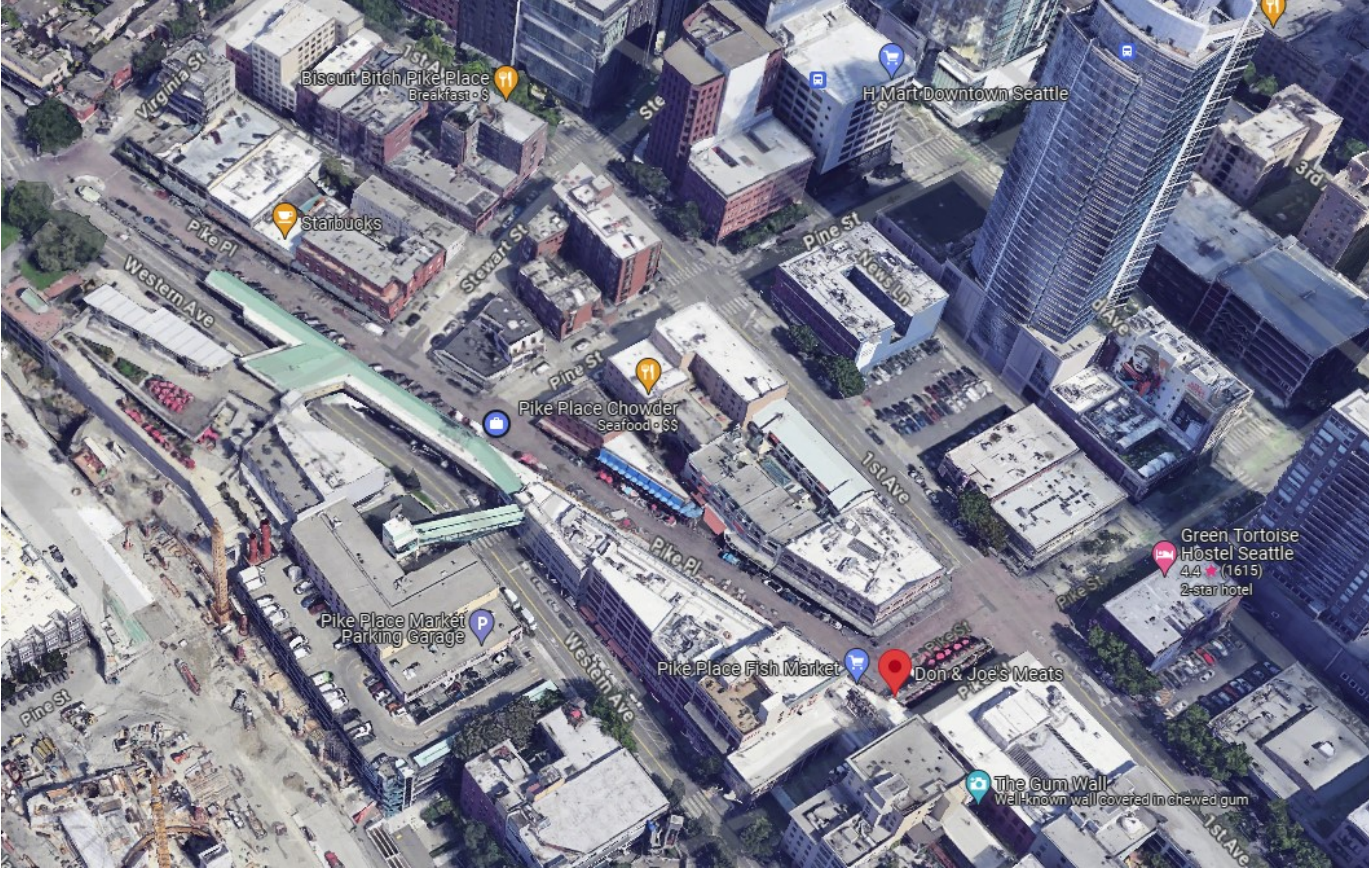
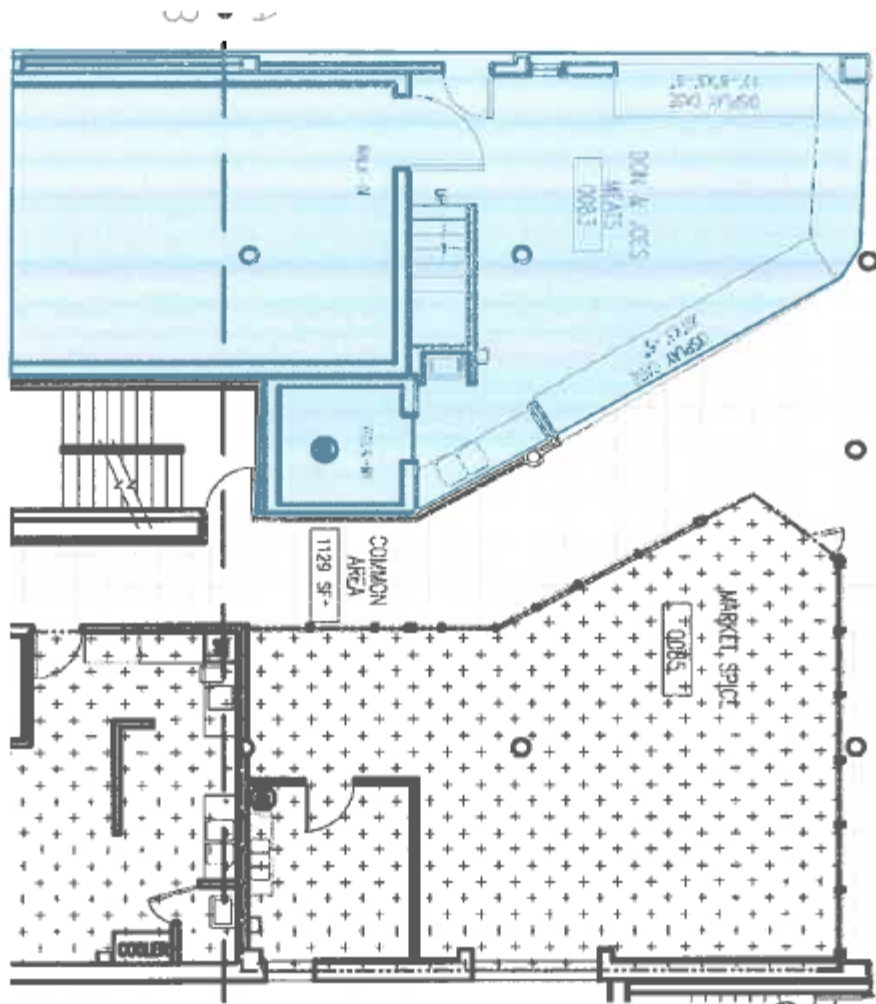


# Don and Joe's Site Plan



SPACE PLAN AND LOCATION



*Received via e-mail April 3, 2024*

Hello Ms. Le:

Thank you for considering our application to own and operate Don & Joe's Meats located in the LaSalle Building in beautiful Pike Place Market. If the MHC approves our application, three of us will become the owners of Don & Joe's.

You'll find detailed biographies for the three co-owners are attached. Ben Frey will be our operating partner working full-time onsite as the shop manager and butcher. Jon and Barnaby hold the remaining equity and intend to work onsite in the shop part-time to know more about the customers and the Market community, but will have broad responsibility for sales, marketing, supply chain management, financial administration, compliance and overall grocery expertise.

A few important points we'd like to be sure you and the MHC consider as you review our application:

A) We're committed to honoring the 100 year legacy of Don & Joe's Meats, so over time will re-introduce traditional products and services that reflect not only on the heritage of Pike Place Market but that of a classic neighborhood "meat market," but expands to today's discerning visitors to Pike Place Market with products that reflect their values and needs.

B) We are committed to bring the phrase "meet the producers" to life by offering authentic experiences for customers to be exposed to Pacific Northwest farmers who raise the healthy, wholesome, nutritious, sustainable products we sell.

C) We are aware of the need to provide products at price-points that serve Pike Place Market "family" including folks who work in the Market, live in senior and other PPM supportive residences, plus neighbors who live downtown, myself included.

With respect,

Jon Kiehnau, Barnaby Dorfman, Ben Frey

85 Pike LLC



Barnaby Dorfman is a veteran executive of the Seattle technology sector, with more than 35 years of business leadership experience.

An MBA from the Tuck School of Business at Dartmouth, Barnaby also graduated Magna Cum Laude with a Bachelor of Science in International Business from San Francisco State University and has a degree in Hispanic Studies from the Universidad Complutense de Madrid, Spain.

Originally from New York City, Barnaby spent his high school and college years working in commercial kitchens, where he learned a love of cooking and feeding people. He attended the Putney School in Vermont, a progressive college preparatory school, situated on a 500 acre working farm. There he used humane practices to raise, slaughter and butcher a veal calf, sharing the meat locally.

Early in his career, Barnaby joined Marsee Baking, in Portland, OR, as a part-owner and General Manager. The city's first all-scratch European-style bakery cafe was a huge success, growing from one location to over 20. Ultimately it was acquired by Tully's Coffee. There, in his early 20s, Barnaby learned to lead a staff of 100+, profitably producing ultra-high quality products sold via retail and wholesale channels. One of his favorite parts of that job was the wonderful connection to the city's population gained through baked goods.

Barnaby first came to the Seattle area in 1996 to intern at Microsoft and then returned in 1999, when Amazon.com acquired his startup, Bibliofind, the early online used book marketplace. From his office on 2nd Ave, Barnaby fell in love with Pike Place Market, exploring and eating lunch there daily. It served as inspiration for his role as Head of Product for the first Amazon Marketplace, where he expanded the company's selection of offerings to include thousands of categories, including food. Barnaby spent seven years at Amazon and left as a Vice President, having invented geospatial search technologies used by billions of people today.

In 2008, with his wife, noted food writer/blogger, Sheri Wetherell, Barnaby launched and led [Fodista.com](http://Fodista.com), a user-driven food news and recipe website. An early leader in the cooking social media, they created the world's first conference series for food bloggers. Scores of luminaries in the world of food came to Seattle to speak, including documentarian Morgan Spurlock of *Super Size Me*, and Ruth Reichl, bestselling author and former *New York Times* food critic.

Barnaby's life and career have combined passions for food, technology and business leadership. As part of the new ownership, he is excited to maintain the historic foundations of Don & Joe's Meats, while expanding its positive impact on the customer communities served.

Barnaby resides on Bainbridge Island with his wife and daughter, you can find him on <https://www.linkedin.com/in/barnaby/> and at [bdorfman@gmail.com](mailto:bdorfman@gmail.com).



Ben grew up on the eastside of lake Sammamish and has vivid memories of visiting Pike Place market for several annual family pilgrimages. As a young adult he moved to Seattle where he began his culinary career in Pike Place market. Ben would make it a part of his daily commute to wonder around the market on his way to his shifts at the Pink Door. These daily meanderings led to many wonderful discoveries but sometimes brought about more questions. A deeper understanding of how the meat and produce he prepped and cooked got from being seedlings in a field or animals in a pasture to his cutting board at work became his driving force. The path of proteins from field to plate seemed less straight forward so naturally his curiosity pushed him in that direction.

In 2007 Ben was hired as a part time "clean up kid" at Don & Joe's Meats. A few days a week he would start his day at the butcher shop mostly cleaning and helping a few customers when he was able. He was not quiet about his curiosity and gained a reputation with the cutters for asking tons of questions. Eventually Don and the other cutters decided Ben was somebody worth teaching, he was given a set of knives by one of the old-time meat cutters and spot on the table. He continued his culinary career working in many Seattle restaurants in and out of the market on his days off from Don & Joes. After a few years it was time for Ben to take his next step.

In 2011 Ben moved to Brooklyn, NY with is now wife Miriam. His goal was to work at one of Brooklyn's whole animal butcher shops. In 2012 He was hired at Marlow & Daughters and after a couple years worked his way up to head butcher. This position led Ben to spending many days in upstate New York on the farms the animals he brought into the shop were raised. There were also trips to slaughter houses and salami makers. One of his duties at Marlow & Daughters was to coordinate meat orders with the other establishments owned by its parent company. One of these restaurants was helmed by a Baltimore native who was interested in bringing a whole animal butcher shop to his community.

Ben and his wife were invited to move to rural Maryland to build a butcher shop from the ground up. He spent over a year scouring Maryland and Pennsylvania for the right farmers to partner with and in 2015 John Brown General & Butchery opened its doors. Ben developed an entire meat, charcuterie, and prepared foods program from scratch and trained several new meat cutters on the craft of whole animal butchery as well as how to utilize all the parts of the animals. John Brown General & Butchery started its own herd of beef. They used selective breeding practices to produced their ideal cattle. Once Ben knew he had built a solid foundation for JBGB he and his wife were ready to return to the pacific northwest and the comfort of our communities and families.

Upon returning to Washington Ben worked at Whole Foods market as a meat and seafood department manager. It became obvious that years of working in small family-owned operations had spoiled him. He missed the personal touch and sense of community that thrives in a place like Pike Place. Ben spent some time at a local family-owned meat market outside of Pike Place before returning to Don & Joes. He was brought back as the manager of Don and Joes in 2022. Ben lives in Covington with his wife and 3-year-old twin boys.

# # #



**Jonathan Kiehnau** is the executive director of the South Lake Union Chamber of Commerce, leading one of the region's most influential alliances of small, medium, and large business.

Jon is a graduate of the University of Wisconsin-Madison, where he distinguished himself as an International Rotary Scholar, Big Ten mascot "Bucky Badger," treasurer of Phi Gamma Delta fraternity, and a two-term legislative assistant to the governor.

Jon became involved in historic preservation as a college student, founding the 501(c)(3) Landmark Preservation Association which has raised over \$3 million to continue to do the vital work supporting student housing within one of renowned architect Frank Lloyd Wright's most iconic buildings, which (like Pike Place Market), has continually operated for 100 years serving the essential purpose for which it was originally built.

For decades, Jon has been a volunteer leader in community service organizations working to improve diversity, equity, and inclusion. He served as a mentor in the Student Sponsor Partnership, a trustee at Uplift Northwest (formerly the Millionair Club Charity), a trustee of the Belltown P-Patch, the vice president of Growing Vine Street, founding director of Belltown United, vice-president of Market to MOHAI, and an active member of the Seattle Athletic Club.

Jon helped build and launch Houseparty.com the world's first "people-powered" brand-activation platform and later served as SVP Digital Innovation and EIR (Entrepreneur-in-Residence) at American Express, part of an elite team responsible for enterprise growth where he developed expertise in loyalty programs, behavioral economics and the principles which drive reciprocal value creation for both customers and merchants.

Jon's proud that his grandfather owned and operated a butcher shop in Milwaukee, Wisconsin and intends to bring his family's legacy to Pike Place Market as one of the three owner-operators of Don & Joe's Meats.

You can find Jon on social media @explore360 or jon@sluchamber.org.

# # #

## BUSINESS INFORMATION

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Business Name:

**85 PIKE, LLC**

UBI Number:

**605 454 384**

Business Type:

**WA LIMITED LIABILITY COMPANY**

Business Status:

**ACTIVE**

Principal Office Street Address:

**85 PIKE ST, SEATTLE, WA, 98101-2085, UNITED STATES**

Principal Office Mailing Address:

Expiration Date:

**03/31/2025**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/ Registration Date:

**03/05/2024**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

## REGISTERED AGENT INFORMATION

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Registered Agent Name:

**BARNABY DORFMAN**

Street Address:

**85 PIKE ST, SEATTLE, WA, 98101-2085, UNITED STATES**

Mailing Address:

## GOVERNORS

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Title	Governors Type	Entity Name	First Name	Last Name
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The City of Seattle

## Pike Place Market Historical Commission

400 Yesler Building, 2nd floor, Seattle, WA 98104 · (206) 625-4501

### CERTIFICATE OF APPROVAL

MHC 19/86

Date: February 5, 1986

Applicant: Don Kuzaro, Jr.

Business: Don and Joe's Meats

Business Address: 85 Pike Street

USE  [X]

DESIGN  [ ]

At its meeting of January 22, 1986 the Pike Place Market Historical Commission approved the following:

Change of ownership and the approval of a retail business specializing in the operation of a meat market.

(This action is categorically exempt from SEPA by the provisions of WAC 197-11-800.)

This Certificate authorizes the application for a building permit. Work must occur exactly according to approved plans and specifications. Any changes other than those specified above will require the review and approval of the Commission prior to implementation. The Certificate is issued with the understanding that the applicant will obtain all other permits and approvals that may be required.

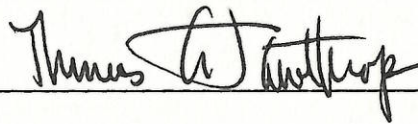


Expiration of the Certificate shall expire one year from the date of issuance unless the Pike Place Market Historical Commission determines that extenuating circumstances justify extension of the expiration date.

cc: Case file  
Log  
Applicant  
Landlord P.D.A.  
D.C.L.U. (3) 01-04-03  
Chair  
B.P.W. 09-04-03  
S.E.D. 01-09-01

Kenneth J. MacInnes  
Commission Chair

By:

  
\_\_\_\_\_

KM:tfv  
F&ED  
63.4

Action: MM/SC/LE/RC To approve a retail limited partnership business specializing in the production and sale of Staton Hills Wines, as well as, a limited amount of wine by product food accessories and gifts items. 7:0:2

012286.4

Don and Joe's Meats  
85 Pike Street  
Lasalle Building 953 S.F.

Representative: Don Kuzaro, Jr.

Summary of Proposal: Change of ownership. No change of use. Current use approval is to operate a meat market.

Summary of Discussion: The application conforms to the guidelines: Food, first priority.

Action: MM/SC/KO/RC To approve the change of ownership specializing in the operation of a meat market. 9:0:0

012286.5

Pike Place Interiors  
101 Pike Place #316  
Fairley Building 285 S.F.

Representative: Susan Hillard

Summary of Proposal: Expansion of use to include lotions, soaps and natural cosmetics. Stock not to exceed 30% of merchandise.

Summary of Discussion: Staff reported the expansion of use would be compatible with the existing household products currently being sold. The products are not conflicting with the other businesses on the second level.

Action: MM/SC/KO/JJ To approve a retail business specializing in home decor and interior objects both practical and decorative for the home. Items will include living room, dining room, and kitchen accessories, as well as, soaps, lotions, and natural cosmetics. Soaps, lotions, and natural cosmetics will not exceed 30% of merchandise. 9:0:0

012286.6

Anne Bystrom Architect, FAIA  
1617 Post Alley  
Seattle Garden Center Building