

12/17/20 ExCom

- Call to Order 6:13pm
- Attendance – Nick Setten, Jerry Baroh, Lisa Connolley, Shari Curiel, Laurie Johnson, Gordon McIntyre, Mark Brady, Joan Paulson, David Ghodoussi, Colleen Bowman, Karl Andersson, Betty
- Approval of Minutes
 - 11/17 minutes – hold to January GA for a quorum.
- Public Comment
- Committee Reports
 - PDA Council-Reps
 - Gordie reports on Programs Committee, explains that the Market has some advertising on 106.9FM, 94.9FM and 88.5FM, and a new trademark attorney due to an infringement on their trademark. Reports on Market to MOHAI trail – if you start from the north end of the Market, you will see banners on the lightposts to guide you along on Western, to Denny Park and terminating at MOHAI, with historical documentation and tiles with poetry. About 2-miles, takes about 30 minutes if you know what you’re doing. Needs to be better publicized to help figure out where to go.
 - Mark reports on FAM. Explains the biggest discussion was about commercial tenants being able to pay rent until Dec 6, at which time they would get 20% off on CAM, utilities, rent. 95% of businesses have put money in to pay that, totaling over \$2mil. The next challenge is January, since the mayor extended another 3-month moratorium on evictions. 5% of market businesses didn’t pay anything. There will be a \$1.8mil deficit projected for 2021.
 - PDA retreat – Mark says that 55% of EMTs are refusing to take the vaccine. Thinks the situation will get worse before it gets better. David adds that he has mixed feelings about the PDA retreat, doesn’t like the thought of a ‘master plan’ – doesn’t like that there is a discussion about hiring a business consultant to help coach businesses and PDA on how to best bounce back, given the uniqueness of the Covid situation. He says that the new norm is phone-in and online orders, with everyone pivoting to reach the customer in the best way. Says that the #1 thing is authenticity – the reason people come to the Market is to meet the people here. They need to feel safe, appreciate the authenticity of the neighborhood, etc. While it is tough times, he says that many businesses have been successful in incorporating online business. Joan echoes David’s concerns but from a “process planning process” perspective. She explains that the PDA has been operating from a long term plan since Mary came on, Joan states that there was pronounced emphasis on change and moving towards online things. She says that the emphasis on “meeting the producer” will emphasize individual interactions. With downtown in dire straits, the Market needs to be part of its regrowth. She says that the DSA & Chamber of Commerce’s globalization plans have created the conditions in downtown today, in contrast to the more local-centric neighborhoods. She points out that the Market is the only vital part of downtown specifically because it is a community/neighborhood. Feels that the retreat process is flawed and

manipulative. Joan & Lisa comment that many of the folks on the PDA doesn't appreciate the historical aspect of the Market. Lisa points to the Hahn Building and Waterfront Project as evidence that overarchingly there is no real respect being paid to the historic character of the Market. Gordie echoes and seconds Lisa's sentiment. There is a sense of alarm that certain PDA councilors do not appreciate the importance of historical Market purposes, in particular marginal businesses. David also echoes Lisa's concern regarding this painful lack of care about the historical purposes of the Market. He points out that two of the greatest threats the Market has seen over the last 30 years have been directly caused by Market leadership.

- Jerry congratulates David on an article that was recently written about him in the Sunday paper. He says that nobody on the PDA marketing team have commented about it to him. David explains that it was a customer that helped connect him.
 - Jerry asks how long it will be until the new PDA councilor will be on board. Gordie explains that the vote happened today. David identifies him as Mr. Gundeep Singh. David recognizes the hard work done by Colleen Bowman.
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 - Waterfront Project – Jerry explains he has had no luck connecting with them yet, but requests questions presented in a written format for him to send to the contact. Laurie clarifies that once he gets the questions out, they will respond to that.
 - Bylaws – need to have the two lists compiled and sent out. Gordie thinks we should have something come out of the committee that we ought to vet through the board before sending along to the broader membership. David suggests that once all data is in, we should also ask the community for any suggestions or input. Gordie thinks there may be a 1% response rate to a question like that. David acknowledges that he has not yet contributed to the committee. David suggests scheduling a Zoom meeting to discuss this further. Gordie points out that any suggestions we make have to pass muster of the PDA Rules and Regs before they can be adopted. This committee will reconvene via Zoom on January 6 (Wednesday) at 6pm. Nick will send meeting credentials to all members of the committee & Laurie. Gordie provides historical perspective that when PDA charter was coming up for renewal in 1992, Constituency and its pro-bono attorney offered to change the PDA charter to make it so 6 PDA councillors would be from Constituency, and 6 from the mayor. This motion failed.
 - Elections Committee – Joan reports that on Dec 5 she was in an automobile accident (not her fault), and she has been recovering but her abilities have been reduced. She is optimistic that she will be able to get this report written up by January.
- Old Business
 - New Business
 - Hahn Building – the next LPB meeting is January 20th, written comments need to be submitted by Jan 15. This is the meeting where the designation will be determined. Laurie explains that in the last newsletter she included a list of requirements that would be reviewed. Nick asks for another volunteer to speak on behalf of the Constituency, Laurie nominates Lisa. Lisa says she is available. Nick will send an email to reconnect Lisa

with Naomi West at Historic Seattle. David explains the difficulty he had in trying to access the recent LPB meeting. Gordie comments that since our January GA is the day before this upcoming LPB, it could be helpful to have the group review whatever comment is submitted. Nick suggests that Lisa have something prepared and sent in by 1/15, and on 1/19 as a board we will review the comment and offer any suggestions to be made verbally at the 1/20 LPB meeting. Joan comments that in 2019 there were 1.2 mil visitors who came via cruise ships.

- Discussion
 - Laurie asks when we plan to try to get in touch with CM Lewis again, Jerry says after January.
 - David reiterates that questions regarding the Waterfront should be submitted by Jan GA.
 - Waterfront questions – question of who to pose questions to, answered as the Office of the Waterfront.
 - Joan offers to send bio of the new PDA councillor to Laurie, who suggests inviting him to a Constituency Meeting. Joan explains that the mayor takes their sweet time in bringing the candidate to city council for approval. Colleen confirms that he can sit at the table but will not be able to vote until mayoral approval. Colleen says there is no rush to bring him to our meeting, potentially bring him along in a month or so. David echoes that we should wait a month or two. Jerry clarifies that this means March.
 - Colleen asks if there is a plan regarding Ali's seat. There has been no motion on the PDA side of things, but she wants to check in. Mark says that we need to write her a formal letter saying that if she does not start showing up to meetings or clarify when she can start doing so, she needs to resign. He expresses that he is fed up with her absences. David says that we must be objective and fair. He thinks that at the end of January a polite letter should be sent out asking that if they are no longer interested in participating in the committees, to drop out formally. He explains some of the process of resignation – if the person agrees to shorten their term (Ali has one more year) and resign, that seat will be up for election, but it will be a truncated term. He explains there is precedent. He says that the first thing to do is send a letter, and give an opportunity for response. Jerry says that as of 3 months ago, she did not want to resign. We will follow up with this in the January ExCom. David says the best course is to send a letter saying that if she does not start attending these meetings, she will be removed from her committee responsibilities.
 - Gordie asks if all of the invoices from this year have been processed. Jerry explains that Laurie's invoices have been processed and will check with Jay promptly. David thanks Gordie for bringing this up.
 - **Gordie moves to approve minutes for 9/24, 10/20, 11/17, 11/19. David seconds. Approved by acclamation.**
- Agenda for January GA
 - Board review of bylaws.
 - Report on elections process
 - Review of Public Comment to the LPB on 1/20.
 - Review of questions regarding the Waterfront.

- Public Comment
- [Adjourn 7:40pm](#)