

Pike Place Market PDA Executive Committee Meeting Minutes

Wednesday, October 18, 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: Devin McComb, Paul Neal, Gundeep Singh, Patrice Barrentine, JJ McKay, Jan Hendrickson

Other Council Members Present: Gordie McIntyre, Nick Setten, Gina Karaba

Staff Present: Mary Bacarella, Karin Moughamer, EJ Griffin, John Turnbull, Amy Wallsmith, Ashley Conradi, Maddie Immel, Ashley So, Candace Damon, Deb Guenther, Allegra Calder, Mike Rubin, Evan Bourquard

Others Present: Chris Scott, Christine Vaughan, Jessica Fermin, John Brink, Lillian Sherman, Bob Messina, Olga Sagan, Pamela Hinckley, Elisa Shostak

The meeting was called to order at 4:04 p.m. by Devin McComb, Chair.

1. Administration

A. Approval of the Agenda

The agenda was approved by acclamation.

B. Approval of the September 21, 2023 Executive Committee Meeting Minutes

The September 21, 2023 meeting minutes were approved by acclamation.

2. Announcements and/or Community Comments

There were no announcements and/or community comments.

3. Discussion Topic

A. Master Plan: Downtown Anchor & Scenarios Preview

Candace Damon led the conversation noting this was a role critical to the reactivation of Seattle and aligns with Pike Place Market's need to be a leader in the city. Sulin Carling then gave an overview of the organizations within Seattle the Market could partner with and highlighted reasons why the success of the city ties in with the success of the Market.

Sulin Carling presented a chart detailing the recovery of major U.S. cities from COVID, highlighting the slower recovery of Seattle. She then shared key challenges in the recovery of downtown and differences in perception of downtown and Pike Place Market.

Sulin Carling then shared upcoming changes that would impact downtown and Pike Place Market, including the completion of waterfront construction and increased residential growth downtown.

Mike Rubin shared a potential plan for Pike Place Market to serve as a "Community CenterPoint" as part of the role of Downtown Anchor. Aspects of a Community CenterPoint include:

- Sense of place

- Perception of safety
- Resources for residents
- Transit options
- Social engagement through food
- Distinctive shopping experiences
- Entertainment, cultural, and commercial offerings
- Green Spaces and public spaces
- Sense of shared identity

Sulin Carling presented findings from the Market community survey, which indicated the most agreed upon sentiment was the Market can help support the revitalization of downtown post-COVID. She then reviewed three potential ways the Market could serve as a Downtown Anchor, which were:

- Improve physical connections
- Serve as a partner and steward for downtown reactivation
- Serve the growing downtown community – and residents citywide

Evan Bourquard led the discussion on Pike Place Market potentially strengthening visual and physical experience to downtown and the waterfront. He shared a diagram that outlined the three experience zones in the Market and introduced physical strategies for improving each.

Paul Neal asked for the meaning of the term vertical circulation. Evan Bourquard defined it as signage facing the Western Avenue entrances making navigation obvious to visitors, such as illuminating stairs and elevators. Deb Guenther added this was a potential short term goal to meet the opening of the waterfront. There was a discussion on the vertical nature of the Market and its connection to the developing waterfront.

Gundeep Singh joined the meeting at 4:31p.m.

Evan Bourquard then discussed possible physical and visual improvements to 1st Ave. There was a short discussion on potential enhancements to the existing spaces along 1st Avenue.

The third zone reviewed was Pike Place. Evan Bourquard noted it was part of what makes the Market able to be a Downtown Anchor. Discussions on the physical challenges and aspects of Pike Place. Mary Bacarella reviewed a walkthrough with Mithun of the street and potential areas of improvement.

Mike Rubin then led a conversation on potential partners in neighboring organizations, including the aquarium, the waterfront, the Seattle Art Museum and the Seattle Symphony. He suggested potential events and programming that could tie these organizations together. He then shared ways the residential community can be served by the Market. Finally, he identified downtown institutions and districts that could serve as advocates and partners for Pike Place Market.

Candace Damon referenced her work with Brooklyn's revitalization. She noted collaboration is an opportunity to reinvent downtown and shape the conversation on what downtown could be.

Paul Neal asked if there was another organization that might be more situated to lead the revitalization. Mary Bacarella noted the DSA is part of the effort, but she noted Pioneer Square and CID were historic places that made for ideal partners. She emphasized the desire for connection and how there are often conversations about Pike Place Market, CID, and Pioneer Square but not with those organizations. She reviewed the other identified organizations and their potential to serve as partners to the Market.

JJ McKay noted light rail was an important mode of bringing visitors to downtown. He added there needs to be a leader in driving the economic development of downtown and felt it should be a person from the community. There was a further discussion on the role the Market could play in downtown's revitalization in partnership with organizations ensued. Nick Setten noted many users of the food bank came from CID.

JJ McKay noted the Market has been quiet on outside issues and the use of the Market's voice would be a departure from previous strategies. Mary Bacarella commented there had been support for other issues previously, but the voice of the Market was best received when giving support for ongoing projects and issues. Paul Neal noted this wasn't something that could be a temporary action. Mary Bacarella agreed and noted it could not be contingent on the relationship of the Executive Director and the Council with outside entities. Evan Bourquard commented the Master Plan was a good way of laying out what the mission of the Market would be in relation to larger topics outside of the Market.

Candace Damon finished the presentation by noting the role of Downtown Anchor would need to determine areas that could generate the most revenue in order to advance the missions laid out in the Market's Charter. She also emphasized the importance of expanding social services at Pike Place Market.

Sulin Carling then gave an overview of the purpose of the upcoming scenario workshop. She reviewed the objectives, format, and next steps. She noted this discussion would not be the conclusion, but would guide the consultant team in the direction of the proposed Master Plan. Devin McComb asked if there would be homework ahead of the Retreat. Sulin Carling and Candace Damon answered there would be some pre-work for the Council to consider ahead of the meeting in order to generate a more productive discussion. Mary Bacarella requested the team present what they hear at the end of the Retreat to confirm the correct priorities are identified. It was agreed at the end of the Retreat there would be an understanding of which ideas would be pursued further and which ideas would be tabled. Candace Damon noted there would be a discussion of what was identified as must have, nice to have, and this would shape the direction of the team's planning.

JJ McKay commented unlike CID and Pioneer Square, the Market has greater revenue. In partnering with those organization, he highlighted the Market may bear the costs, but the other organizations would have bigger buy in from more parts of the city.

Candace Damon emphasized the list of potential partners was not comprehensive. She noted there would potentially be other partners as others

Nick Setten asked if there were thoughts on an article naming Pike Place Market as one of the top tourist traps. Candace Damon answered it was not a substantive article.

Paul Neal asked if the slides were ordered based on priority or potential implementation. Evan Bourquard answered it was based on geography. He added proposed ideas could be adopted either in full or partially based on what resonated with the Council. Once the preferred direction is identified, a potential timeline could be developed.

Evan Bourquard noted there was an idea of scale in physical plant. He noted Western would be a larger scale than others with more opportunity for change. With the increased accessibility of the waterfront, it may result in a bigger scope. With the other entry points, he noted the changes may be smaller.

Devin McComb encouraged everyone to review the appendices following the meeting as there was more valuable information available that could not be included in the main discussion.

4. Public Comment

Christine Vaughan asked if the appendices were available to the public on BoardDocs. Devin McComb confirmed they were available.

Bob Messina responded to earlier comments suggesting potentially bringing in younger tenants. He wanted clarification in whether it was the age of the business owner or the length of time the business had been open. He noted there was already a turnover to younger business owners as business owners retire and felt comments made earlier were ageist. Candace Damon noted it was a hypothetical, not a suggestion. Bob Messina felt the response was insufficient. He concluded his comments noting he did not understand the reasoning for widening the Economy building entrance.

5. Concerns of Committee Members

Gina Karaba agreed with Bob Messina in a concern with the reasoning for the opening of the Economy's front. She added there was an opportunity for more signage both facing the waterfront and in the Atrium. She finished her comments expressing a desire to start with projects that would climatize the Market, making it more comfortable for vendors and visitors.

Gundeep Singh thanked the consulting team for their preview of scenarios and shared his appreciation of physical ideas around the Market. In response to public comments, he encouraged members of the public to remember this process is exploratory and there should be an understanding the process is both creative and iterative.

Devin McComb reminded the Council to prepare ahead of the meeting and thanked the consulting team for their time. He complimented Mary Bacarella for her work presenting the budget at the Finance and Asset Management meeting on October 17. Mary Bacarella commented it highlighted the importance of the Master Plan.

6. Adjournment

The meeting was adjourned at 5:56 p.m. by Devin McComb, Chair.

Meeting minutes submitted by:
EJ Griffin, Executive Administrator