chinese Cuisine Windows | 300,000 | 0 | 300,000 | 26,638 | Scheduled for February | 18-32
SOA | 163829-00 | Soames Dunn window replacement | 91,366 | 0 | 91,366 | 80,157 | Scheduled for October | 19-15
ECO | 163845-00 | Economy Tuck and Point | 0 | 50,000 | 50,000 | 0 | Scheduled for October | 19-15
STE | 163849-00 | Intercom Replacement | 0 | 45,000 | 45,000 | 16,681 | Scheduled for September | 19-31
COR | 163851-00 | Corner Market rebuild lights (16) | 10,000 | 35,000 | 45,000 | 0 | Soliciting | 19-39
LEL | 163852-00 | Flower Row | 0 | 300,000 | 300,000 | 0 | Soliciting | 19-39
TRI | 163853-00 | Triangle Fire Panel Install | 0 | 40,000 | 40,000 | 0 | Soliciting | 19-39
LB | 163854-00 | LB North and Western Tuck and Point | 0 | 85,000 | 85,000 | 0 | Soliciting | 19-39
TRI | 163855-00 | TRI Parapet seal | 0 | 25,000 | 25,000 | 0 | Soliciting | 19-39
PDA | 163856-00 | Clock Repair | 0 | 50,000 | 50,000 | 0 | Soliciting | 19-39
GAR | 163857-00 | Garage Canopy Painting | 0 | 50,000 | 50,000 | 0 | Soliciting | 19-39
Various | 164107-00 | 30 Year Study Update | 46,997 | 0 | 46,997 | 14,613 | Under Review | 18-50

### Other Possible Projects
- North Arcade window restoration
- Security Gate Project

### Total Available Funds for Other Projects

### Total Capital Projects 2018

### MISCELLANEOUS (Tenant Compensations and Commercial Tenant Improvements)
- 160240-00: Commercial Tenant Compensation
  - 80,000
  - 80,000
  - 50,000
- 160280-00: TI - Tenants
  - 35,000
  - 35,000
  - 7,176

### CONTINGENCY
- 160940-00: Contingency for Known Projects
  - 25,000
  - 25,000
  - 0
- 160970-00: Contingency for Unknown Projects
  - 25,000
  - 25,000
  - 0

### TOTAL
- 50,000
- 50,000
- 0

### CAPITAL INVENTORY
- 160XX-00: Capital Inventory
  - 300,000
  - 300,000
  - 309,136

### Total
- 748,409
- 2,000,000
- 2,748,409
- 969,442
Vacancies still below budget of 3%. Standard transfers and turnover.
REGULATORY

- Staff trainings were held to review updates on new policies concerning notices for late rent, default of house rules and other lease issues. New State law will require significantly more procedure and process to respond to chronic tenant issues and less flexibility in enforcement.
- We have enrolled in a 2-year trial program to work on improving regular maintenance in anticipation of periodic HUD building inspections (REAC). Formerly, we had 2-3 months to prepare. Current rules will provide much less notice. Participation in this program (no cost) should allow us to avoid penalties.

STAFFING/ADMINISTRATION

- Reviewing apartment rent rates for “unregulated” apartments to apply to a consistent standard corresponding to Seattle city standards for “workforce/affordable” rents. This will result in some phased rent increases for current tenants and increases to standard at unit turnovers.
- Tenants in tax credit properties have been notified (income and rent limits) of an increase in monthly rents calculated by City and State standards on basis of rise in median income. Rents are still projected to be below these higher standards.
- Attending the Housing Washington conference in September which will focus on new legislation and asset management plans.
- Training on new HUD software schedule in October.

MAINTENANCE AND REPAIRS

- Work has started with City Light to provide complimentary LED lighting and energy conservation retrofits for residents of non-subsidized apartments. This is slated for the end of August.
- Several buildings are experiencing issues with improper recycling. New City standards have led to rejection of many “recyclable” loads. Compliance requires “Clean/Dry/Empty” and stricter standards on compostables. This issue is affecting commercial tenants as well.
- Pest control focus on 2 units.
- Seasonal pressure washing for outside decks.

LASALLE IMPROVEMENTS

- Building wide improvements now being scheduled – lighting, hallway flooring, repainting, security cameras.
- Resident meeting this month to provide general information on schedule.
• We will begin working on transition plans for exit of tax credit investor. Basic plan to be done by February 2020, 18 months prior to target date of August 2021.
• Smoking outside building entrance continues to be a problem requiring more direct enforcement.

RESIDENT OUTREACH / SPECIAL EVENTS

• Summer picnics held in August.
• Microsoft volunteers for “Day of Caring” will help do some fall cleaning in building common areas.
• Courtesy carpet cleaning has been provided for some residents with housekeeping issues.
• Sunset Supper will host a reception on WASH rooftop.
• November and December holiday meals set to occur at Senior Center.
August 2019 PDA Report

Mission & Vision: To nurture a thriving Market community so that everyone within it has the opportunity to live the best life possible.

Values: Collaboration, Inclusion, Respect, Optimism, Gratitude

A Record-Breaking Sunset Supper

A special thank you to PDA Staff especially the maintenance, facilities and security staff who help make this event possible!

Total Funds Raised: $477,064, an increase of $60K from 2018

- 1,627 guests a 24% increase over 2018
  - 50% of all ticket purchasers live in 9101, 98104 or 98121 zip codes. Our furthest guests came from Japan, Scotland, and Shanghai!

- 225 volunteers contributed 900 hours of their time

- 112 vendors, up from 95 vendors in 2018
  - 26 Market Merchant vendors participated

$166,000 in sponsorship, a 7% increase over 2018
- 15 of the sponsors are downtown businesses, 3 are new to downtown
Marketing & Promotions:

- Advertising campaigns on KOMO4 TV, The Stranger and Seattle Met
- 46,391 emails sent targeted by audience type with a 31% average open rate
- 12,500 Postcards mailed and distributed via vendors
- 700 posters distributed and hung around town
- Facebook Ads and posts reached over 20,000 people, with over 12,000 post engagements, an over 100% increase in Page Likes and Followers, and led directly to 27 tickets sold
- We gained 200 new Instagram followers and held a ticket giveaway that received 672 entries with IG influencer Stephanie Forrer
- Outreach to hotel and residential concierge, Visit Seattle, DSA and other partner organizations
- Media coverage by KOMO4 (ABC), Q13 (Fox), The Seattle Times, The Stranger, Seattle Magazine, Seattle Met, KOMO Radio, Red Tricycle, Seatteite.com, K5 News and The CW11 KSTW
- New! Event App with 446 downloads and 4,709 user sessions

Save the date: 25th Annual Sunset Supper at Pike Place Market is Friday, August 14th 2020