



Pike Place Market Preservation and Development Authority (PDA)

ASSET MANAGEMENT COMMITTEE
Meeting Minutes

Monday June 10th, 2013
4:30 p.m. to 6:00 p.m.
Elliott Bay Room

Committee Members Present: Patrick Kerr, David Ghoddousi, Betty Halfon

Other Council Members Present: Gloria Skouge

Staff Present: Ben Franz-Knight, John Turnbull, Tamra Nisly, Jennifer Maietta, Brady Morrison, Matt Holland, Kelly Lindsay, Teri Wheeler, Steve Nelson, Kelly Forbes-Marshall, Ross O'Brien, James Drew Daly, Dianna Goodsell

Others Present: Joshua Anderson, Howard Aller

The meeting was called to order at 4:30 p.m. by Patrick Kerr, Chair

I. **Administration**

- A. Approval of the Agenda.
The agenda was approved by acclamation
- B. Approval of the May 13th, 2013 Minutes
The minutes were approved by acclamation.

II. **Announcements and Community Comments**

None

Ben Franz-Knight entered in at 4:31 p.m.

III. **Levy Phase III Update**

Update on Windows on Western

Tamra Nisly presented a brief update on the status of the windows on Western. She noted that the original windows application that was submitted to the Market Historical Commission was updated and sent to Heather McAuliffe for review; they anticipate hearing back from Heather to have the application placed on the MHC agenda soon.

IV. **Key Issues & Discussion Items**

A. **Parking & Garage Strategy Update**

Tamra Nisly gave a presentation on the Parking & Garage Strategy Update. A copy of the presentation was included with the meeting minute's record. Tamra 's overview of the Parking and Garage Strategy update included; Garage Revenue versus Resource, 2010 Parking Analysis, Marketing, Broader Strategy and Stall Alignment.

There was a brief discussion that followed.

Kelly Lindsay noted that the new Market tote included a message regarding parking at the Market at the bottom of the bag.

Ben Franz-Knight concluded that the parking garage was performing pretty well, noting that the landscape of the market would change in the next few years. The recommendation from the committee included restriping the garage interior and maintaining the garage and parking operations as the way it is, emphasizing promoting the market. Ben noted that the next phase of the Market wide wayfinding would include signage for parking; he could bring back a simple resolution regarding this in the near future. He lastly noted that he could talk to MHC about the parking stall alignment for the garage.

There was a brief discussion that followed.

B. Motorcycle Briefing

Tamra Nisly gave a brief update on motorcycle parking in the Market. She presented the Committee with an overview of the current parking issue on Western Ave with motorcycles in the Market. She noted that motorcycle parking was previously available in Post Alley until SDOT prohibited parking in that location. She provided two options to the Committee which included; Option A, Parking Garage Permit and Option B, Do not make a change in the current parking arrangements. She discussed the benefits and disadvantages with both options.

There was a brief discussion that followed

Patrick Kerr noted that there should be an option C in which we would stripe the parking spots and install a money box at the existing location.

David Ghoddousi noted that motorcyclists pay in the Seattle area but do not have to pay in the Market. He agreed with Patrick noting that there should be a payment box installed at the existing location with the parking spots striped.

Ben Franz-Knight noted an alternative solution to an operational issue in installing a money box; he noted that we could issue parking permits and stripe the areas to park at the location on Western Ave. He added that we could have parking signage available at the location on Western. He lastly noted that the only recourse with permitting parking in the current location is that we would need to tow the cars since it is in SDOT's purview.

Betty Halfon noted that we should check with our insurance policy regarding motorcycle parking.

The next steps would be to move forward with creating a motorcycle permit process and placement of signage to enforce the motorcycle parking,

C. Programming for Economy Atrium Meeting Room Improvements

Kelly Lindsay gave a brief presentation on the Atrium Meeting Room Improvements. A copy of the presentation was included with the meeting minute's record. The objective for the Atrium Meeting Room Improvements was summarized as follows:

Meeting Space

- Primary use for community meetings and auxiliary space for other Market-related functions.
- Make spaces available at other times, primarily weekends, for revenue-generating events such as conferences, weddings, meetings, and receptions
- Flexible spaces in the vicinity of the Market are unmatched and will provide new events and customers.
- After the initial capital outlay, these spaces will provide a long term, sustainable revenue stream to the Market.

Kelly noted that basic room improvements included; tables, chairs, lighting, drapery, A/V equipment, acoustic panels and room furnishings.

There was a brief discussion that followed.

- i. **Action Item:** Proposed Resolution **13-39:** Authorization for Contract Authority - Atrium Loft and Elliott Bay Room - Economy Atrium Audio and Visual Equipment

Ben Franz-Knight introduced the resolution which states that 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 installation of a professional grade audio/visual system is necessary for the conference meeting rooms to effectively function as spaces for programs and events; WHEREAS, the PPMPDA has executed a competitive bid process for installing a new sound and video system in the Atrium Loft and Elliot Bay conference rooms;

BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or his designee to enter into a contract with Guitar Center Professional in an amount not to exceed \$19,000.44 for the execution of adding audio and visual equipment to the Atrium Loft and Elliot Bay conference rooms. \$10,000 for this project will be drawn from the Capital Projects Budget, Economy Atrium Event Improvements, Accounting Code 163730-00, and the remaining \$9,000.44 will be drawn from the Capital Inventory, Accounting Code 160170-00.

David Ghoddousi moved, Betty Halfon seconded

There was a brief discussion that followed.

Patrick Kerr inquired about the future revenue of the event spaces and at what time will we start generating revenue.

For: David Ghoddousi, Betty Halfon, Patrick Kerr
Against: 0
Abstain: 0

Resolution 13-39 passed unanimously

- ii. **Atrium Kitchen Update**
There was a brief update from John Turnbull regarding the Atrium Kitchen. He passed out design for the Atrium Kitchen and noted that there would be a final resolution next month for the kitchen at the Finance meeting and Full Council meeting due to the timing of the procurement process.

D. **North Arcade Slabs**

Ben Franz-Knight provided an update on the North Arcade Slabs and the concerns over the safety of the slabs. He noted that the issue of people getting hurt from the slabs was raised under public comment at the previous full council meeting.

This issue was raised under public comment. A year ago we went through a pretty extensive review process of what we could do with the slabs. The MHC was not in favor of changes. We do have some options - gentle reminder. We could also place stricter guidelines to attach some equipment- physical changes to the slabs are going to be very difficult.

V. **Action Item(s)**

- A. **Action Item:** Proposed Resolution **13-38:** Proposed Contract with Trade-Marx Sign & Display for Fabrication & Installation of Phase I Signage of the Wayfinding Signage Project

Jennifer Maietta introduced the resolution which states that the Pike Place Market Preservation and Development Authority ("PPMPDA") was chartered by the City of Seattle pursuant to RCW 35.12.730

et. seq with the mission of performing renewal, rehabilitation, preservation, restoration, development, and nonprofit management of structures and open spaces in a manner that will initiate programs to expand food retailing; to promote the survival and predominance of small shops, marginal businesses, thrift shops, arts and crafts, other enterprises, activities and services which are essential to the functioning of the Public Market; and WHEREAS, The purpose of the wayfinding program is to implement design standards and graphics for signage related to uniformity of color pallet, fonts, images, form and consistency of look to define the perimeter of the Historic District; reflect and enhance the historic and eclectic character of the Market; provide solutions for building identification, tenant directories, access and amenity locations and street-level as well as vertical wayfinding; and create a system of symbols than can assist international visitors with navigation; and WHEREAS, RMB Vivid, Inc. has produced market-wide design standards and specifications that were approved by the Pike Place Market PDA, PDA Council and Pike Place Market Historical Commission ready for fabrication and installation; and WHEREAS, The PPMPDA conducted a public process and issued a Request for Proposals (RFP) for the fabrication and installation based upon the approve signage specifications for Phase I of the wayfinding program in accordance with its Purchasing Guidelines and solicited proposals from thirteen vendors, three proposals were received and based on the content and quality of the proposals Trade-Marx Sign & Display was identified as the vendor that best met the proposed guidelines (and was lowest total price); and WHEREAS, The PPMPDA is ready to enter into a contract for with Trade-Marx Sign & Display in an amount not to exceed \$141,300; inclusive of the formal bid amount plus estimated Washington State Sales Tax, permit fees and contingency for fabrication and installation services.

NOW THEREFORE, BE IT RESOLVED that he Pike Place Market PDA Council authorizes the PDA to enter into a contract with Trade-Marx Sign & Display for fabrication and design services in an amount not to exceed \$141,300 to be paid from Capital Projects.

David Ghoddousi moved, Betty Halfon seconded

There was a brief discussion that followed.

David Ghoddousi noted that it would be nice to see visuals of the signage to be installed in the Market He would like to see at full council some representations of what is proposed including pictures and locations of the signs.

Betty Halfon inquired about the anticipation date of the fabrication and installation of the signs in the Market.

For: David Ghoddousi, Betty Halfon, Patrick Kerr
Against: 0
Abstain: 0

Proposed Resolution 13-38 passed unanimously

VI. **Public Comment**
None

VII. **Property Management**

A. Residential Property Management Report

John Turnbull briefly discussed the Residential Property Management Report. He noted that we are tracking right on budget in regard to vacancies at 4%. He added that Residential Managers are working on trying to decrease the turnover time with the residential units. He further added that we are passing all of the inspections that come our way. He lastly noted that the new Market House Residential Manager, Larry Mason is doing great job.

Closed Session started at 5:45p.m.

B. Closed Session (RCW 42.30.110 [c])

- I. Review of Lease Proposals
- II. Lease Renewal - Market Optical - 1906 Pike Place #8
Lease Renewal - Pike Place Bags - 1501 Pike Place #421
- III. Review of Delinquency Report
 - a. Vacancy Report
 - b. Current Lease Negotiations

Closed Session ended at 6:00p.m.

- C. Open Session: Approval of Lease Proposals

Open Session started at 6:01p.m

- D. **Action Item:** Proposed Resolution **13-37:** Lease Proposals - June 2013

Jennifer Maietta introduced the resolution which states the Lease Proposals for June 2013 below:

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| Market Optical Ruvane Richman | Five (5) Years | June 1, 2013 |
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| Pike Place Bags Eugene & Ellen Kim | Five (5) Years | June 1, 2013 |
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Betty Halfon moved, David Ghoddousi seconded

For: David Ghoddousi, Betty Halfon, Patrick Kerr
Against: 0
Abstain: 0

Resolution 13-37 passed with a vote 2-0-1

VIII. Items for the Consent Agenda

Resolution 13-37 was moved to the consent agenda.

IX. Concerns of Committee Members

None

X. Adjournment

The meeting was adjourned at 6:02p.m. by Patrick Kerr, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator