



PDA Council Meeting Minutes

Thursday, January 29, 2015
4:00 p.m. to 6:00 p.m.
Elliott Bay

Committee Members Present: Matt Hanna, Gloria Skouge, John Finke, Jackson Schmidt, Rico Quirindongo, Patrice Barrentine, Betty Halfon, Patrick Kerr, Ann Magnano, David Ghoddousi

Staff Present: Ben Franz-Knight, Tamra Nisly, John Turnbull, Lillian Hochstein, Kelly Lindsay, Randy Stegmeier, Aubree Wilson, Matt Holland, Dianna Goodsell

Others Present: Howard Aller, Chris Scott, Frank Coble, Haley Land

The meeting was called to order at 4:02p.m. by Matt Hanna, PDA Council Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the December 18th, 2014 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

Haley Land commented on the color scheme for the MarketFront plaza noting that this will be the first impression that people have of the new Development. He noted that color and texture is going to matter in the long run. He concluded that he would continue bringing up this issue.

Howard Aller commented on color scheme for the MarketFront in regards to Haley's comments. He stated that Pike Place Market is an absolute explosion of color, almost which all of it comes from the various aspects of the Market. He noted that what makes Pike Place Market is not the buildings, but the people and everything other than the buildings. He lastly noted that color dates things.

Frank Coble commented on an article regarding a discrimination dispute within the City of Seattle. He further commented on the need for providing heating for craftspeople in the Market.

III. Reports and Information Items

- A. Council Chair Report
Matt Hanna presented a brief Council Chair report for the month of January. Matt stated that he had recently met with Ben Franz-Knight regarding his Executive Director Annual review. He had thanked the ED review Committee and community members who had

participated in the Executive Director review process. He had acknowledged Bruce Burger's extensive work on the ED review process. Matt separately discussed the meeting's agenda which included the approval of goals for the 2015 Strategic Plan and the Closed Session regarding the Development Agreement for MarketFront/PC1N.

B. Executive Director's Report

Ben Franz-Knight noted that there was a written ED Report included in the PDA Council packet for January. He provided a brief update from the ED Report to the Council. He reported that for the first time, at least in recent history, the Market was opened on an operational side for New Year's Day. He added that our new need to open on an operational standpoint was in part for the functionality and maintenance of the Market. He separately reported that the work on the windows on Western is progressing with almost twenty percent completion of the project; he noted that the end result should be very good. He noted that the biggest news this month was receiving approval from the Markey Historic Commission for the MarketFront project design; approval for use, design and design of the donor art elements. He noted that we do have to return to the design review committee regarding color changes and commercial spaces. He lastly noted that we have been seeing beautiful weather and expect a number of folks at the Market this Saturday prior to the Sunday Superbowl event.

Matt Hanna asked Ben to provide an update on the work done on the Pike Market childcare odor issue.

Ben Franz-Knight provided a brief update on the progress on the childcare odor control from the garbage room. He noted that one of the garbage shoots was closed off. He added that we had conducted an air quality test in the two rooms where the odor had been reported as a concern; results came back with no concerns for any VOC'S or sulfurs. He lastly noted that we are looking into a long term system in composting all of the Market's organic materials and reducing the immediate odors from materials sitting in open cans.

C. Committee Chair Report

There was a brief update regarding the MarketFront and Market Programs Committee.

It was reported that there was not a quorum of the committee for the January Finance & Asset Management Committee meeting.

Matt Hanna requested that Ben Franz-Knight seek legal guidance regarding the PDA Council rules and policies on electronic communication options for public meetings.

D. Other Reports

None

IV. Key Issues and Presentations

A. Programs & Events Presentation

John Turnbull presented on the Programs and Events department with PDA Events Coordinator Aubree Wilson. A copy of the Programs and Events presentation was

included with the PDA Council records. John Turnbull provided a background on the development and progress for the PDA event spaces and the Atrium Kitchen. It was noted that fifty percent of the event room usage for 2014 was by the PDA internally, thirty three percent event space usage was from paying customers and approximately five percent event space usage was from community organizations. John and Aubree provided a brief summary of the type of uses and programming for each of the events spaces including the Atrium Kitchen. A summary for the presentation was included as follows:

Administrative:

- New events team, Refined Operations, Customer service, New event management system (Caterease)

Revenue and Programming:

- Increased Revenue
- Launched “At the Table” culinary program in October 2014
- Partner with numerous community groups to co-sponsor events

Corporate and Non-Profit:

- Nordstrom, Microsoft, Olson Kundig Architects, Lighthouse E-Discovery, The Landing Church, Bill and Melinda Gates Foundation, Nature Conservancy, Sound Transit

Community Partners and PDA Tenants

- Friends of the Market, Seattle Police Department, Friends of the Waterfront Seattle, Pike Place Fish, Unexpected Productions, Art Stall Gallery

Revenue Projections:

- 2014 Revenue Budget: \$103,249
- 2014 Actual Revenue (through Nov.): \$124,370
- 2015 Revenue Budget: \$189,750

Program Goals (Atrium Suite & Atrium Kitchen):

- Increase bookings and repeat clients
- Support and promote market vendors
- Improve audio-visual capabilities and maintain facilities
- Detailed financial reporting
- Develop communications plan
- Explore culinary partnerships
- Explore rental pop-up and private dining rentals
- Develop and market team-building packages
- Continue to serve the needs of the PDA, Market Foundation and community partners

There was a brief discussion that followed after the presentation

Betty Halfon noted that she originally was not in support of the Atrium Kitchen but is in support now.

Matt Hanna inquired regarding capacity of the meeting rooms and what efforts have been made for the marketing of those spaces.

Jackson Schmidt noted that he was impressed with the progress of activating the meeting spaces, especially with the growth in revenue.

Rico Quirindongo inquired on future opportunities with activating the Plaza space within the events and programs programming component.

Patrice Barrentine congratulated the Programs & Events team on their work with the activation of the meeting spaces. She inquired on a breakdown in the availability of the meeting spaces and when and what type of customers are utilizing the spaces.

B. Strategic Issues for 2015

Action Item: Proposed Resolution **14-80:** Adoption of the Strategic Planning Issues for 2015

Ben Franz-Knight introduced the resolution which states that 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 of survival of small businesses, and the expansion of services to the public market community; and, WHEREAS, in order to maintain the viability of the Market the PPMPDA has undertaken an effort to identify Strategic Planning issues and opportunities for 2015; and, WHEREAS, these potential Strategic Planning Issues were reviewed by the PDA Full Council during the November 12th Council Retreat with input assistance from PDA Staff that included an assessment of which Strategic Planning Issues the PDA should pursue in 2015; and, WHEREAS, the PDA Full Council determined that further analysis and effort should be devoted in 2015 to the Strategic Issues noted below.

NOW, THEREFORE BE IT RESOLVED that:

1. The PDA Council, in recognition that all of the issues cannot be addressed in one calendar year, identifies the following issues to be addressed, and for which a plan of action shall be explored and/or decided upon, during 2015 (the “2015 Strategic Issues”):

- Pike Place Market Waterfront Entrance/MarketFront
 - Project Management and Overlook Walk/Seattle Waterfront collaboration
- Western Avenue Activation Strategies
 - DownUnder stair activation
 - Tenant mix review
 - Crosswalk revision
 - Public Art installation
 - Skybridge/Hillclimb changes

- Commercial Tenant Leasing Guideline Review
 - Leasing strategy
 - Leasing guideline updates

- Market Craftspeople
 - Exploration of ways to facilitate a vibrant arts and crafts community

2. The 2015 Strategic Issues shall be tracked on a timeline that will be updated and amended as appropriate to measure, monitor, and ensure the timely progress of Staff’s and the Council’s analysis with work on those issues beginning in January, 2015.

Patrick Kerr moved, Patrice Barrentine seconded

Matt Hanna inquired regarding the timing of the Strategic Issues, specifically on the Project Management and Overlook Walk/Seattle Waterfront collaboration.

For: Matt Hanna, Gloria Skouge, John Finke, Jackson Schmidt, Rico Quirindongo, Patrice Barrentine, Betty Halfon, Patrick Kerr, Ann Magnano, David Ghoddousi

Against: 0

Abstained: 0

Resolution **14-80**: Adoption of the Strategic Planning Issues for 2015 was passed unanimously by the PDA Council with a vote of 10-0-0.

V. Resolutions and Other Action Items (Old and New Business)

A. Consent Agenda

None

B. New Business

Action Item: Proposed Amended Resolution **14-78**: Approval of Annual 2015 PDA Council and Committee Meeting Schedule

Ben Franz-Knight introduced the resolution which states that the PDA Council and Council Committee meeting schedule is currently determined by setting the meeting of the full PDA Council generally on the last Thursday of each month with standing Committee meetings scheduled prior to that date throughout the month as follows:

MarketFront:	2 nd Monday of the Month – 4:00 pm to 6:00 pm
Market Programs:	2 nd Tuesday of the Month – 4:00 pm to 6:00 pm
Finance & Asset Management:	3 rd Tuesday of the Month – 4:00 pm to 6:00 pm

Executive:	Wednesday, One week prior to PDA Council – 4:30pm to 5:45pm
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WHEREAS, certain Council and Committee meeting dates have been adjusted for holidays, which will include;

- Market Programs Committee Meeting - January 15th, 2015
- MarketFront Committee Meeting - September 7th, 2015
- Market Programs Committee Meeting - September 8th, 2015
- Finance & Asset Management Committee Meeting - September 21st, 2015
- MarketFront Committee Meeting - November 2nd, 2015
- Market Programs Committee Meeting - November 3rd, 2015
- Finance & Asset Management Committee Meeting - November 10th, 2015
- PDA Council Meeting - November 19th, 2015
- Market Programs Committee Meeting - December 1st, 2015
- MarketFront Committee Meeting - December 7th, 2015
- Finance & Asset Management Committee Meeting - December 8th, 2015
- PDA Council Meeting - December 17th, 2015

NOW THEREFORE BE IT RESOLVED, that the PDA Council hereby amends its meeting schedule by setting the meetings for the 2015 Calendar year (an example of which is attached to this resolution as Exhibit A – 2015 PDA Council and Council Committee Meeting Calendar).

Patrick Kerr moved, Gloria Skouge seconded

There was a brief discussion regarding the proposed meetings dates included in the PDA Council & Committee calendar.

For: Matt Hanna, Gloria Skouge, John Finke, Jackson Schmidt, Rico Quirindongo,
Patrice Barrentine, Betty Halfon, Patrick Kerr, Ann Magnano, David Ghoddousi
Against: 0
Abstained: 0

Amended Resolution **14-78**: Approval of Annual 2015 PDA Council and Committee Meeting Schedule was passed unanimously by the PDA Council with a vote of 10-0-0.

Action Item: Proposed Resolution **15-04:** Authorization for Contract Authority - Purchase of Energy Efficient Lighting through Seattle City Light Rebate Program

John Turnbull introduced the resolution which states that the PDA has adopted policies to encourage energy savings and cost savings within the Market; and, WHEREAS, Seattle City Light provides rebates for replacement of existing lighting that reduces energy costs; and, WHEREAS, under the Seattle 2030 program through Seattle City Light, the Pike Place Market was selected as a demonstration site to evaluate the effectiveness of lighting retrofits in smaller commercial properties, with a specific goal to assess impact on 10 commercial businesses; and, WHEREAS, the PDA Commercial Property Managers have identified 10 commercial tenants of the PDA who have signed agreements of participation and thereby qualify for rebates of approximately 75% of the cost of new lights, and have agreed to pay the balance of the costs, including installation (which will reduce the “pay-back” period of electrical cost savings to approximately 6 months); and,

WHEREAS, Seattle City Light, which provides electrical service to these commercial tenants through the PDA campus electrical system, will provide the rebate to PDA upon proof that work has been completed; and, WHEREAS, as part of this demonstration site and the rebate program the PDA has solicited bids from suppliers defining specific lighting replacement requirements for this group of 9 commercial tenants, including cost of materials and installation; and, WHEREAS, the PDA received four bids from suppliers, one of which presented a complete bid as requested to include the cost of installation.

NOW, THEREFORE, BE IT RESOLVED that:

1. The PDA authorizes the Executive Director to enter into contract with Grainger for the purchase of replacement lighting for this demonstration energy conservation program in an amount not to exceed \$13,164 including tax, installation and with the provisions that include:
 - a. The contractor complete all work in accordance with SCL rebate program standards.
 - b. The contractor provide all materials to submit an application for rebate from SCL for amount estimated at \$9,372, which shall be submitted at the earliest realistic date.
 - c. The contractor shall provide the PDA with authorizations from each tenant that in the aggregate will permit the PDA to bill those tenants for the balance of costs under this contract approximately \$3,792.
2. The funds for this project will be drawn from the PDA Operating Budget, R&M Supplies- Commercial: 481047-50. Net cost shall be fully offset through tenant payments and City Light rebates.

John Finke moved, Gloria Skouge seconded

There was a brief discussion that followed

For: Matt Hanna, Gloria Skouge, John Finke, Jackson Schmidt, Rico Quirindongo, Patrice Barrentine, Betty Halfon, Patrick Kerr, Ann Magnano, David Ghoddousi

Against: 0

Abstained: 0

Resolution **15-04**: Authorization for Contract Authority - Purchase of Energy Efficient Lighting through Seattle City Light Rebate Program was passed unanimously by the PDA Council with a vote of 10-0-0.

C. Other

VI. Further Public Comment

Haley Land commented on the potential idea of Skype participation for PDA Public Council and Committee meetings noting that this decision should require careful and considerate discussion. He added that a person participating in the meeting would often get more from the meeting with being there physically. He mentioned that the Stakeholders meeting for the MarketFront project is scheduled for Feb 19th at 4:30p.m.

Frank Coble briefly commented on the appeals process noting that rules should be changed to provide more time for notice and response to an appeal. He added that there should be a public defender to assist with appeals and assisting the appellant. He lastly mentioned about promoting the Market to minorities.

Howard Aller commented on the idea of utilizing Skype or electronic communications at meetings. He noted that he needs to support Haley's thoughts on Skype meetings. Members of the public take the time to appear at the meetings; they have no obligations but volunteer their time to attend the meetings.

VII. Closed Session

The Committee entered into Closed Session at 5:22p.m.

- I. Development Agreement - PC-1 North - RCW42.30.110 (1)(b))
- II. Property Management Report - RCW 42.30.110 [c]
- III. Review of Lease Proposals
 - Lease Renewal - The Confectional - 1530 Pike Place
 - New Lease - Honest Biscuits - 1506 Pike Place #15
 - New Lease - Sunny Honey Company - 89 Pike Street
- III. Review of Delinquency Report
 - a. Vacancy Report
 - b. Current Lease Negotiations

Jackson Schmidt had left the meeting at 6:00p.m.

The Committee entered into Open Session at 6:23p.m.

The Council discussed that status of negotiations regarding the MarketFront/PC-1 North Development Agreement during the Closed Session. The Council also discussed the Property Management report, review of lease proposals and review of the commercial delinquency report during Closed Session.

VIII. Open Session

A. Action Item: Proposed Resolution 15-03: Lease Proposals - January 2015

The resolution states the following lease proposals for January 2015:

<u>Tenant</u>	<u>Term</u>	<u>Start Date</u>
The Confectional Paul Verano	Five (5) Years	September 1, 2014
Honest Biscuits Art Stone	Three (3) Years	March 1, 2015
Sunny Honey Anne Smith	One (1) Year	February 1, 2015

John Finke moved, Ann Magnano seconded

For: Matt Hanna, Gloria Skouge, Jackson Schmidt, Rico Quirindongo, Patrice Barrentine, Betty Halfon, Patrick Kerr, Ann Magnano, David Ghoddousi

Against: 0

Abstained: 0

Resolution **15-03: Lease Proposals for January 2015** passed unanimously with a vote of 9-0-0.

IX. Concerns of Committee Members

None

VIII. Adjournment

The meeting was adjourned at 6:26pm. Matt Hanna, PDA Council Chair

Meeting minutes submitted by:

Dianna Goodsell, Administrative Services Coordinator