

11/17/20 General Assembly,

- Call to Order – 6:04pm
- Attendance – Nick Setten, Jerry Baroh, Gordie McIntyre, Zack Gebrekidan, David Ghodoussi, Laurie Johnson, Joan Paulson (6:10), Lisa Connolley (6:12), Mark Brady (6:14)
 - Audience – Bob Messina
- Approval of Minutes – passed due to lack of quorum
- Public Comment
 - Bob Messina comments on observation of last week’s PDA FAM meeting. He expresses surprise that one of the council members proposed diverting \$180k from the foundation into boosting the five families. He mentions that those organizations already get money. Furthermore, he comments that the proposal suggested using any extra money to give to PDA staff members who had lost income. Thought it felt like an attack, couldn’t pick up if folks are upset with the Foundation. In the discussion about that amendment, members of Constituency spoke in favor of the foundation, but when a vote was taken 5 others voted in favor of diverting money. This was only in committee and will go forward to next PDA consent agenda. Asks if we can provide further insight into this move to divert the funds.
- Committee Reports
 - PDA Councilmembers –
 - Gordie on Programs Committee – they unveiled the lineup of advertising programs that were lined up for holidays, but with the governor’s recent announcement he suspects that they may have to go back to the drawing board. Mentions that downtown residents will be receiving 4 postcards with Market imagery inviting people to ‘meet me in the market’. Suspects that on Thursday it will be revealed that the only shops open will be some select Down Under shops and essential food businesses. After midnight tonight bars will be closed and no dining in-house. David clarifies that the Daystall Community still has an opportunity to stay open, since they are outside. Jerry asks if Thursday’s PDA meetings will provide further clarification which Gordie agrees with
 - David on FAM – discussion of budget. Walk-on amendment to the budget that Bob Messina mentioned in public comment. This amendment would change the Market Foundation’s line item from \$267k to \$180k, that money being used to support the Five Families. Reports that 2021 the Market have a deficit of \$1b. David did not support cutting money from the Foundation Budget. Suggests that Ali get involved as well given her experience working with the social services. There will be more discussion about this walk-on amendment (which was approved) at the next PDA Full Council. Budget is impacted because some of the Market’s larger earners are closing down now due to Covid restrictions.
 - Lisa asks clarification questions – mentions that at SU they are asking higher-ups to take pay cuts (six figure salary-folk are taking a 10% decrease) and has made taking pay cuts an option.. At the PDA she is seeing a lot of pay raises – having been to a number of marketing dept. events, she says she sees a lot of the same faces and asks if it is not more worthwhile to fund the foundation which is helping raise money for businesses and residents. Has a hard time seeing value

in advertising to people that will not be able to come down to the Market. – David mentions that there is a strategic planning meeting with a \$5000 facilitator which is a newer addition and could be a money-saving technique. Also that just because the marketing budget is high it doesn't need to all be used. He points out that there is usually more harmony between the PDA and the Foundation.

- Jerry says that he didn't see any representation at these meetings of the Foundation, and says that you can budget things and not use it all and keep the rest.
 - Mark says that the Foundation had a rep at the first community meeting about this but no subsequent meetings. David clarifies that at this latest FAM there was no Foundation representation
- Mark says that at beginning of Pandemic, all PDA staff (except union) took a 10% CUT, but now they would possibly get 5% of that back. Union folks get a 4% pay increase. There was no word whether Upper Level Foundation staff took a pay cut at that time. Agrees with David that having a facilitator at the next retreat is a waste of money. He thinks its not fair what the PDA is doing to the Foundation, since they don't know what's coming in and what's going out. He heard from Sharon that they are trying to commit more money to the safety net because that is running low. He wants us to make our presence known at the next PDA meeting to rally for the Foundation
- Joan comments that PDA board members did not make any requests or ask any questions about Foundation reserves, until the second meeting where there was no rep from the Foundation available to make a response. Mary did a good job of recapping what information she had. Joan observes a split in the board – Ray had suggested that the Foundation funds were the only opportunity to backfill other buckets. Says advertising budget at \$1.2mil is not being effectively used.
- Lisa asks how Marketing is expected to have an impact when citizens are effectively on lockdown. She has seen the Foundation supporting some giving/shopping and asks if that is a joint project between PDA & Foundation, and that Foundation's PR is better than PDA.
 - David reminds us of the Foundation's role – informing the public and raising awareness and fundraisers for social services while PDA focus is on bringing customers to benefit businesses
- Make sure to be present at the upcoming FAM meeting to make public comment.
 - Mark on Full Council – reiterates the importance of a strong presence at the upcoming meeting so we can find out what the PDA's plans for next steps are now. In conversation with a couple of restaurants-owners it sounds like things are getting a lot harder out there and they may have to walk away from their restaurants entirely.
- Committee Reports –
 - Bylaws - Nick reports on the initial draft/list of bylaw edits which will be presented at upcoming ExCom and email it out prior
 - Laurie asks what the vision is with editing bylaws.

- Elections – Joan hopes to have her report done by December
 - Office – Gordie has been updating minutes from 2000 – 2014, has had very little foot traffic. He has approached Sarah Jaegar to see if she would be able to donate Michael’s old papers. He has also spoken with Tamma Farra who has agreed to come by and give us some tips on good archival techniques. He found two old laptops, one of which I was able to get running. He bought new ink cartridges for the printer and mentions that he has an invoice for the Constituency’s contribution to the Podcast, and one for the ink cartridges. He also brought an invoice book down there.
 - Nick clarifies that the laptop is rather old
 - Gordie suggests that at some point we should look into getting wifi for the office
 - Nick asks about how to bring WiFi in the Market – David says that when it was explored earlier it was cost-prohibitive. Mark says that he just uses a mobile hotspot – there’s a lot of inconsistency in connection. Each business is responsible for getting their own ISP.
 - David suggests we might ask the PDA if they’ve got any old surplus/obsolete laptop computer for us to take.
- Old Business
- New Business
 - David makes a point of clarification about our budget for 2021 – he says there was a misprint that the budget was \$11,600 when it should actually be \$11,350. In a conversation with Jerry it became clear that he had submitted the correct budget.
 - Laurie asks to go line item by line item:
 - Secretary Treasurer – 1200\$
 - Podcast – 500\$
 - Insurance – 500\$
 - Parliamentarian/legal – 500\$
 - Lights – 300\$
 - Phone – 0\$
 - Archival of files – 500\$
 - Social events – 500\$
 - Office improvements – 200\$
 - Newsletter production – 2400\$
 - Mailing monthly newsletter – 960\$
 - Website maintenance – 840\$
 - Membership – 600\$
 - Postage – 550\$
 - Copies/printing – 900\$
 - Mailing/printing supplies – 300\$
 - Contingency/zoom fees – 600\$
 - Total 11350\$ (a 5% reduction compared to 2020)

- He also points out that there is some flexibility with the various line items and whatever isn't spent goes back to PDA coffers.
 - David moves to "Clarify and vote for the 2021 constituency budget, with the correct number of \$11,350 as well as a transparent breakdown of costs to be included in these minutes"
 - Laurie asks to include in the motion to include in the minutes the budget document that was previously sent out.
 - Nick Seconds it
 - **Nick – yes, Lisa – yes, Zach – yes, David – yes, Gordie- yes, Laurie – yes, Joan – yes, Mark – yes – 8 aye, 0 no, 0 abstentions**
- Laurie extends a Thank-You to Lisa for sending a list of items regarding the waterfront project that will be included in the newsletter, and Zach for recruiting multiple new members for the Constituency over the past month. Comments that given the amount of ESL community-members, we ought to explore ways to make our newsletters more useful.
- Gordie says that last month Ron Chew published My Forgotten Seattle. He was the editor-in-chief of the newspaper in the International District. This book is about the history of the ID. In a conversation with the International Examiner regarding boosting their circulation, they had asked him to give them a list of Asian-owned businesses in the Market – he asks if this would be racial profiling.
 - Joan says that we can't open our membership list to other organizations – Gordie clarifies that he was not intending to share any personal information about our membership.
- David mentions that at upcoming PDA council meeting there will be a 90% design presentation for the overlook walk and encourages our presence at that.
- Public Comment –
 - Bob Messina – Thanks board members for discussion around Market Foundation budgetary issue, as it added more information that had not been discussed much at the FAM meeting. He wonders if being candid about the underlying reasons would be helpful. He says that if there is any bad blood between the two orgs it should be brought to light. He also mentions that every year the PDA/PPMF sign a working agreement – asks if this is an airtight agreement, and if so how can the PDA come back and withdraw money if it's from an existing agreement and that it makes that agreement worthless.
 - Gordie offers to email Bob a copy of the working agreement if he would like it.
 - David says that it may be at the PDA's 'discretion' to decide how much to allocate
- **Adjourn 7:18pm**

2021 CONSTITUENCY BUDGET		
Itemization	Cost	
Constituency Meeting Minute Production (Secretary/Treasurer)	1,200	
Podcast	500	
Insurance	500	
Parliamentarian/Legal	500	
Lights	300	
Phone	-	
Archive Files	500	
Social Events (e.g. community celebration after pandemic ends)	500	
Office Improvements	200	
Monthly Newsletter Production (Regal Associates)	2,400	
Mailing Monthly Newsletter to Members (Regal Associates)	960	
Website Maintenance (Regal Associates)	840	
Membership (Regal Associates)	600	
Postage	550	
Copies and Printing	900	
Mailing and Printing Supplies	300	
Contingency (e.g. Zoom fees during pandemic)	600	
TOTAL	11,350	
Difference compared to 2020 budget	-5%	
Budget Detail		
Newsletter		
Researching, Writing, Editing, Laying Out, Graphic Design, and Production		
Mailing Monthly Newsletter to Members		
Printing, Creating Labels, Tri-folding, Stapling, Stamping, Mailing at USPS		
Website Maintenance		
Hosting, Monthly Updating, Security, Programming, Domain Renewal, Maintenance		
Membership		
Annual Renewal Letters, Membership Renewals, Updating Roster, Voting List, Membership List		
Postage		
Newsletters, Constituency Correspondence, Candidate Questionnaires, Renewal Letters, etc.		
Copies and Printing		
Newsletters, Constituency Correspondence, Candidate Questionnaires, Renewal Letters, etc.		
Mailing and Printing Supplies		
Paper, Address Labels, Adhesives, etc.		