



City of Seattle Boards & Commissions Notice of Appointment

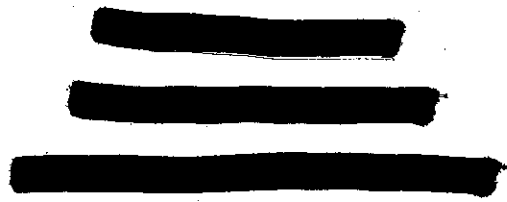
FILED
CITY OF SEATTLE
2016 NOV 30 AM 10:20
CITY CLERK

Appointee Name: Betty Halfon		
Board/Commission Name: Pike Place Market Preservation & Development Authority		Position Title: Member
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> Council <input type="checkbox"/> Mayor <input checked="" type="checkbox"/> Other: PDA Governing or Constituency		Term of Office: 07/01/2016 through 06/30/2016 6/30/2020 <i>ep</i>
Residential Neighborhood: Northgate	Zip Code: 98125	Contact Phone No.: [REDACTED]
Legislated Authority: SMC 3.110		
Background: <p>Ms. Halfon is the working owner of Sweetie's Candy at the Pike Place Market since 1996. She has previously served as the Executive Director of Pike Place Market Merchant's Association that represented over 150 businesses and helped merchants negotiate conflict resolution with fellow tenants and organizations, planned and oversaw all events and public relations, represented merchants concerning commerce in downtown Seattle. Ms. Halfon has served as PDA Committee Chair of Market Programs since 2014.</p> <p>This will be Ms. Halfon's second term.</p>		
Date of Appointment: 7/29/2016	Authorizing Signature (original signature): <i>Christopher Scott</i>	Appointing Signatory: Chris Scott Chair, Pike Place Market Constituency

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CITY CLERK

Betty Halfon



OVERVIEW & PROFESSIONAL EXPERIENCE

Working owner of Sweetie's Candy located in the Pike Place Market, the heart & soul of Seattle.

- Management of all employees.
- All aspects of operations of a small business: bookkeeping, buying, sales, advertising, organization, motivation, display, marketing, coordinating, and effective communication.

Executive Director of Pike Place Market Merchant's Association

- Planned and oversaw all events and public relations, i.e. Christmas tree lighting and Easter egg hunts.
- Represented over 150 businesses and helped merchants negotiate conflict resolution with fellow tenants and management.
- Organized the two-day street festival and music fair, including publicity, street closures, security, booth placement, and maintenance.
- Represented merchants concerning commerce in downtown Seattle. (appx. 40 hours a month)

Working owner and partner in one of the largest wholesale candy distributors in the Pacific Northwest.

- Oversaw all aspects of total operation, i.e. business office, warehouse, sales operations, and customer relations.
- Recruited and hired all employees and conducted employee evaluations.
- In charge of accounts receivable/payable and all administration procedures.
- In charge of bidding procedures to attract new business.

Working owner and partner in a Seattle-based clothing design and manufacturing firm.

- Responsible for public relations program, and the launching of Parsinen Design Clothing into the plus size clothing market.
- Organized and worked both trade shows and trunk shows throughout the United States.
- Created company policies and implemented shipping and receiving procedures.
- Sold and represented Parsinen Design Clothing throughout the United States.

SEPTEMBER 19, 2016 Pike Place Market Constituency General Assembly Meeting REVISED

Board Members Present: Chris Scott, David Ghoddousi, Joe Read, Sharon Mukai, Joan Paulson, Gloria Skouge, and Betty Halfon.

Others: Howard Aller, Mike Smith, Ben Kirchner, and Sue Givins.

The meeting was called to order at 6:05 by Chris.

Minutes passed out for approval: July 19th, 2016 Constituency General Assembly minutes, and July 28th, 2016 Constituency Executive Committee minutes. They were approved by acclamation.

David G. began with a concern he had about paying someone to vote for you. His concern was someone stacking the vote roster. Howard felt this was creating an issue that does not exist. Sharon felt this was a Red Herring issue that does not exist.

The next item was the ratification of the July 2016 Constituency Election. Chris Scott moved to ratify it, with a second by Gloria Skouge. The motion passes with 10 "yes" votes and zero "no" votes. The 2016 Constituency July election was made official.

ELECTION RESULT VOTE TOTALS

CHAIR, Chris Scott 21 votes, VICE CHAIR, Jerry Baroh, 20 vote, MEMBERS-AT-LARGE, Vote for two, David Ott, 19 votes, Joe Read, 18 votes, PDA COUNCIL REP, Betty Halfon, 20 votes,

The next item was discussion about changes to the Constituency by-laws. The first item discussed was the designation of Secretary/Treasurer now in the by-laws. Who handles our funds? The PDA financial Department does. Howard said the treasurer title is meaningless. Betty asked for this section of the by-laws to be read aloud.

Howard felt that the Board members should discuss this issue. Maybe have quarterly reports of spending in the minutes as well as quarterly reports on Membership totals. Chris wanted to table this discussion until Nancy was present.

Another by-law discussion Howard suggested was the non-feasion of officers, as exhibited by Patrick Kerr. He suggested looking at Section 7 in the by-laws of the Constituency. Chris said that signup sheets from Tom are currently missing, so hard to verify. He said records will be found by Christine, Tom's mother.

The last business today is considering the Initiatives to rejuvenate the Constituency, 23 of them, presented by Chris. One of the main concerns expressed by Chris is getting a functional office.

David G. mentioned that the current office is historical. David G. also said he was not in favor of requesting 10,000 dollar budget for the Constituency. Chris said we can table it for now.

Mike Smith said the office is not accessible, even if it is Historical. He also mentioned that if you ask for more money you have to first expand and be more functional and able to do more.

Howard said we don't spend what we have, so let's spend what we have and then ask for more. Chris said that this is the time when the PDA does their budget, so we should do ours now. Betty suggested doing an example of our budget and giving it to the PDA.

Next the discussion moved to promoting the Constituency. Chris said the current lease form from the PDA packet that is given out has a very short description of the Constituency. Howard suggested that the Executive Board should put something together to bring to the Membership. Chris suggested something we can pass out, a handout called the Pike Place Market Constituency. Joan suggested we list ourselves on the website-PDA and the Constituency.

We discussed item #6, create large visual aids, such as a large banner to have at a table or booth to promote Constituency. Item #7, create a slogan generated discussion. Betty mentioned that slogans can be dangerous as people identify only with that. Joan referred us to our stated purpose (sec.2) that the Constituency is a forum. Howard felt that this discussion should have gone through the Executive Committee. (David G. leaves at 7:15 p.m.) Howard says that the Executive Committee needs to narrow this down for the General Meeting.

Ben Kirshner asked why we are having this push to promote the Constituency. Chris replied that it is because the membership is very low. Sue Givins said that this is too much to do all at once, but it does need to get done. Mike Smith suggested that we prioritize the list.

We adjourned at 7:25 p.m.

Respectfully submitted by,

Sharon Mukai, Secretary

PIKE PLACE MARKET PRESERVATION & DEVELOPMENT AUTHORITY

NOVEMBER 2016

12 members: Per RCW 35.21.730 and Seattle Municipal Code 3.110; all subject to City Council confirmation, 4-year terms:

- 4 Mayor-appointed
- 8 Other Appointing Authority-appointed (specify): (4) Constituency and (4) PDA Governing Council

Roster:

*D	**G	Position No.	Position Title	Name	Term Start Date	Term End Date	Term #	Appointed By
6	M	1.	Chair	James Savitt	6/30/14	6/30/18	3	Mayor
6	M	2.	1 st Vice Chair	John Finke	6/30/13	6/30/17	6	Governing Council
6	F	3.	2 nd Vice Chair	Ann Magnano	6/30/13	6/30/17	4	Mayor
6	F	4.	Secretary / Treasurer	Gloria Skouge	6/30/14	6/30/18	4	Constituency
6	M	5.	Officer-at-Large	Patrick Kerr	6/30/13	6/30/17	3	Constituency
1	M	6.	Member	Ray Ishii	7/1/15	6/30/19	1	Governing Council
6	M	7.	Member	Matt Hanna	10/30/12	10/30/16	2	Mayor
6	M	8.	Member	Rico Quirindongo	6/30/14	6/30/18	2	Governing Council
2	M	9.	Officer-at-Large	Betty Halfon	7/01/16	6/30/20	2	Constituency
5	M	10.	Member	David Ghoddousi	6/30/15	6/30/19	4	Constituency
6	F	11.	Member	Patrice Barrentine	7/01/16	6/30/20	2	Governing Council
6	F	12.	Member	Colleen Bowman	6/30/15	6/30/19	1	Mayor

Diversity Chart:

			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)		
	Men	Women	Vacant	Minority	Asian-American	Black/African American	Hispanic/Latino	American Indian/Alaska Native	***Other	Caucasian/Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	3	1								4			
Gov. Council	3	1		1	1	1				1			
Other	2	2				1			1	2			
Total	8	4		1	1	2			1	7			

Key:

*D List the corresponding *Diversity Chart* number (1 through 9)

**G List *gender*, M or F

***Other Includes diversity in any of the following: *race, gender and/or ability*