

Pike Place Market PDA Executive Committee Meeting Minutes

Thursday, September 21, 2023

5:00 p.m. to 6:15 p.m.

Location: Economy Building Classroom (1435 First Ave, 3rd 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: Paul Neal, Gundeep Singh, Patrice Barrentine

Other Council Members Present: JJ McKay, Ray Ishii, Margaret Norton-Arnold, Gordie McIntyre, Nick Setten, Gina Karaba

Staff Present: Mary Bacarella, Erica Bates, Karin Moughamer, EJ Griffin, John Turnbull, Amy Wallsmith, Maddie Immel, Ashley So, Candace Damon

Others Present: Kathy Henning, Christine Vaughan, Jon Cracolici, Joan Paulson, Heather Pihl, Lillian Sherman, Bob Messina, and two other members of the public

The meeting was called to order at 5:01 p.m. by Patrice Barrentine.

1. Administration

A. Approval of the Agenda

The agenda was approved by acclamation.

B. Approval of the August 23, 2023 Executive Committee Meeting Minutes

The August 23, 2023 meeting minutes were approved by acclamation.

2. Announcements and/or Community Comments

Joan Paulson commented with a correction to the August 23, 2023 Executive Committee Meeting minutes, asking that “and the PDA Charter” be included. Regarding the meeting packet, she wanted men vs. women to be measured. She added the definition of DEI in the slides would change the PDA’s Charter and excludes the authenticity of the community. She noted the PDA Council metrics were miscalculated with David Ghoddousi’s data included and there are more occupants than number of units, and that should be noted. She questioned the scope of downtown as defined by the presentation. She noted the case studies could not be compared to Pike Place Market and there should be case studies on more comparable organizations.

Kathy Henning commented there had been an email on Market rent noting there would be a 5% surcharge on transactions using electronic checks or bank cards. She commented the 5% exceeds the average amount charged. She requested clarification on the changes and if there was a justification for the percent charged.

JJ McKay clarified there could not be responses to public comments.

Jon Cracolici commented he has been following along with the Master Plan process and there were some things he’d like the Council to consider. He commented the power structures that exist now in the Market may not exist in 50 years, and it was worth considering restarting the Merchants Association among other organizations to advocate for the needs of Pike Place Market. He added that while earthquake preparedness is acknowledged in the plan, there should be more robust planning and analysis of potential damage to historic structures.

3. Discussion Topic

A. Master Plan: Diversity, Equity, and Inclusion (DEI)

Mary Bacarella started the discussion with an acknowledgement this was a topic that will flow through all discussions, but today it would be the focus of the conversation. Candace Damon encouraged virtual participants to turn on their cameras for the discussion. She reviewed the agenda topics for the discussion, which including Defining DEI for Pike Place Market, DEI at Pike Place Market Today, DEI Best Practices, and Discussion.

Candace Damon reviewed the balloons of intersecting roles and emphasized that DEI is not its own role but is embedded in each of the eight roles. She then defined DEI as it relates to Pike Place Market. She noted that while some may use diversity interchangeably with DEI, DEI goes beyond diversity and includes a breadth of concepts. She noted the recommendations for DEI considered four population at Pike Place Market: PDA Council and staff, Market businesses, Market residents, and visitors.

Ashley So reviewed the Pike Place Market DEI Strategic Working Document (2023). She reviewed the core areas of focus and strategic goals, which were:

- Human resources: continually measure internal staff structure to ensure equity and diversity.
- Commercial leasing: ensure no bias in tenant selection and strongly consider BIPOC, minority and/or women-owned in recruitment.
- Marketing and programs: highlight BIPOC, minority and women owned businesses as well as new school outreach program.
- Contractors and consultants: plans to host bi-annual open house to engage minority and women-owned contractors as well as ensuring contractors have DEI policies.

She then reviewed a more detailed chart of what the PDA was doing to implement DEI.

Nick Setten asked if Social Services through the Five Families included Heritage House and the Food Bank and that it was understood there was redundancy in the list. Ashley So clarified the repetition was to highlight the services available.

Ashley So gave an overview of the breakdown of PDA staff demographics. She highlighted the increase of BIPOC staff. She noted one challenge to staffing was providing competitive wages. She then reviewed the demographics of the PDA Council, noting it doesn't reflect the diversity of the Market. From there, she gave an overview of Market business demographics. She prefaced the data acknowledging it is not comprehensive and pulls from a 2022 community survey. Findings illustrated a high number of women-owned businesses, but few Native owned businesses. Farmers had the highest percentage of BIPOC and women-owned businesses.

Ashley So then reviewed Market Resident demographics. There are laws prohibiting the selection of tenants based on demographics, but given the services offered and the types of housing available, demographics were diverse. Pulling data from the external survey, Ashley So reviewed the demographics of visitors to the Market. She noted that 77% of the respondents were white, whereas 67% of King County's population is white.

JJ McKay asked why the LGBT community was a demographic tracked for some populations at the Market, but not others. Ashley So answered there was a lack of baseline data across many populations. JJ McKay commented receiving this data from councilmembers could be relatively easy. Mary Bacarella added the councilmember data the PDA has was provided willingly by councilmembers upon their appointment. She noted this was an interesting point and that the LGBT community is sometimes forgotten in larger conversations. Patrice Barrentine commented it was something they could report on as it is something the PDA Council has a good representation of the LGBT community in its members.

Maddie Immel shared findings from conversations from Market residents. These findings included:

- Sense of community and care for one another.
- Concerns about public safety.
- Food bank is a primary source of food for some residents.
- The Market is too expensive for residents.
- Accessibility is a big concern for many.

Maddie Immel then presented the external Market survey findings, noting the definition of downtown was defined by the Downtown Seattle Association. She emphasized the majority of respondents were higher income, most spoke English at home, and 77% of respondents were white.

Mary Bacarella asked if there was a way to break down data to see the city of Seattle's statistics versus King County. Maddie Immel answered yes, but that the results were very similar.

Maddie Immel reviewed the statements presented to survey takers. The findings presented included data on King County residents' feelings about Market safety and who the Market is for. She then compared this data to responses of visitors, noting 51% of respondents rated their overall visit as excellent or very good and 17% rated their visit as only okay or poor.

Next, Maddie Immel reviewed accessibility as an issue for visitors. Many of the concerns encompassed the physical aspects. Parking was identified as a number one issue, but she added BERK has never included parking as a point to rate as most people are not satisfied with parking. The second biggest issue of concern was availability of places to sit. One issue where residents of King County differed from out of county visitors was the availability of public restrooms, with King County residents having a more favorable view of the availability of restrooms.

Maddie Immel then discussed further accessibility needs, including:

- Lack of seating and ADA accessibility.
- Lack of breakrooms and lactation spaces, as well as a lack of health insurance for employees of Market businesses.
- Greater multi-cultural richness that should be more visible.
- Increased Native presence and partnership at Pike Place Market.

JJ McKay commented health insurance was not something the PDA could provide. Mary Bacarella commented that might be something a Merchants Association could provide. Nick Setten added this was something the PDA could steward and help foster. JJ McKay then commented two of the main experiences driving visitors to the Market are things visitors would only want to do once. Many visitors navigate the Market on their own.

Nick Setten asked if information shared on Market businesses was pulled from the ongoing internal survey. Maddie Immel clarified these findings were pulled from interviews.

Nick Setten asked for a recap of the external survey's goal, audience, and findings. Maddie Immel answered the survey was largely aimed at King County residents as one goal of the Master Plan was to reorient to a local audience, but anyone could take the survey. The survey was open for a month and extensive outreach was conducted. The survey was available in seven languages and social posts were made in those seven languages as well.

Nick Setten asked how many people took the survey in other languages. Maddie Immel answered it was a small share of overall respondents.

Ashley So reviewed where the PDA is today on the topic of DEI. She noted the working document is a great start, but housing DEI efforts in HR is not an optimal placement. A lack of baseline data makes establishing metrics. For Market residents and visitors, she again noted the lack of data and need for greater accessibility. She then shared 10 case studies and findings of best practices for DEI. These case studies were not one to one comparisons, but identified as useful for general policy ideas.

Candace Damon identified next steps for discussion and how it could be incorporated in the Master Plan. Patrice Barrentine thanked the councilmembers for their attendance and asked that the aspirational goal match and be measurable in its targets.

Gina Karaba commented that security has been an issue at the Market. She noted that for accessibility, online payments being charged 5% was another barrier to accessibility. She agreed additional seating is necessary, even if it means removing parking spaces. She added visitors sometimes are unaware of parking garages available to them. She expressed interest in having more Native artists at the Market. She suggested having QR codes to assist with wayfinding might be useful.

Gundeep Singh commented having measurable metrics is important for DEI. He wondered what the best to prioritize going forward was. He noted accessibility and physical space was the focus of the discussion, and that more traditional solutions weren't identified.

Ray Ishii commented he would be interested in a deeper dive in certain areas. He would like to see the location of BIPOC businesses around Pike Place Market and if they were in areas with higher or less traffic. He did not want to lose specific goals or activities with less tangible concepts. He asked if there were metrics on demographics of those the security department interacts with in security incidents.

Nick Setten commented it seems there was an opportunity to connect with partner organizations as DEI is implemented across the Market.

Maddie Immel commented that safety concerns were about safety of the areas surrounding the Market. There had been positive feedback regarding Market security. The security team does not carry weapons, are visible within the Market, and are a positive addition in making visitors feel safe.

Ray Ishii noted the PDA Council has never adopted a statement around DEI and asked if this was something the consultant team would recommend. Ashley So commented this was an important consideration as governance is evaluated through the Master Plan. This could be reflected in appointments. She agreed concrete metrics are also important and in scenarios, there would need to be tangible metrics surrounding DEI incorporated.

Nick Setten asked if the next discussion would also focus on DEI. Patrice Barrentine responded that the next topic would be small business incubation. Mary Bacarella added there is a schedule of upcoming discussions in the slides for everyone's review. Ashley So noted that the next discussion had the opportunity to reflect on DEI as the Council reflects on what types of businesses the Council would like to grow and develop.

4. Concerns of Committee Members

Nick Setten commented that there were concerns about survey data being lost in the internal survey. He asked if the deadline would be extended considering technical issues. He asked if there could be further clarification on the 5% surcharge at any upcoming meeting.

Gina Karaba wanted to make sure ADA compliance also include the consideration of doors. Some of the doors around the Market are not automatic and are heavy.

5. Adjournment

The meeting was adjourned at 6:14 p.m. by Patrice Barrentine.

Meeting minutes submitted by:
EJ Griffin, Executive Administrator