

August 29, 2019
Constituency Executive Committee draft minutes
6:15 p.m.

Attendance: Nick Setten, Jerry Thonn, Mark Brady, Joan Paulson, Laurie Johnson, David Ghoddousi, Ali Mowry, Colleen Bowman, David Ott, Gordie McIntyre, Russell Monroe, Shari Curiel

Meeting called to order at 6:15 p.m. by Vice Chair Nick Setten.

Bylaws review: Nick suggested taking the first hour to review the bylaws, and then the PDA Charter. Nick said the city ordinance is missing from the notebooks, but he will have copies by the next meeting so they can go through it.

Nick summarized the last review of the bylaws that considered changes to them. The process came to a halt when there was concern about whether or not to include “public” in the title of the Bylaws, and alignment with the PDA Charter.

There was a discussion about PDAs in Seattle and their functions. Joan provided a history and some details.

The Executive Committee reviewed the Bylaws section by section and discussed the previously suggested changes that were tabled. There was a discussion about the Constituency’s role in overview of the Market, and what it means “to concur with or withhold concurrence of PDA decisions”. There was a question about what “corporate officials” means. Nick said he would reach out to Mary for clarification. There was a question about where residency is required for membership. There was a discussion about the election procedures.

Nick asked if there should be a longer discussion about the residency requirement. He asked Laurie to speak about the list. Laurie said if she doesn’t have a valid address, the correspondence is returned to the Constituency office.

Russell asked about the bylaws not saying anything about being a resident of Washington. He pointed out that per the section in the bylaws that addresses it, you could live outside Washington and still be a member. Nick said he thought the Committee should come back to it. He suggested moving forward with acquainting the Committee with the bylaws. There was a discussion about absentee ballots. Ali said she felt they were debating a situation that doesn’t exist. The Committee agreed to postpone discussion of limiting residency.

The Committee continued to review the bylaws. Discussion ensued about the proposed changes to the bylaws that were stalled. Nick suggested voting on the initial changes that make corrections, and then have a more substantial discussion with the Market community about the rest. He went over a potential schedule for approving the changes.

Nick went over the members’ positions on the Executive Committee and the attendance

requirements. Mark reviewed the requirements for attendance and other obligations of Constituency PDA Council representatives. Ali reviewed the terms of office and procedures for filling vacancies.

Joan referenced the PDA Charter where it cites a city ordinance. Nick asked if she meant the PDA-enabling ordinance. Joan said that it's in the PDA Council notebook. There was a discussion about what the Constituency should have in its binders vs. what the PDA Council members have in theirs. David said he thought that the Constituency Exec Comm members should have the same information as the PDA Councilmembers. Nick suggested that the Committee come back to it later.

Orca card program: Ali met with the Market Foundation. They told her that the Constituency needs to establish who the program is for, why are we doing it, and timeline. Ali wants to know what the minimum number of cards should be. Ali explained that the Constituency would purchase the cards and then administer the program, selling the cards to the Market community. She said it will make it cheaper for the Market community and provide the Constituency chances to interface with the community. She is waiting to find out more information about the requirements and contract. She said that the Constituency would need to do a needs assessment. The Constituency may find out that people don't need it. She said the Foundation can help with collecting data. She asked Committee members to think about the questions and that there be a discussion about the program at the General Assembly. Colleen advised asking for funding from the PDA once a year in the budget.

Market survey: Mark reported on the survey. It would ask questions about the Market's health - financial. He said the PDA Council members don't walk through the Market and talk to the merchants or people involved with the Market. He said everyone he talks to is down financially this year and worried that they won't be here next year. More businesses have come up for sale in the last two years than quite a while. He summarized the questions in the survey, which will be anonymous. Discussion ensued. Ali summarized the results of a survey about the night market, one of the questions that would be included in the survey. Mark clarified that he included a similar question in the survey because it would be feedback for the Constituency.

There was a discussion about whether or not Mark would be doing the survey or if it would be administered by the Constituency. Mark said that he had administered a survey in the past that ended up yielding results that were incorporated into the Hildt-Licata Agreement. He said that his income is down by 30%. He said income for others on his floor has also gone down during the past two years. David said they needed to make a decision about whether or not to support the survey. Mark said he is concerned that the people who spend money in the shops are not being targeted by the PDA's advertising. He said the people who typically spend money in his shop are 40-65 years old. He said they are not on Instagram or Facebook. He said a lot of the marketing going on is driven for the online market. He said in the seven years he's been in the current location, no one from PDA Marketing has ever come down to talk to him.

Joan reported that a PDA Council member cited the income of younger people working in Seattle as being \$150,000. She cited the need for being inclusive. Nick said he didn't understand

Amy's presentation as turning away from older people but rather, how to crack the code of the millennials. Ali said she thought that there is value in doing a survey but that they learned in the FAM Committee that the PDA is already doing a survey of all businesses in the Market, asking them how they are doing. She thought it should wait before the results of that survey come out. David said the Constituency's survey is general and that they should vote on it. Russell said there are no copies of the questions available, so they can't vote on it. Nick suggested bringing copies of the questions to the next General Assembly meeting so there can be a conversation about them and a decision. He suggested making the questions open-ended. Ali suggested seeing how the PDA's survey was being administered. David clarified that it isn't a survey, but rather, John Turnbull is putting together an analysis of income produced by business tenants according to building. Nick suggested postponing further discussion. Joan encouraged the Constituency taking on administering a survey because the Constituency is neutral.

Agenda for next General Assembly meeting:

- Mark's survey/PDA
- Bylaws review
- Orca card program update
- Binders for members: charter, ordinances, bylaws
- 2020 budget review

New Business: Mark said at the last PDA Council meeting, he brought up an issue concerning the attendance of one of its members, Matt Hannah, who has missed five meetings. He wants an explanation of why he hasn't been attending. David talked about exceptions for attendance.

Budget: Nick asked Laurie to put budget committee dates in the next newsletter.

Mark asked that bylaws review be deleted from the General Assembly agenda because they should be reviewed by the Executive Committee. Committee members agreed.

Meeting adjourned at 8:00 p.m.