

Pike Place Market PDA Council Meeting Minutes

Date: Thursday, July 27, 2023

Time: 4:00 p.m. – 6:00 p.m.

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

Join Zoom:

<https://us02web.zoom.us/j/81690121247?pwd=eNoZTNzMjlWSXNuYWR5TWxMR010dz09>

OR Dial 253-215-8782 (alternative number 253-205-0468), Meeting ID: 816 9012 1247, Passcode 850646

ALL PPMPDA COUNCIL MEETINGS ARE BEING HELD BOTH IN PERSON AND VIRTUALLY VIA ZOOM.

Council Members Present: Devin McComb (Chair), JJ McKay (Vice-Chair), David Ghoddousi, Ray Ishii, Gordie McIntyre, Russell Monroe, Paul Neal, Margaret Norton-Arnold, Nick Setten, and Gundeep Singh

Staff/Consultants Present: Mary Bacarella, Sabina Proto, Brady Morrison, Karin Moughamer, Zack Cook, Juan Medina, EJ Griffin, Gerry Johnson, Madison Bristol, Amy Wallsmith, Erica Bates, Tanya Sinkovits, Deb Guenther (Mithun), Ashley So (HR&A), Sulin Carling(HR&A), Candace Damon (HR&A), Maddie Immel (Berk), Isa Hirata (Berk), Mike Rubin

Others Present: Bob Messina, Joan Paulson, Patricia Gray, Chris Scott, Olga Sagan, Charis Ahren, Clint Bennett, Arigin Sakda, Lillian Sherman, Pamela Hinckley

The meeting was called to order at 4:01 pm by Devin McComb, Chair.

1. Administration

A. Approval of the Agenda

The agenda was approved by acclamation.

B. Approval of the May 25, 2023 Special Meeting Minutes

The May 25, 2023 Special Meeting Minutes were approved by acclamation.

C. Approval of the June 29, 2023 Special Meeting Minutes

The June 29, 2023 Special Meeting Minutes were approved by acclamation.

D. Approval of the June 29, 2023 Meeting Minutes

The June 29, 2023 Meeting Minutes were approved by acclamation.

E. Approval of the July 13, 2023 Special Meeting Minutes

The July 13, 2023 Special Meeting Minutes were approved by acclamation.

2. Public Comment Including the Market Community

Bob Messina requested those in the room move close to the microphone when speaking.

Joan Paulson thanked John Turnbull for his work at the PDA. She commented she was concerned with the continued loss of staff after David Dickinson's departure and the high turnover. She believed an

investigation is necessary to determine the cause. She also commented Proposed Resolution 23-37 was against the terms of the PDA Charter. She added her final two points were the violation of the state's public meeting act and she would like the term of highest and best use removed from the planning goals in the Master Plan.

Olga Sagan commented she agreed with Joan Paulson and encouraged the PDA Council to follow the Charter.

3. Closed Session

This will take place on a private line. Councilmembers will return to the Zoom meeting following this closed session.

The Council Chair stated that the Council would go into closed session at 4:07 p.m. to consult with legal counsel and expected to return into public session at approximately 4:20 pm.

A. To consult with legal counsel regarding pending or threatened litigation, *RCW 42.30.110(1)(i)*
The Council discussions matters related to legal counsel in a closed session.

The Council discussed pending or threated litigation during the closed session and entered into open session at 4:33 p.m.

4. Action Items

A. New Business

- i. Proposed Resolution 23-37: Authorization for Additional Expenditures in Excess of \$10,000
Mary Bacarella introduced Proposed Resolution 23-37 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. and SMC Ch 3.110; and,

WHEREAS, as provided in SMC 3.110.200 and Article VII, Section 2 of the PPMPDA's Charter, "General or particular authorization or concurrence of the (PPMPDA's) Council by resolution shall be necessary for . . . : (5) (a)ll transactions in which: (i) the consideration exchanged or received by the PDA exceeds ten thousand dollars (\$10,000). . ."; and

WHEREAS, the PPMPDA has experienced unanticipated needs for both legal and communication consulting professional services likely in excess of funds budgeted for such services during its current fiscal year.

NOW THEREFORE BE IT RESOLVED THAT the Council generally authorizes such expenditures and directs the Executive Director to determine the extent to which such extraordinary expenses exceed budgeted resources and to report to the Council's Finance and Administration Committee to how she plans to fund such expenses, as needed.

Devin McComb noted this resolution was in compliance with the Charter and this was the typical course for any expenditure exceeding \$10,000.

JJ McKay moved the motion and Russell Monroe seconded the motion.

David Ghoddousi asked if the resolution would total \$10,000 or if there was a limit. Gerry Johnson answered it would be above \$10,000 and Mary Bacarella would discuss it further with the Finance and Asset Management Committee once the duration of expenses and costs were better understood.

David Ghoddousi asked if the Council could rescind the resolution. Gerry Johnson answered Council could not, but he could not imagine a situation where it would be required and it would be necessary for it to remain in place should bills need to be paid.

Gordie McIntyre commented he did not believe the Council could pass this resolution as he thought it would require a Charter amendment. Gerry Johnson answered it was in compliance with the Charter and the article and section of the Charter allowing for its passage was quoted in the resolution.

For: Devin McComb, JJ McKay, Nick Setten, Ray Ishii, Russell Monroe, Paul Neal, Margaret Norton-Arnold

Against: Gordie McIntyre

Abstain: David Ghoddousi

Proposed Resolution 23-37 passed by a vote of 7-1-1

ii. Proposed Resolution 23-38: Authorization for Contract Authority – Heritage House Capital Needs Assessment

Juan Medina introduced Proposed Resolution 23-38 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, Heritage House is an affordable senior housing development originally constructed in 1989, with a three story structure that provides 61 residential units, and sits over an existing concrete parking garage. Heritage House also provides to its residents amenity spaces, reception entry, quiet rooms, commercial kitchen with seating in dining room, medical examination rooms, and a variety of sitting rooms for resident use; and,

WHEREAS, in order to maintain the viability of the Pike Place Market buildings the PPMPDA has determined that Heritage House, managed and operated by Providence as an assisted living facility, is due for a capital needs assessment and to determine the types of future building repairs or replacement of the building's major systems like; Building envelope, drainage system, HVAC, mechanical, plumbing, and electrical equipment; and,

WHEREAS, the PPMPDA provided public solicitation through Beacon Development Group (Project Management Services) to coordinate and manage a request for qualification (RFQ) and lead the interview process to select a qualified design firm with the most experience in performing a capital needs assessment; and,

WHEREAS, the PPMPDA and Beacon Development Group received competitive RFQ submittals from two qualified design firms, and have now selected the best ranked design firm in order to proceed with contracting the work.

NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to enter into a contract with SMR Architects in an amount not to exceed \$56,380.00 for the purpose of conducting a capital needs assessment of Heritage House and to perform reporting/demolition/investigative exploratory work.

The funds for this project will be drawn from the Capital Repair Replacement Fund, account #110630-00.

Mary Bacarella introduced the resolution and explained there had been an RFQ and a company had been selected. Juan Media reviewed the RFQ process and how the company SMR Architects was selected. He stated the price was deemed fair and reasonable for the work performed.

JJ McKay moved the proposal and Russell Monroe seconded the motion.

Ray Ishii asked if this was not included in the Capital Needs Assessment previously conducted. Mary Bacarella answered this was not included and with a new lease it would need to be assessed to determine the needs of the senior housing. Ray Ishii asked what the purpose of the assessment is and if it was to determine if the building could still be used as senior housing. Mary Bacarella answered it is only to determine the condition of the building. Juan Medina added the process was also to ensure the building would be up to code for the next 20 to 30 years.

Ray Ishii asked if this should be work included in the Master Plan process. Mary Bacarella answered this was separate only for the Heritage House and other aspects would be included in the Master Plan. She clarified needs would be determined, a recommendation would be provided and a discussion would be had, but no action would be taken yet.

For: Devin McComb, JJ McKay, David Ghoddousi, Ray Ishii, Gordie McIntyre, Russell Monroe, Paul Neal, Margaret Norton-Arnold, Nick Setten

Against:

Abstain:

Proposed Resolution 23-38 passed by a vote of 9-0-0

B. Consent Agenda

- i. Proposed Amended Resolution 23-35: Approval of 2022 Audit
- ii. Proposed Resolution 23-36: Lease Proposals July 2023

The Consent Agenda was approved by acclamation.

5. Discussion Items

A. Continuation of Opportunities, Constraints & DEI Workshop

Mary Bacarella started by introducing the team of consultants. Sulin Carling reminded the Council where in the process the Master Plan was and which roles and potential interventions would be explored. She shared a proposed calendar to allow for further conversations with the Council and what potentially would be discussed.

Gundeep Singh joined the meeting at 4:49p.m.

Nick Setten asked if there would be public outreach during this period as well. Maddie Immel answered there would be more engagement. She noted there were upcoming discussion groups, the external survey was out, the Berk team planned to attend a community BBQ the following day, and they did some outreach that week.

Nick Setten asked how people could find that external survey. Karin Moughamer answered there was extensive planning on promotion of the survey and it would be available in seven different languages. Maddie Immel shared the link to the survey in the chat, <https://www.surveymonkey.com/r/YK3WFF8>.

Mike Rubin introduced the Market's role as a Food Life Destination. He noted the Market is a nexus for PNW food culture. He added it is one of the few cultures with both a pan cultural background and most significant relationship to sea harvesting, foraging, and agriculture and that PNW food culture isn't as recognized as other areas' food cultures.

He discussed how there was a reliance on a few top performers, potential for extension of Market hours to cater to those who work downtown, and missing cultures represented in the food offerings. He noted challenges around physical space and potential solutions, including clear zones. He also reviewed changes in dining since COVID that could be implemented, which included commissary kitchens and promoting sustainable vendors and creating pop up food-based events.

Candace Damon reviewed the interventions. She asked the Council how they felt about introducing entrepreneur chef and how best to achieve the role of Food Life Destination.

Russell Monroe commented there isn't much space for restaurants and it would be challenging for chefs to bring their business in. Candace Damon agreed and asked if chefs should be starting off or could be established business owners.

JJ McKay commented he has been monitoring food news across the country. He said Seattle's top cuisines were Thai and Japanese. He asked for examples where similar cities have implemented the proposed interventions and done so successfully. Mike Rubin answered it would be difficult to find an example of a Food Life Destination that also didn't have evening offerings as part of the downtown revitalization. He argued it would tie the revitalization of downtown with the success of the Market. He cited Trinity Grove in Dallas as an example. He also cited the Tin Building in New York as an example of social dining.

Candace Damon pointed out the differences in the Tin Building and Trinity Grove is the culture. The Tin Building being overseen by one chef. Trinity Grove also overseen by one person. She noted these could serve as examples, but it was important to know if these cultural ideas were right for Seattle. Mike Rubin added James Beard had commented Seattle had the greatest unrealized potential in its cuisine. Mike Rubin noted how dynamic the PNW cuisine was and wanted to think of ways on how to realize its potential.

Margaret Norton-Arnold asked if she was supposed to react to the proposed interventions. Candace Damon answered the graph was in response to the survey completed by the Council and they would walk through the graphs with questions based on their responses. Candace Damon continued in noting the items the graph suggested the Council would like the consultants to work on.

Sulin Carling added these meetings inform the scenarios the team of consultants are developing. She said greater details would come once the team had a better understanding of what resonates with members of the Council. Margaret Norton-Arnold commented that for her, the roles of creating an evening destination, creating a tenanting plan and creating zones for dining are no brainers and are linked. She commented she enjoyed an experience at a market in Philadelphia. She added she felt there was still a need for help from consultants. She asked how these changes were implemented elsewhere.

Nick Setten asked if there has been opportunity to discuss goals with business owners in the Market. He would like to compare the survey results of the Council to those of the business owners. He expressed concern over bringing in big name chefs to the Market. He cited Tom Douglas opening Etta's near the historic district and Ethan Stowell opening a restaurant in the Four Seasons. He commented based on experience that big chef names were not as big of a draw in the Market as in other areas. He suggested connecting the Market businesses and encouraging them to buy ingredients from the Market.

Candace Damon thanked Nick Setten for his comment and commented food would play a major role in the Market. She asked the Council if the Market is an incubator of food businesses or if successful chefs could incubate new concepts. She commented these roles would both be profitable to the Market, but would look very different. Nick Setten commented he preferred the role of incubating new businesses over established chefs.

David Ghoddousi agreed with JJ McKay's earlier comments. He noted there had been guest chefs in the Market previously. He shared an experience of a family coming to his store in the Market and being unable to find an affordable family friendly restaurant. He asked how interventions are being defined.

Mike Rubin answered ideally there would be representation of different types of food, new chefs, and a curation of concepts. He answered this food culture should be highly accessible and should reflect Seattle and Market history.

Mary Bacarella added that PNW cuisine is multicultural and goes beyond fish. She expressed the Market is representative of that multiculturalism. She commented a challenge for the Market is there are more businesses aside from restaurants and to make them successful at nights may be difficult. She cited night market events held previously and how food businesses performed well, but crafters didn't perform as well. She added there could be an opportunity for pop up chefs to sell temporarily and later possibly move in permanently. She acknowledged it could be challenging given space restrictions and how to make it an evening destination with different business hours and the layout of the Market.

Candace Damon answered there is clear direction on a need to explore how to make the Market a nighttime destination and how to be a business incubator. She suggested with a few more comments, the group move on to the next topic given time limitations.

Paul Neal thanked Candace Damon for explaining the chart's layout meaning. He referenced Patrice Barentine's comments from the June Council meeting on farm and the power of events around produce

marketing. He noted he had been struck by the idea of playing to the strength of the Market and how the Pride night market last year drew in great crowds. He suggested the Market being an incubator was less about established chefs and more about creating opportunities for local people in Seattle to meet the producer and get the full experience of that.

Candace Damon commented in the chat, "To one of Paul's points: with greatest respect (truly), the crafts people may need help meeting the market. Right now, they are, for reasons we could explain, marketing virtually exclusively to tourists. If you want them to sell to locals, they need different incentives that we could model/explore."

Gundeep Singh commented it would be good to have big name chefs, but it would be difficult to do so with limitations on physical space and the ethos of meet the producer. He asked Mike Rubin if there were examples of other markets doing so and if it would be possible for the Market to implement it.

Gordie McIntyre commented there historically were big named chefs at Maximilien's and Il Bistro as well as notable bartenders.

Nick Setten commented Sushi Kashiba was opened by a well-known chef and created excitement.

Candace Damon asked the Council how familiar they were with other markets and were aware of the programs and initiatives they were implementing. Mary Bacarella commented is she had only referenced markets she had visit. JJ McKay commented he hoped the team of consultants would bring forward recommendations based on their knowledge and expertise of other markets.

Candace Damon commented the consultants would need guidance in order to make recommendations. JJ McKay argued he would prefer to see data to give feedback. There was a discussion on the feasibility of travelling to other markets and the order of receiving data and concepts vs. feedback from the Council. Some members of Council argued they would like the consultant team to filter through comparable markets first, then present a few to choose from. The consultant team suggested the Council review the roles and goals first and that would shape their recommendations.

Mike Rubin commented there was some helpful guidance in what the Council may find useful, but there are many models and their recommendation would need to be informed by these discussions. He proposed bringing a few models of other markets for the Council's review, but acknowledged Pike Place Market would ultimately be unique.

Sulin Carling noted the scheduled time was coming to an end. Paul Neal commented he would like to table the discussion of the final topic for a future meeting to give it full consideration. It was determined special meetings would need to be held to discuss the final role of the Market and other topics related to the Master Plan. These meetings would both be special meetings and extensions of normally scheduled meetings.

Margaret Norton-Arnold requested questions be sent ahead of Master Plan discussions to prepare effectively and have the most productive discussions.

Gordie McIntyre asked the consultant team about how the Supreme Court's decision on the topic of affirmative action would impact the Master Plan process.

Ray Ishii commented there are many important upcoming priorities for the Council in the fall, including budget planning. He discouraged losing site of these items in favor of the Master Plan.

6. Programs and Information Items

A. Council Chair Report

Devin McCombs did not give a report.

B. Executive Director Report

Mary Bacarella gave the following updates:

- There will be preventative maintenance on the elevators.
- An update on the All Star red carpet event will be given at the next Market Programs Committee meeting.
- The Express Markets are open in three locations.

Devin McCombs complimented how quickly the Express Markets were opened.

7. Public Comment

Bob Messina commented that the consultant team's idea of bringing in high end chefs did not meet the spirit of the Market. He added that the Market has a strong character of developing businesses and does not need to bring in big chefs. He complimented the councilmembers for their scrutiny in working with the consultants.

Joan Paulson seconded Bob Messina's comments. She agreed that the consultants do not understand the Market nor its legacy. She added the Market is supposed to expand and explore in its own right. She felt the Master Plan skews toward gentrification. She suggested more time is taken to hear from all twelve members as only nine responded to the survey. Her second comment was on the resolution allowing for an expense exceeding \$10,000 conflicts with a previous audit and is inconsistent with the charter.

Lillian Sherman expressed concern on the amount of conversations to be had in the next slide and how much attention it would require. She seconded Margaret Norton-Arnold's idea of sending questions ahead of time.

Olga Sagan commented that the consultants are open to work with business owners. She added that the consultants were very far removed from the Market and understanding it. She said they struggled to understand the Market.

Chris Scott commented the \$10,000 expenditure approval is not new and has not been a problem previously.

8. Concerns of Councilmembers

Nick Setten asked if disaster plans would be included in the Master Plan process. Devin McComb answered sustainability would be, but overall that is a separate process.

Nick Setten also asked about the Daystall workgroups and when there would be updates. Amy Wallsmith answered an email was distributed to the Daystall community recruiting people for two workgroups and Market Programs Committee would have an update.

Gordie McIntyre commented he did not like the word incubation and would like it removed from the discussion as it is not in the Charter. He thanked Amy Wallsmith for her work around MLB All Stars.

Nick Setten noted the Constituency meeting would be held completely virtually following the day's Council meeting.

Devin McComb requested councilmembers join Sunset Supper if possible. Nick Setten added it is a great way to experience an evening event at the Market

9. Adjournment

The meeting was adjourned at 6:18 p.m. by Devin McComb, Chair.

Meeting minutes submitted by: EJ Griffin, Executive Administrator