



**Board of Directors Meeting
Tuesday, May 16, 2017, 5:30 – 6:30 PM
Elliott Bay Room**

Minutes

Board members present: Anderson, Bahr, Berger, Bleier, Burkey, Caraco, Cline, Coppinger, Craig, Dienst, Dairi, Gill, Finneran, Fuller, Hawley, I. Johnson, J. Johnson, Kirschenbaum, Mackin, Moore, Morgan, Pierce, Sahlstrom, Samson, Stickney, Stirgus, Tomick, True, Volk

Board members absent: Brotman, Bryant, Delaney, Franz-Knight, Gaylord, Gordon, Jackson, Newell, Santwire, Shaw, Tall, Youngs

Staff present: Beckley, Dixon, Cilley, Falkenburg, Gray, Sherman, Thurk

5:30 Welcome

Elizabeth

- Elizabeth called the meeting to order by welcoming everyone to “the most fun meeting of the year”!
- Planning over the summer – starting next month we will be working on our strategic plan. Let Lillian, Elizabeth or Denna know if you are interested in helping with that process.

Board Development

At this point I would like to present the slate of officers for the next board year. Thank you to all of you for your willingness to serve this community as we move into another amazing year.

Proposed Executive Committee, effective June 2017

Abraham Dairi, President

Lindy Gaylord, VP

Natasha Bleier, Secretary (Board Development Chair)

Nicole Bahr, Treasurer (Finance Committee Chair)

Marie Gill, Member At-Large (Communications & Marketing Chair)

John Pierce, Member At-Large (Community Services Co-Chair)

Peter True, Member At-Large (Revenue Chair)

Denna Cline, Member At-Large (co-chair strategy committee)

Elizabeth Coppinger, Past President (co-chair strategy committee)

Proposed new members

Eddie

- The board Development committee has revised the process this year on how we recruit and present a slate of new members.
 - This year, new members spent time in a committee or working with the board so that they could be proposed by at least one current member.
 - We also ask the committees what skill sets they needed to round out their teams.
 - These new criteria have allowed us to create a very well vetted slate for you. In front of you is an information sheet that gives you some background on each of these candidates
 - If you have questions or comments re: these candidates please let Lillian or anyone from the Board Development committee as we will formally vote on the entire slate in June.

- Now, it is my pleasure to introduce to you 6 potential new members to the board starting officially in Sept.
 1. Clint Bennett; proposed by Marie Gill – would be a good fit for revenue – strong history of volunteering – active on Pike UP! campaign and at the aquarium
 2. Joel Carsley; Proposed by Nicole Bahr. – finance – thinks local – market is his neighborhood – strong advocate, event attendee and committee member
 3. Carol Garza; Proposed by Inger & Jane Johnson – Marketing or Revenue – downtown resident – at 206 – has brought many sponsors too us and has participated in meetings
 4. Reid Martin; Proposed by Eddie Kirschenbaum – former staff member – started as a volunteer – community of people – great sales and passionate about the Market – revenue committee
 5. Adam Stalker; Proposed by Nick Hawley & Chris Volk – Marketing committee – served on the committee -

- The 6th Candidate is proposed directly from the United Way’s Project Lead Program. Lillian and Natasha attended their graduation at met Jasmine Goodwin. Since this program focused on training board members, we decided that forgoing the requirement to serve on a committee would be ok. **With that, Jasmine Goodwin is proposed by Natasha Bleier – Marketing or Revenue – excited to contribute to services and low income community – 206 Inc.**
 1. Partnership with the University of Washington Foster School of Business Board fellows program; we will learn which 2 candidates will be joining us in September on June 1.
 2. Thanked our 2 graduating board fellows, Kaitlyn and Stephen as they will both graduate before we see them in June!

ED Report

Lillian

- Tickets went on sale early and a blast will start soon. Eliminated early bird pricing. 9 tables sold and 51 GA. Still looking for \$20K in sponsorship. Board Action: Please make your plans soon and purchase your tickets online. Share sponsorship ideas with staff.
- GiveBIG raised \$20K

5:45 Finance report & meeting minutes

Nicole

- Presented the meeting minutes for April. M/S Eddie / Susan. Approved
- Review of April operating results – 1st month in the new Fiscal Year there isn’t a lot to report. Rev & Expense report starting with the May report next month, you will be seeing the Market Commons Operating, the Community Impact Fund and the Safety Net along the bottom.
 - The Market Commons budget is still in development and will be presented to the finance committee in June. This is also where you will able to keep track of the construction transactions.
- Review of April Capital
 - The largest adjustment to this capital is that the Market Commons expenses that had previously been in the capital budget have been move to the Market Commons own budget.

Chief Seattle proposal

Elizabeth

- Cut the Pie – Elizabeth thanked comm. services committee for going through the process of changing our CTP process and opening of The Market Commons.

- When we voted last month on the grants, we voted on \$20k which was not reflective of the way that the finance committee left the meeting on 4/13. The committee asked a lot of questions of the Chief Seattle club that were answered after the vote. Now that the questions have been answered from the CSC about their project and the concerns of the board have been voiced, the executive committee is recommending that **a one-time gift of \$25k for the start up for this project be granted.**

The Rationale: we support the innovative workforce development project Chief Seattle is developing in the market and understand how difficult it is to start a program like this, but our granting system was challenged to accommodate a brand new request and the #1 concern of the board was that we would be on the hook for this amount and more forever.

Discussion:

Will we accept a grant proposal next year? Yes, but we will have a clearer process for asking and evaluating grants.

How does this differ from any other agency?

- We are committed to the four agencies and not automatically funding others from year over year.
- Having clear controls allows us to open up with to others and gives us more flexibility.

M/S Amy / Abraham. Approved

Pike Up! Campaign Update

Patricia

- Reviewed second page of ED report – very close to \$8M (see attached)
- Where are we to hitting our \$9M goal to write check to PDA and pay for art? We started reporting on this in April in preparation to our July 1 deadline – we are \$100,000 away.
- Revenue – don't forget about the work that you did last month Peter
- We have just over **100 hoofprint spots left** on the plaza; only need 20 hoofprints to get to the July 1 goal.
- At our last board meeting we had a great brainstorming session about how to fill those spots and reach out goal.
- Kudos to Amy Morgan and Lisa Stirgus as their follow-up resulted in new gifts since the last meeting.
- Now our job is to find those remaining hoofprints out there. **Raise your hand if you know someone on this list who haven't given yet (hoofprint or otherwise) that you can follow-up with.**
- Hoofprint donations that come in between now and the end of the summer will be installed in the fall and we will hold a smaller party for them to celebrate.

Grand opening event – May 18

Clover

- Each board member will be given a bronze bag of Billie Pins to pass out to guests. Your job is to connect with guests. Your goal is to make sure that each guest at the event has a pin.
 - Thank for donation; Offer Billie Pin; Ask what inspired them to make their Pike Up! gift; What's their story? How can we engage them more? Collect these stories
 - Thank them again and share the impact of the gift – build building and support community through The Market Commons.
 - Later – share what you learned with Christi and Lillian

6:00 Community Service Committee

Christine

- John announced that we have a signed lease for The Market Commons!

- Grant process in the future
 - Legacy grants
 - Project grants
 - Community Impact Fund
 - Commons
 - Safety net
 - FAP
 - Impact Fund - content

- Kaitlyn's work has been to change how we give out money and evaluate our process and the impact that our grants have made. Be more reactive and proactive.

- We are not talking about replacing CTP but rather adding to it. This small and simple frame will help build the programming of The Market Commons. We will also need to build the "Middle" of this pool.

- Community Impact Fund presentation Kaitlyn Berger
 - Started by looking at best practices of other organizations, foundation and grant managers. Learned that Pike Place Market Foundation is different than anyone and hard to fit into general best practices = there is no one size model for grant making.
 - Also learned that evaluating processes is important so we are right on track with doing that at this time.
 - Guide was the mission and goals of the funding:
 - Five goals....
 - What do we fund:
 - Must be new or show meaningful expansion or meet one of the following:
 - Improve the health and wellbeing of community
 - Engage the community in building relationships and a stronger neighborhood identity.
 - Funding Levels: funding will be given in one of three tiers
 - Tier 1 – year round on rolling basis - \$500
 - Tier 2 – Quarterly- \$500 - 1000
 - Tier 3 – Quarterly – up to \$1500
 - Funding allocations will be Decided at the end of the fiscal year and CTP
 - First deadline will be in October based on funding allocation

Christine

Dan: Do we have a pool to grant fund exist now?

- Schultz Foundation has seeded this fund with \$100K – the board can decide how we fund this moving forward based on end of Pike Up! Campaign. The remaining of the Pike UP! Campaign will go towards The Market Commons and can fund this new grant program. Other new grants are being applied for from our end as well.

Susan: can an existing agency apply for this?

- Yes and it won't impact their CTP funding but will be great to try new programs and

Jane: Will future funding come from a reduction of CPT or separately allocated?

- Lillian sees it separating and in addition to however it depends on what the board decides.

Elizabeth: Sees this as the next step to our “grant \$1M goal”.

How will people become aware of this?

- Starting with the agencies and then through The Market Commons

Dan: mythology sounds great but Dan is stuck on the “who” will apply – individuals vs. agencies.

- Still some work to be done on that. There is a draft charter from the CSC committee that outlines that.
- Criteria is being set based on issues that we need to move the needle on that will be determined during the Strategic Planning Process. There will be a very clear statement of our goals and impact statements on each application so that is clear and we can track our progress and decide where our best investments will be in the future.
- Policy and Procedure docs will be sent with the minutes.

Eddie: The board will approve at a later date what the final criteria will be? Is our model close to any other model?

- Yes.
- Similar to The City of Seattle “Small and Simple” grant.

Marie: Give ourselves a pat on the back! We have evolved quite a bit as a board and doing some amazing work – proud of this work.

ELIZABETH: Before we adjourn to the fun part, I want to remind you that our June meeting will be in the new Market Commons on Western Ave. It will still be under construction so we will only stay for a short time and then we will be moving up to Pike Brewing for the remaining part of our meeting at to toast a success end of our board year.

Adjourned at 6:28