



Pike Place Market Preservation and Development Authority (PDA)

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**OPERATIONS & COMMUNICATIONS COMMITTEE**  
Meeting Minutes – September 2011

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Thursday September 15, 2011  
4:00 p.m. to 6:00 p.m.  
PDA Conference Room

**Committee Members Present: Patrick Kerr, Ann Magnano, Gerry Kumata, Jill Andrews**

**Other Council Members Present: Gloria Skouge**

**Staff Present: Ben Franz-Knight, Ryan Yale, Ryan Hostetler, Jennifer Maietta, Scott Davies, Teri Wheeler, Elsie Janson, Matthew Holland, John Turnbull**

**Others Present:**

The meeting was called to order at 4:00 p.m. by Patrick Kerr, Vice Chair.

**Administration**

- A. Approval of Agenda  
The agenda was approved by acclamation.
- B. Approval of August 11<sup>th</sup>, 2011 Minutes  
The minutes were amended to show Jill Andrews was in attendance.  
The amended minutes were approved by acclamation.
- C. Announcements and Community Comments  
None

**II. Marketing**

- A. Staff Reports  
Ryan Hostetler reported on Marketing and stated the Farm Season Marketing efforts are winding down. He noted that we still have 46 transit Kings that continue to remain in circulation as well as light pole banners still in place. He noted that the Farm Season radio support ended last week with our last flight and as traditional media ends we continue to support all Farm Season dates with increased social media support. He stated that last week Good Morning America was on site and featured Pike Place Fish in a popular short segment called 3 Words that was aired nationally featuring different city's across the country that can be seen at <http://abcnews.go.com/GMA/>. He added that we are working with the City of Seattle and NBC to bring the Today Show to the Market on October 20<sup>th</sup> to do a live show.

Marketing and Daystall have worked together to create print material for the Arcade Lights Marketing Campaign that will soon begin showing up in print publications and on radio air. Ryan distributed some samples of postcards and posters that will be distributed to approximately 175 locations. Ryan gave an overview of the various media sources that will be used to market the Arcade Lights event.

Jill stated that the posters mentioned in the marketing report could be placed the ferries and terminals in the area. Jill inquired about the additional token buys for Arcade lights and suggested there is an opportunity for a daytime cross promotion.

Ben commented that Arcade Lights will be an ongoing event and it has been a reinterpretation of the artisanal food festival. He noted that the artistic work was done by an artist within the market and the logo was done by PDA staff James Cornell. In addition, this event could become a quarterly event depending on its success.

### III. Farm Program

#### A. Staff Reports

Teri reported on the Farm Program and stated the City Hall satellite market has asked to extend the season for at least another 2 weeks and possibly longer. She stated that after the Farm season is complete there will be a full report on the program presented to the committee. Teri distributed a report to the committee, which showed that the average sales per person at the satellite markets have increased significantly. Much of the success has been attributed to a very strong marketing campaign and promotion.

### IV. Property Management

#### A. Residential Property Management Report

Elsie reported on the residential management report and stated there currently 34 units that are vacant. She noted that this is due to the offline units that are being used for Stewart House relocations. She stated that the Stewart House move out has been a difficult task, but was successful overall. She updated the committee on HUD and stated there may not be a management occupancy review due to the rebates issued to date. She stated that the contractors and administrators were unhappy with these results and HUD, in turn, issued a short term contract, which did not include the management occupancy review. They forget to include the management occupancy. Seattle housing authority has approved a 2% rent increase from \$787 to \$811.

John Turnbull stated that the Stewart House is currently relocating tenants a ½ floor out at a time. He added that next week at 1<sup>st</sup> and Pine they will begin installing sprinklers in all units and this may cause some disruption but has been scheduled. The entire project will take approximately 7-8 weeks to complete.

Ben added that the installation of the sprinklers, which exceeds the state requirements, will have significant reduction in insurance costs.

*Closed session began at 4:22 p.m.*

The meeting went into closed session at 4:44 p.m.

#### A. Closed Session (RCW 42.30.110 [c])

##### i. Review of Lease Proposals

Lease Renewal – Oriental Mart – 1514 Pike Place #13

Lease Renewal – Pike Place Bar & Grill – 90 Pike Street

Lease Renewal – Tenzing Momo – 93 Pike Street #200

Lease Renewal – JP Morgan Chase Bank (ATMs)

##### ii. Review of Delinquency Report

##### iii. Vacancy Report

#### B. Current Lease Negotiations

*Closed session ended at 5:06 p.m.*

#### C. Open Session: Approval of Lease Proposals

**Action Item:** Proposed Resolution **11-80:** Lease Proposals – September 2011 for Oriental Mart, Pike Place Bar & Grill, Tenzing Momo, and JP Morgan Chase Bank

Pat Kerr motioned to place Resolution I I-80 on the consent agenda for the September PDA Full Council Meeting.

Approval of Lease Proposals  
Gerry moved, Ann seconded  
Approve: Kerr, Magnano, Kumata, Andrews  
Against: 0  
Abstain: 0

The motion to move the Lease Proposal passed by acclamation

**V. Items for the Consent Agenda**

Resolution I I-80 was moved to the Consent Agenda.

**VI. Public Comments**

**VII. Concerns of Committee Members**

**VIII. Adjournment**

The meeting was adjourned at 5:08 p.m. by Pat Kerr, Vice Chair.

Meeting minutes submitted by:  
Ryan Yale, Executive Assistant