

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

Wednesday, April 19, 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, Nick Setten

Staff Present: Mary Bacarella, Karin Moughamer, Joe Strong

Others Present: Haley Land, Chris, Joan Paulson

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 approved by acclamation.

B. Approval of the March 22, 2023 Executive Committee Meeting Minutes

The March 22, 2023 meeting minutes were approved by acclamation.

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

Haley Land thanked Mary Bacarella and Devin McComb for attending the Constituency meeting last night to review the Master Plan process. He noted he is not trying to be adversarial in his comments and questions he wants to ensure the year-long process is successful. Haley asked if the March 28<sup>th</sup> meeting minutes will be available. Karin Moughamer responded the March Council minutes will be posted on BoardDocs after approved by Council.

Joan Paulson commented on the use of “highest and best use” in the Master Plan. She referenced several instances in which “highest and best use” was not used in planning efforts and she requested that be removed from the Master Plan scope.

## **3. Discussion Topics**

A. Master Plan Update

Mary Bacarella noted she has talked with the Market Foundation and Constituency and will be bringing a presentation to Friends of the Market and Market Historical Commission next week.

Devin McComb added these are introductory presentations. Mary Bacarella noted the presentations are pretty similar but she is adding information as the process continues.

Mary Bacarella noted there is a Public Engagement Plan and a summary of the Open House on BoardDocs. These were prepared by BERK, the consulting in charge of public engagement. Mary reviewed the elements of the Engagement Plan, noting the events and the different types of organizations and individuals that will be

interviewed throughout the process. Some interviews occurred when HR&A and Mike Rubin were in town for the March Council meeting.

Nick Setten asked if there is anything the Constituency can do to help with public engagement. Mary Bacarella responded she will certainly let him know.

There was a conversation about the engagement plan and how the plan explains what types of information is being gathered from different groups. That information then relates back to the goals.

Mary Bacarella noted the PDA is not involved in data collection and she's heard feedback from the community on how knowledgeable the consultants are about the Market.

Mary Bacarella reviewed the Open House Summary which was held on the MarketFront latte ledge. It includes an Introduction, Board Exercise, Key Takeaways, and all the Post-It notes typed up. This information will be used to start to build themes for the Master Plan.

Gundeep Singh wants to ensure there's time to make actionable insights based on good responses.

Paul Neal commented he's seeing validation in top level ideas from the Open House. It will be important to get deeper as the process moves along.

There was a conversation about the results of the Open House and what comments were expected and what was surprising.

Mary Bacarella next reviewed the first meeting with Mithun to prepare for the Eco Charrette at the May Council meeting. The questions were focused on sustainability and the current state of Market systems and buildings. This was the first of three planning meetings.

Paul Neal offered up a definition of charrette which is an ideation session through a creative lens rather than strategic. It's based on presenting and building ideas and no decisions are made. Mary Bacarella will clarify with Mithun on what they mean by "charrette."

Devin McComb wants to ensure this process is interactive and allows councilmembers to be active participants.

Mary Bacarella suggested having a glossary of terms to ensure the community understands the process and plan.

Paul Neal suggested the consultants to prepare some homework to get councilmembers thinking in advance about the topics to be discussed.

Gordie McIntyre believes the federal government would give the Market money if we went to our Senators.

*Jan Hendrickson joined the meeting at 5:13 pm.*

There was discussion about next steps which includes additional meetings with Mithun to prepare for the Eco Charrette.

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

Devin McComb provided the following updates:

- He continues to work with Mary on the Master Plan.

- The Council meeting will include a presentation from Gerry Johnson, update on Nominations Committee, and an annual Foundation report.

## **5. Committee Chair's Report**

### **A. Finance & Asset Management Committee**

Gundeep Singh noted three resolutions were passed and moved to the Consent Agenda. Included is a resolution for insurance, which increased 27% year-over-year. He feels this is consistent with what is happening in the insurance market. There were no changes in the level of insurance. Another resolution was to continue project management from Next Bold Move and the last resolution was to hire a different contractor to replace the Stewart House roof. No leases were reviewed. Financials are looking good and percentage rent is over budget.

Devin McComb appreciated the conversation with the insurance broker in January which helped to better understand the status of the insurance market and this year's increase.

### **B. Market Programs Committee**

Nick Setten noted the Q1 recap will be next month. He noted several upcoming events, including Flower Fest in May. There was a presentation from Karin Moughamer on the Heritage Signage project, a presentation on the PDA's 50<sup>th</sup> anniversary and an update on the craft program. The craft program reviewed recent events, the busker program, craft screening, and the committee being organized to discuss several daystall rules proposals.

## **6. Executive Director's Report**

Mary Bacarella provided the following updates:

- The elevator project continues and she's reaching out to King County to receive approved funds.
- A letter is going out to commercial tenants to get them back to full operation in order to show a vibrant Market to our visitors.
- She and Devin met with CM Lewis to talk about safety in downtown and to let him know about the challenges at the Market and how they could better serve our community. She noted SPD has been very responsive and supportive of the Market. They also discussed the street car, closing Pike Place to cars, and the Master Plan.

There was further conversation on the article about the street car and how it would affect the Market.

<https://www.postalley.org/2023/04/03/disconnected-why-the-seattle-connector-streetcar-is-a-very-bad-idea/>

Jan Hendrickson commented it surprises her that City Hall would say the Market takes care of itself. We have great security team but we still need the support of SPD to ensure the safety of Downtown and the Market. She appreciates that Devin and Mary are talking with City representatives and CM Lewis to change their perception.

There was further conversation about security of the Market and how the Market wants to be a part of the Downtown Safety Plan.

Jan Hendrickson believes it's important to have conversations now about who funds public safety as the new waterfront nears completion.

Gundeep Singh agrees with Jan Hendrickson's comments and she applauds Mary and Devin's efforts to bring this to CM Lewis.

## **7. Public Comment**

Haley Land commented this has been a good discussion. He hopes the PDA continues to provide definitions for master plan vocabulary, especially for terms and acronyms that people may not be familiar with. Haley asked how data is collected during interviews by Berk, who analyzes it and what happens to that information. He agreed with Councilmember Singh about the need for a large sample size in order to draw conclusions. He hopes

the minutes from the Meet Up on March 28<sup>th</sup> will be added to the website. Karin Moughamer responded saying she misunderstood his first request and there were no minutes taken from the Meet Up and clarified that only Council and Committee minutes are provided.

Joan Paulson commented on Objective 4 on the Public Engagement Plan noting it should be representative of what the Market is doing 12 months out of the year. For item five, Joan wonders if Charter changes are being proposed. She thanked council for hearing and responding to her comments at the Finance & Asset Management Committee meeting.

Chris suggestion that a memento could be created to give out to visitors during the celebration of the PDA's 50<sup>th</sup> anniversary. He also suggested providing ways to educate visitors about some of the items that can be purchased at the Market, providing the example of the Cara Cara orange. This could be a good way to educate people on the diversity of the Market.

*Paul Neal left the meeting at 5:56 pm.*

#### **8. Concerns of Committee Members**

Gordie McIntyre noted, in response to Chris' comment, there is an event coming up that gives away a memento if a shopper spends \$50 or more.

#### **9. Adjournment**

The meeting was adjourned at 5:58 p.m. by Devin McComb, Chair.

Meeting minutes submitted by:  
Karin Moughamer, Executive Administrator