

DRAFT Pike Place Market Constituency Minutes

Meeting Type: Executive Committee, Regular Meeting

Date: September 29, 2022

Time: 6pm

Place: Meeting was held virtually via Zoom.

Attendance of Officers: Bruce Rutledge, Jerry Baroh, Bob Braun, Gordie McIntyre, Nick Setten, Russell Monroe, Joan Paulson (joined at 24 minutes into the recording)

Members/Public Present: Bob Messina, Liz Hughes, Colleen Bowman

The meeting was called to order at 6:04 pm by Vice Chair and acting meeting Chair Bob Braun. A quorum was present.

Approval of the Agenda

Bob Braun asked for any objections to the agenda. Hearing none, the agenda approved by acclamation.

Approval of the Minutes

Bob Braun asked for any comments, criticisms, or objections regarding the minutes. Hearing none, the minutes were approved by acclamation.

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Public Comment

Bob Messina offers that the annual PDA Council Retreat is scheduled for November 17th. They have invited, HR&A, the firm hired to help with Master Planning. He refers to Mary Bacarella's PowerPoint presentation months back, and highlights the point, "Is the existing form of governance the best way?" He alerts everyone to look at that question and see who starts talking about it, and in what form.

Bob Braun seconds Bob Messina's comments, supporting checks and balances. We should be diligent to understand what is being proposed. He believes the Constituency is for those who use and are employed in the Market, and seconds Bob's comments.

Nick Setten agrees and adds the context that Mary has always demonstrated curiosity and an interest in questioning things so we "don't sit back on our laurels". He supports the Master Plan and asking questions about how things are working. It's our mandate of the Constituency to provide concurrence to any changes and says that is why the PDA has been very transparent.

Budget Discussion

Bob Braun calls on Bruce Rutledge for an update.

Bruce reports that we have a copy of last year's budget and the proposed budget from Bob. Wednesday, October 5th is the deadline to get something to Mary. He's happy to facilitate. He asks for any comments. He recommends he and Bob Braun get together to finalize.

Bob Braun asks if it is in the proper format and offers a second rough draft with income and expense account numbers.

Bruce says he has line items from the Constituency Budget from last year. He has a list of line items from the PDA from last year and this year through September. The amount spent to date or request in 2022 was, \$4832.00.

Bob Braun asks Bruce about sending an email to all participants to ask about any trouble voting in the election.

Bruce says he can include it in the agenda notice, in the newsletter.

Bob Braun asks Joan if she thinks that will work?

Joan Paulson thinks that will work.

Nick asks Bruce, anecdotally, if he remembers any challenges with people voting.

Bruce mentions that Joan Paulson has notified him that one member, Karen Kane, had trouble voting. He was contacted late on the last day of voting, and there wasn't enough time to work through that issue.

Nick restates, that in two days of online voting and two days of in-person voting, this may not be the fault of the software.

Bob Braun, asks for additional comments about the budget.

Nick adds that in speaking with Mary, she would like to see a plan on expenses. He thinks the budget is ambitious, he'd like a discussion on what our negotiation tactics look like. He loves that there are salaries built in for a staffer and would like to confirm office supplies. Bruce Rutledge confirms the numbers are correct. He would like to see the Library supplies and archival line item explained. Are we archiving our own work? He thinks these are all great ideas, but just wants it to be clear.

Bob Braun responds that the tentative plan is bring an appropriate modern computer, high speed dual-sided scanner. For historical purposes, and in case of another flood, the archival piece is to address us getting our record keeping into an electronic format. He adds we can add budget notes. He thinks we should specify who, whether Gordie or someone else, will be going through this time-consuming process.

Nick Setten mentions the possibility of using PDA resources, like a scanner.

Bob Braun explains his thinking is that try to get enough money in there to do the maximum amount of what we are hoping to do. We can prioritize our projects in a second budget round. He wants to legitimize the organization in a post-COVID environment and into the 21st Century. He is happy to present in a budget meeting.

Nick Setten is excited to see a real plan regarding what the Constituency can do in a year. He mentions providing a compelling case, which will also help galvanize, motivate and activate our membership- if we know what we are doing and what our needs, and it is noted on the record.

Bob Braun says as the Market looks at the next 50 years, that we can be a very valuable tool for the PDA in terms of outreach, and be that constituent voice for the long-term viability of the organization.

Nick Setten commends Bob, Bruce, Gordie and all involved for this work. He encourages us to keep going to make it more transparent and accessible.

Bob Braun says he won't have enough time to send to everyone but will send the draft budget to a smaller set, and then do a budget request letter, outlining what it is we are trying to accomplish in 2023, and tying the importance back to the 50 year planning and Constituency's obligation there.

Colleen Bowman says she hasn't seen and asks about the amount of the budget. She adds that, to her knowledge, an expenditure over \$10,000 becomes a PDA Council decision and not just an Executive Director decision. She asks this because past budgets have been at or near \$10,000. Does anyone know what that looks like?

Bob Braun says the current budget is about \$50,000 which may require Council review. With our four votes on Council, hopefully we'll have a bit of built-in support. His plan is to include the 1997 budget that was \$27,000. Translated into today's dollars, he thinks that's about \$65,000. He adds that we're really not asking for more money than what this organization was awarded back in 1997.

Bob Messina adds to Colleen's point that he remembers a \$12,000 was approved, once or twice, and that came out in the budget. The ultimate vote on the budget is the PDA Council. He welcomes any kind of presentation to the Council and thinks this comes at the upcoming Community Budget meeting, that we make a presentation. If the PDA wants to spend money on a project over \$10,000, that goes to Council, such as a capital project. A request over \$10,000 shouldn't really matter, because the PDA is ultimately going to approve the whole budget. He thanks everyone for the good discussion tonight.

Bob Braun adds his view, "when you're making several million dollars off the parking lot, you can afford \$50,000 for the Constituency. The Constituency is important and should be

important". He will draft a budget request letter, the budget itself, and include the 1997 budget for reference.

Jerry Baroh adds that Bob or some representative will be called in front of the PDA and be questioned about expenses. Someone should be prepared to go into more detail and justify what is being proposed. Bob Braun says he thinks we will be prepared and gives as an example the rationale for the .5 FTE staffer expense, given the City's minimum wage per hour.

Jerry asks if we've gotten any closer to getting a person. Bob Braun says it wouldn't be appropriate to interview yet, and he has questions about whether that person would be an actual employee or a service contract person.

Nick reiterates Bob Messina's point that the October 13th public budget meeting is a good time for us to at least present it publicly, and have this letter sent out in advance, at least to Mary. He thinks we should also highlight that meeting in our monthly newsletter this month. Usually that meeting is sparsely attended.

Bob Braun notifies he will be out of country from the 5th to the 15th and apologizes. He says if someone can get something over there on the 5th, then do we request an audience on the 15th? He thinks there are plenty of articulate people in the group who could follow the script of the budget request letter.

Russell Monroe believes that before this goes through the Council approval process, that this first must go through the Finance and Asset management committee. Going to full Council may be jumping the gun. He states that Full Council usually passes the budget unanimously based on FAM's recommendation. He thinks attending the Community FAM meeting is important, and that we also send our proposal to Gundeep in addition to Mary.

Bob Braun asks Russell, assuming we have this document ready on the 5th, is there a second person it should go to also? Russell says yes, it should go to the Finance and Asset management committee, because they are the ones that approve the budget before it goes to Council.

Nick Setten agrees we should email Mary and cc Gundeep.

Gordie McIntyre adds that Russell is right, to a certain degree. He says the budget meeting on the 13th is for people from the community, like us, to make our case for our budget to be included. On the 18th, the Finance and Asset Committee will present their proposed budget, and it will be discussed then. It won't be until the November Finance Committee meeting that they actually vote the budget out of committee. At the PDA Council meeting, the Thursday before Thanksgiving, is when they will vote at Full Council. He thinks it would behoove us to show our budget at the Community Budget meeting, and then be prepared to defend it at the Finance and Asset Management meeting on the 18th. And then it is finalized at the November meeting.

Bob Braun asks if it would be appropriate if Bruce, as our Treasurer, and one other person, talk to Mary about it and then ask for guidance on how we should present it. He says she is the chief administrator and asks for thoughts.

Nick says he's happy to work with Bruce on this.

Russell adds that any in-person presentation, should be given by a member of the core leadership of Constituency, such as Bruce or Adora. PDA Council reps who sit on the Council wouldn't be appropriate presenters. Doesn't mean we can't work on it, be present, and support it, but ideally, it's given by others.

Bob Braun is happy to go on the 18th and asks for others who would support Bruce. He supports Russell's point that we don't want people who will be voting on it, advocating for it.

Bob Braun asks for further budget conversation.

Gordie adds that when we argue our case on the 18th, the only Constituency member that is on that committee is David Ghouddousi. He thinks either Nick, Russell, or Gordie could present without compromising the vote.

Bob Braun will work on the actual budget and narrative and circulate that. He'll send both to Bruce.

Old Business/New Business

Bob Braun combines the two and calls for any Old or New Business.

Gordie notes that when we were talking about people not being able to vote online that we had two provisional ballots cast by people that voted in person. We were unable to find those registrations. One, he could not get in touch with the person. The other was given a copy of their expired registration. He was also given a new registration card, should he want to become a Constituency member.

Bob Braun says that strengthens the point that our organization shouldn't be operating on volunteerism alone. It's a good point that our voting system needs to be updated and have some ability for failure checking. That should fall in the lap of someone we are paying to help with that.

PDA Committee Reports

Nick reports on Full Council. He asks Gordie and Russell to please help fill in. He mentions an interesting conversation regarding Jonathan Burner, a crafter who sells handmade yarn, appealing a daystall rule decision. He says it something to keep an eye out for.

In the Chair Report, the paperwork for the new PDA appointee, Margaret, was in process, so she was not at the meeting tonight.

Market Programs, we moved quickly because there was no meeting for Programs this month. Next month will be jam packed.

Gundeeep gave us a report on the recent FAM meeting, where there was a review of the financial statements and a quick review of the budget schedule. Regarding resolutions, one regarding the painting of the Triangle building windows and four lease renewals were advanced to the consent agenda. There was an update, conversation and presentation on the elevator and stairs on Alaskan Way. They are replacing the existing hydraulic elevator with a new traction elevator which is bigger and twice as fast. The stairs currently don't meet code and will be reconfigured so the entry will be coming out on Western. There was a conversation about why the elevator won't go to level one and what to label the elevator. The new elevator is expected to move 600 people per hour. It should be done by May 2023.

Bruce will include a Budget Schedule in the newsletter.

Reminder:

- 10/13, from 4-5pm, Community Budget meeting happening on Zoom and in person
- 10/18, a presentation of the final Budget

During the Executive Director report there was an update regarding the recent fire in the Western Avenue Senior Housing building (WASH). It is currently in a restoration phase.

Sewer issues over the summer required SDOT to remove historic bricks. They are taking their time replacing them, navigating around a few big events this fall. It may happen next week or may happen after the holidays.

There was a quick review of the Guest Vendor Program that went really well over the summer. It is booked through the next month. It's a successful new experiment that the Market is doing. At least one of the guest vendors has graduated to a shop owner.

Events:

- October 16th- Refract; a collaboration between the Market and Visit Seattle, a celebration of glass artists.
- October 29th- Harvest Festival; 11am-4pm, activations throughout the Market, as there are will all quarterly festivals. It's also the 40th Anniversary of the Market Foundation, who will be calling home 40 of the original Pigs on Parade in the early 2000's. It will include an online Piggy Beauty Pageant and fundraiser.
- November 26th- Magic in the Market; the big tree lighting and holiday festival.
- December 2nd- Figgy Pudding, the Christmas Caroling competition, is also coming back home to the Market. It is the Pike Place Market Senior Center's major annual

fundraising event. It was moved to Westlake for years, and they are bringing it back home to the Market this year.

Marketing continues unabated, including social, digital, radio, Google, Wayz. They have taken a break from television. The Autumnal campaign begins in the next few weeks.

General Issues, the Executive Director report also addressed how hard it has been on farmers due to the August heat wave. This particularly effected the satellite markets. MarketFront Prepared foods did well, and craft attendance was the highest.

Still some cruise ships and tourism crowds expected until early October.

Grappling with change of business post-pandemic, they've discussed that only 40% of office workers have returned, which is the second lowest in the country behind Washington D.C. The Marketing team is putting a big emphasis to engage 104,000 residents of the downtown core. Happy Hour has suffered.

The Market Foundation report was provided by Clint and with help from Devin. There was a celebration of the 5th Anniversary of the Market Commons, a review of the Community Impact Spotlight on the Food Access programs, one of the main tenants of the Foundation. Regarding renovations on the Childrens' Playground, the plan is to have that open at the end of November. The next phase of the Small Business Impact Program is coming. The program was developed by the Commons to help Market businesses pivot during the pandemic. The plan is to invest \$200,000 amongst 16 Market farmers this fall. The idea will be instead of reacting to a loss, the plan will be to work proactively to help farmers in the year ahead.

Fundraising, Sunset Supper made (inaudible section), to pay ServPro to help with the fire at WASH.

Nick asks Russell and Gordie what he missed.

Russell says, "absolutely nothing" and thanks Nick for a great update and wonderful recap.

Gordie fills in on one more thing, and says Nick does a tremendous job. He says the Senior Building on Western is owned by the PDA but has its own holding company. It's LLC has an insurance policy on the building. When the fire took place, the PDA hired a company to come in and do all the fix up from the fire. The holding company's insurance paid something like \$280,000, but there was a \$50,000 deductible. So, the holding company had to come up with the \$50,000 themselves. The resolution that we had to pass today involved them giving us the check they'd gotten from their insurance and the \$50,000 deductible to the PDA, so the PDA could pay the people for their work. He says it was a rather convoluted discussion, and he thinks people didn't understand what was going on. He adds, "It's a good example of how things work down here in the Market".

Public Comment

Bob Messina asks a light-hearted question to all insiders. He mentions the Corner Market and the Ellenos store, and where they now operate. One of the employees mentioned to him that they are going to be moving into the north end of the Market as a store. Bob assumed it was Bavarian Meats and asked if anyone has heard any Market talk about Ellenos opening in the north end.

Gordie says that he doesn't know exactly where Ellenos is going at the north end, but he doubts it is in the Bavarian Meats spot, because they have their own cooler and refrigerator. He thinks it's probably more space than they need. Right now, the Market is using that space as a satellite office for Security personnel because they neglected to put any electricity into the proposed office under Old Stove. He doubts they will relocate Ellenos there, but doesn't know where they are going.

Bob Braun adds that it strikes him that they would need a fair amount of lineal feet on the street to succeed, which Bavarian Meats doesn't provide. Bob adds soft serve ice cream is an impulse item.

Nick adds that while he agrees with Bob categorically, Ellenos is a special character. He mentions that when he worked at the information booth, many would ask and seek out Ellenos from across the country. He has seen the pop up on the MarketFront pavilion over the summer and mentions the cult following and grocery store presence they've grown.

Bob Braun asks for further public comment. Hearing none, he asks the officers to make a motion to adjourn.

Nick Setten moves to adjourn.

Gordie McIntyre seconds.

Hearing no opposition, Bob Braun adjourns the meeting at 7:18pm.

Bruce Rutledge, Secretary/Treasurer