

## **Pike Place Market PDA Executive Committee Meeting Minutes**

Wednesday, June 21, 2023

4:30 p.m. to 5:45 p.m.

**Location:** Economy Building Classroom (1435 First Ave, 3<sup>rd</sup> Floor) **OR**

Join Zoom Meeting:

<https://us02web.zoom.us/j/82556314489?pwd=a0JLWmJQTORHVkp4ZVVhNzJDK2dSdz09>

OR dial +1 253 215 8782 US (alternate number 253-205-0468), Meeting ID: 825 5631 4489, Passcode: 805342

Committee Members Present: Devin McComb, Paul Neal, David Ghoddousi, Gundeep Singh

Other Council Members Present: Gordie McIntyre, Ray Ishii, JJ McKay, Jan Hendrickson

Staff Present: Mary Bacarella, Karin Moughamer, Mike Rubin (MRA International Group), Erica Bates, EJ Griffin, Sulin Carling (HR&A), Ashley So (HR&A), Deb Guenther (Mithun), Evan Bourquard (Mithun)

Others Present: Joan Paulson, Bob Messina, Heather Pihl, Gina Karaba, Annie Lannin

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

### **1. Administration**

A. Approval of the Agenda

The agenda was not approved as there was not quorum.

B. Approval of the May 17, 2023 Executive Committee Meeting Minutes

The May 17, 2023 meeting minutes were not approved as there was not quorum.

*Paul Neal joined the meeting at 4:34 p.m.*

### **2. Announcements and/or Community Comments**

Mary Bacarella announced Sharon Shaw's Memorial would be taking place from 5-8 p.m. and encouraged people to attend.

Joan Paulson commented she had reviewed the Master Plan paperwork in the proposal for the planning discussion to be held on June 29. She noted the phrase "the market community" was missing and would like to cease the use of the phrase "highest and best use." She encouraged abiding the state's Open Public Meetings Act per the Charter.

### **3. Discussion Topics**

A. Master Plan: Planning Discussion for the Upcoming Opportunities, Constraints & DEI Workshop (set for June 29, 2023), HR&A

Ashley So and Sulin Carling from HR&A gave an preview of the upcoming Opportunities, Constraints, & DEI Workshop.

Devin McComb started by addressing an email from Russell Moore on the use of the phrase "highest and best use" and the concern around it. He noted it had only been used once in the Scope of Work document, which addressed the need to balance the highest and best use against the social impact of the programs to be undertaken. He stressed highest and best use of any space would not be guiding the decision. The term was used to avoid using real estate phrasing such as price per square foot.

Mary Bacarella encouraged the Council to ask many questions and fill out their survey by the end of the night to inform the presentation next week.

Sulin Carling shared the ideas and content that would be presented at next week's meeting to ensure alignment and a productive conversation.

Sulin Carling reviewed the Master Plan timeline and noted June 2023 was at the end of the Assessment phase with outreach internally and externally. She noted the goal of next week's meeting is to share what has been heard so far.

- March 2023: kickoff
- May 2023: Eco-Charrette
- June 2023: Opportunities, Constraints, & DEI
- October 2023: Scenarios
- December 2023: Draft Master Plan

Sulin Carling noted the next major milestone would be in October with three specific scenarios developed and how to get there.

Sulin Carling outlined the workshop goals which include identifying:

- Opportunities and challenges
- Potential strategies and interventions
- Impact vs. level of effort in potential interventions
- Ways to achieve DEI

Paul Neal asked how to achieve the DEI goals laid out and how to address providing community services. Sulin Carling answered it could look like incubation programming and surveys.

Sulin Carling reviewed the proposed revised Master goals which include:

- Goal 1: Multiple identities & DEI
- Goal 2: Local audience oriented
- Goal 3: Improve physical plant
- Goal 4: Financial stability
- Goal 5: Governance rules

Sulin Carling reviewed the eight roles PPM has taken that they've identified. In the next slide, she outlined how these roles tied into the above goals.

- Downtown anchor
- Small business incubator and advocate
- Retail hub
- Makers market and studio
- Farmers market and ag hub
- Food life destination
- Local and tourist destination
- Embodies DEI and social impact goals

Devin McComb asked how DEI is an overlay for interventions and goals. He noted it was important to ensure the work done ties into who the Market is and who it wants to be. He wanted to know how these roles could be connected to concrete ideas.

Sulin Carling answered they will go through each role and map the impact and effort, identifying top interventions based on survey results and connect them to Master Plan goals and DEI.

Mary Bacarella added there were examples of actions already being implemented by the Market. She noted Seattle Center's Action Plan was a good example of DEI being incorporated in each component versus being a standalone item. She noted this is how she sees how the Market operates. She commented other groups, such as the City of Seattle and the Office of Economic Development, do not make such efforts without a grant.

Ray Ishii noted there has not been an equity evaluation or measurement of equity yet. He would like to build equity into the DNA of the Market and noted the separate stories of 8<sup>th</sup> Generation leaving the Market and the stories in the Seattle Times on the shops selling fake Indigenous art that are still in good standing. He wondered how it was viewed by Native people and what was the message being sent by these stories. He expressed a desire for more specific goals to address land rights for Salish and coastal tribes and going beyond words with outreach to these communities.

Gordie McIntyre commented that article four of the Charter matches the role of embodying DEI and social impact goals and might be a good place to build from.

Devin McComb encouraged the Council to complete the survey and raise any questions as they come up ahead of next week's meeting.

Jan Hendrickson commended Ray Ishii's point and requested any data available on DEI. She agreed with Paul Neal's comment on needing to use DEI as a function of these goals are achieved and data about where the Market is with DEI would be useful for setting those goals.

Mary Bacarella noted there is incomplete data available, but it is difficult to gather. She requested ideas on how to gather this data without causing discomfort.

David Ghoddousi commented he liked the phrase authenticity. He asked if the management of the PDA was diverse and if there was equity there. He said it starts with the PDA and then moves to the community. He encouraged allowing opportunities for BIPOC. He noted the Waterfront set aside for Indigenous artists to sell their art. He also noted merchants may be hesitant to share their demographic information.

Mary Bacarella commented there is demographic data available for PDA staff.

Ashley So reviewed slides on opportunities and challenges, which included:

- Local and Tourist Destination: being a tourist destination requires delivering an authentic experience that serves locals.
- Food Life Destination: Pike Place Market was identified as a food destination with a need to update and diversify offerings.
- Farmers Market & Agricultural Hub: "Meet the Producer" requires attracting and retaining farm and produce vendors.
- Makers Market and Studio: Customers have an interest in authentic and locally made goods.
- Retail Hub: the Market offers a highly unique shopping experience and must continue to adapt to evolving retail trends.
- Small Business Incubator & Advocate: the Market can expand the benefits of being a true incubator.
- Downtown Anchor: the Market should reinforce connectivity to surroundings, internal connections, and access.
- Embodies DEI & Social Impact Goals: the origins and goals of the Market are grounded in embracing diversity and creating social impact.

Gundeep Singh asked how far along the consulting team was in developing solutions and recommendations. Sulin Carling responded they will be sharing five potential interventions for each role that would be available in the pre-read and would be discussed next week.

Gundeep Singh asked if Mithun's designs were on hold until responses were collected. Sulin Carling answered design concepts were in progress and would also be informed by the research being conducted.

Paul Neal encouraged pulling apart DEI as part of the Market's role in providing social services. He expressed the Market must also be a maker of a community and provider of the services that accompany that role. He recommended keeping the community maker and stewardship role as a part of DEI and social impact. Ashley So added DEI would carry across all roles. Mike Rubin commented this would be imbedded in efforts based on their research.

Paul Neal also commented it seemed there would be a great amount of material for review. He expressed concern for the ability to get through the material next week. He also expressed a worry about the gap between June's meeting and October's scenario review and December's Master Plan draft review. Devin McComb noted October is a busy time of year for the PDA as the budget for 2024 is prepared. Sulin Carling responded the original proposal for the scenarios meeting was September, but was changed due to a scheduling conflict. She suggested thinking of opportunities for additional touch points and would discuss further offline with Mary Bacarella.

David Ghoddousi commented he would like to see as much data as possible as it comes in between June and October for the most informed discussion on scenarios and did not want content to be reviewed removed for the sake of time.

*David Ghoddousi left the meeting at 5:45 p.m.*

Ray Ishii commented he supported keeping DEI as an identified goal and that he didn't want it to be lost in the shaping of the Master Plan.

Sulin Carling reviewed the Workshop Agenda for next week's meeting. The agenda included:

- Intro, goal setting, overview of the agenda
- Framing
- What if PPM did X?
- Conclusion

Paul Neal commented the Council seems aligned on interventions, but might be wrong about them. He encouraged the HR&A team to give advice in addition to the survey results from the Council. Sulin Carling answered they would provide feedback and pushback as necessary. Gundeep Singh commented effort should not be the focus, and that the goal should be ambitious. Jan Hendrickson noted the Council is not made of experts on the Market, but individuals with different expertise and they appreciate the feedback from HR&A. She added the overview was useful in answering the survey thoughtfully.

Sulin Carling noted it is too early to worry about implementing high effort and high impact ideas. She added the team will push the Council to think ambitiously and challenge their ideas.

Devin McComb thanked the team for their presentation and those outside of the Council who joined in the meeting to listen.

#### **4. Council Chair Report**

No Council Chair report was given.

**5. Committee Chair's Report**

A. Finance & Asset Management Committee

No report was given.

B. Market Programs Committee

No report was given.

**6. Executive Director's Report**

No report was given.

**7. Public Comment**

Annie Lannin asked what data the Council was not able to obtain and why they might feel uncomfortable sharing information. Devin McComb answered he would elaborate following the meeting.

Bob Messina commented there is a lot of background information already available and time could be saved by having attendees familiarize themselves with material ahead of time. He noted the PDA Council asked good questions on the scheduling and lack of DEI data.

Joan Paulson thanked Paul Neal on supporting the community. She commented the process seems to be top down, which goes against the ethos of the Market. She noted the large gap in the timeline and the lack of designs indicates a poorly thought out planning process. She expressed concern over the results. She also encouraged everyone to join the Celebration of Life for Sharon Shaw.

**8. Concerns of Committee Members**

Devin McComb reminded everyone to submit their surveys by the end of the night and let Mary Bacarella and/or Karin Moughamer know of any concerns or questions ahead of next week's meeting.

**9. Adjournment**

The meeting was adjourned at 6:00 p.m. by Devin McComb, Chair.

Meeting minutes submitted by:  
EJ Griffin, Executive Administrator