



Pike Place Market Preservation and Development Authority (PDA)

MARKET PROGRAMS COMMITTEE
Meeting Minutes

Thursday, April 11th, 2013
4:00 p.m. to 6:00 p.m.
Elliott Bay Room

Committee Members Present: Bruce Burger, Jackson Schmidt, John Finke, Gloria Skouge, Ann Magnano, Betty Halfon

Other Council Members Present: David Ghoddousi

Staff Present: Kelly Lindsay, Teri Wheeler, Sue Gilbert Mooers, Scott Davies, Emily Crawford, Zack Cook, Lillian Hochstein, Dianna Goodsell

Others Present: Steve Evans, Bob Burns, Melissa Campbell, Hilary Aten, Andrea Platt Dwyer

The meeting was called to order at 4:03p.m. by Bruce Burger, Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the March 13th, 2013 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

Bruce Burger noted that the trademark policy would be discussed next month. He added that tonight there will be options presented regarding Farmland Preservation.

III. Presentations and Discussion

- A. 2013 Strategic Plan: Farmland Preservation Presentations
Kelly Lindsay introduced the guests for tonight's presentations and gave a brief presentation on the strategic objective and overall process regarding Strategic Planning for Farmland Preservation and Affordable Access. A copy of the presentation was included with the meeting minute's record. Kelly noted that all of the options presented this evening would provide additional farmers to the Market. Several program models and partnership opportunities included: direct purchase and management of farmland, purchase and development rights, management agreement with public agency and farm incubator. There was a chart presented with comparison of the priority options available. The priority options included the following Property and Partnerships, Acreage and Cost information:

Sturgeon Farm, Orting WA - PCC Farmland Trust: 95 acres, 70 of them tillable and 20 of them for pasture land. Cost of Acquisition is \$ 640,000.

Tall Chief, Fall City, WA - King County and private developers: 190 acres, 60 of them tillable. Cost of Acquisition is estimated at \$4-6 million; the estimated price does not include the cost of conservation easement to be paid by King County.

Sammamish River, Woodinville, WA/ Green River Farm, Kent/Auburn, WA - King County: Cost of Acquisition N/A.

Bob Burns, Deputy Director of King Counties Department of Natural Resources and Parks and Steve Evans gave a presentation regarding Strategies for increasing agriculture production in King County which was accompanied by illustration. The illustrative chart showed the relative costs, relative difficulty, and relative benefit of implementing various strategies to encourage greater agriculture productivity and economic revenue in King County. A copy of the chart was included with the meeting minute's record. Bob Burns discussed about the opportunities for partnership with King County including the Tall Chief property and the Sammamish River and Green River Farm properties. He noted that the Tall Chief property would be a partnership with King County and private investors. The private investors included a couple with substantial business background and a desire to create a strong farm model for the property. Steve Evans briefly discussed about partnership opportunities with the Sammamish River and Green River Farm properties; this land is owned by the City and would be managed by another partner. He noted the possibility of a Management Agreement with the PPM for use of the farmland. He added that the county would continue to own the farmland and the agreement would be for a year-to-year basis; at some point the property would need to be sold, but the county would keep the development rights. He noted that land can be very expensive, especially for young startup farms.

There was a brief discussion that followed

Jackson Schmidt inquired about the business model for PDA. He added that he is interested in bringing more farmers into the Market but not necessarily more produce.

Andrea Platt Dwyer, Executive Director at Seattle Tilth briefly talked about the background of the private investors that would be partner with the Tall Chief property. She noted that she has talked with the interested couple and noted that their long term goal is to create a food system that works economically, equitably and sustainably. She also noted that Seattle Tilth has a current farm incubator program and there is currently not much space for new farmers.

David Ghoddousi inquired if there was ever a survey sent to the farmers in the Market regarding utilization of farm land and their current farming needs.

Kelly Lindsay noted that 81% of the Market farmers own their own land. She noted that we are looking at options for the next generation of farmers since our farm population is currently aging.

Melissa Campbell, Conservation Director at PCC Farmland Trust gave a presentation to the committee regarding the PCC Farmland Trust background & history and the Sturgeon Farm Project opportunity. A copy of the presentation was included with the meeting minute's record. She discussed about the partnership opportunity with PCC Farmland Trust and the Sturgeon Farm property.

There was a discussion that followed.

John Finke noted he would like to see several real life examples of successful farms and the economics of those farms. He would like to have financial statements, annual operating & revenue statements for various farm sizes and agriculture industries.

Andrea noted that the model which we need is for an option that would ultimately generate the most farmers for the Pike Place Market.

Ben Franz-Knight was pleased to note that in the last couple months we have found a several solid opportunities for Farmland Preservation. He noted that we had identified the opportunities presented tonight that fit base qualifications including being 30-40 minutes away from the Market and possibility of threatened farmland. He added that there is a role the Market can be playing in terms of perseverance. He noted that the question is not if there is a farm model that exist, but which model should we be

thinking about and which land pairs best with that model. He would like to move forward as quickly as possible. There was direction for him to find 5-10 different successful farm models and establish a cross model with the characteristics of those models that work.

Ann Magnano noted that we are a farmer's market and currently do not have a role in agriculture which concerns her. She stated that we need to answer if the Market wants to do anything with agriculture in the near future.

David Ghoddousi noted that it would be good to ask current Market farmers where they would like to farm.

B. Wi-Fi Update

Tamra Nisly gave an update on Wi-Fi in the Market. She noted that this has been a priority issue for 2012. She noted that four different communications provided a response of their scope for the project. On the higher end, AT&T's work would be estimated at \$170k with managing and tracking services costs as well. Digital Seattle came in with an estimate of around \$5k for the Economy Market area and a \$50 monthly service fee; this option appeared to be easily accessible by the PDA's current IT staff. In conclusion, Tamra noted that it would simple to place Wi-Fi in the Economy Building initially using Digital Seattle's service and possibly install Wi-Fi in the North Arcade for the future.

There was a brief discussion that followed

Jackson Schmidt asked if the Digital Seattle is able to expand to other parts of the Market.

David Ghoddousi noted his concern with only installing Wi-Fi in one location at the Market.

Bruce Burger noted that he would love to see the North Arcade enabled with Wi-Fi in the near future.

Tamra Nisly noted that we can report back in July and see how the first installation went of Wi-Fi.

IV. Programs and Marketing Directors Report

A. Programs and Promotions Update

Kelly Lindsay presented the Programs and Marketing Directors Report. She provided several brief updates including the monthly metrics for March. She noted that the Community Events and Programs department has been busy with events from the Chef's collaborative, Food Lifeline, Washington CASH and BB Ranch. She added that Unexpected Productions has been holding several weekly classes in the one of the Economy event rooms. She lastly provided an update on the 4th iteration of Arcade Lights in the Market, noting trending 40% ahead in ticket sales from the previous event.

V. Action Items

None

VI. Items for the Consent Agenda

None

VII. Concerns of Committee Members

None

VIII. Public Comment

None

X. Adjournment

The meeting was adjourned at 6:08 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator