The meeting was called to order at 4:04 p.m. by John Finke, Chair.

Administration
A. Approval of Agenda
   The agenda was approved by acclamation.

B. Approval of April 14th, 2011 Minutes
   Approval of May 12th, 2011 Minutes
   The minutes were approved by acclamation.

C. Announcements and Community Comments
   None

II. Marketing
A. Staff Reports
   Ryan Hostetler reported on Farm Season and stated that the Marketing Staff has been working hard to prepare Farm Season marketing materials for distribution. The first step in this process was to obtain MHC approval of the artwork to be displayed within the Historic District. On June 8th the Commission granted their approval to move forward using the commissioned artwork by a local artist. Ryan distributed the approved artwork that will be used across all of our Farm Season deliverable to obtain a consistent message and brand image throughout all mediums. This artwork will be featured on 14 pole banners that will be displayed beginning today through October 1st, with 5 banners hanging along Pike Place, 4 banners hanging along 1st Ave and 5 banners hanging along Pike Street. These banners will be displayed as only part of the planned marketing efforts to support Farm Season. He noted that the other important pieces of the plan include a total of 320 (15:10 and :05 second) radio ads that will play on KCMS, KIRO am/fm, KMTT, KPLZ, and KZOK running the weeks of June 13th, July 11th, Aug 8th and Sept 5th. The plan also calls for 21,000 Direct Mail pieces to be distributed in the downtown core to select zip
B. Action Item: Proposed Amended Resolution 11-49A&B: Authorization for Non-Exclusive Trademark Licensing Renewal/Agreement with Savor Seattle Food Tours

Ben presented the proposed resolution and discussed the trademark licensing agreement with Savor Seattle Tours (owned by Angela Shen) that was entered into on April 7, 2009 for a term of two years. It was for use of the name Pike Place Market and clock image. The use was allowed for guided tours and their promotion, which included advertising on Savor Seattle’s website, online advertising, and rack cards. The agreed upon fee was $10,000 ($5,000 paid annually). Following the expiration of the first agreement, Savor Seattle sought renewal for an additional two year term. Ben added that Resolution 11-29 for Non-Exclusive Trademark Licensing Renewal/Agreement with Savor Seattle Food Tours was presented at the March 17, 2011, PDA Council Meeting and was approved. The resolution outlined Savor Seattle Food Tours desire to use the Pike Place Market name and clock/sign image for the Pike Place Market Food & Cultural Tour for a two year term. It specified that trademarks may be used on the company’s website and other marketing tools limited to rack cards, online advertising, and Seattle Visitor and Convention Center print material for an annual fee of $6500 ($13,000 total). Ben commented on the Issues with Draft Trademark Licensing Agreement and stated that upon Staff review of the draft agreement and after follow-up conversations with Savor Seattle we discovered that the proposed increase of $1500 a year over the prior agreement was directly related to advertising and promotion space on the PDA’s website tour page. This agreement included placement of Savor Seattle’s logo, written information they provide, and a link to their website. This proposed selling of advertising space on the PDA website is currently possible, but staff is not aware of any previous discussion or policy direction regarding the use of the website resources in this manner. Therefore, staff felt it was prudent and appropriate to return to the Council with options for amending the resolution and, if needed, provide an opportunity for initial discussion of issues related to advertising on the PDA website. Ben discussed the possibility of website advertising and noted that to date the PDA website has been used exclusively as a source of information and a promotional tool for the Market as a whole including a directory of Market tenants, maps, events, history, and general links to Market related organizations. If there is interest in reviewing the benefits and issues related to advertising on the website, staff would return to OPSCOM and the Full Council with detailed analysis and recommendations. In the interim, Savor Seattle has requested that we move forward with their license agreement. Ben stated that PDA staff recommends the following two options for amending Resolution 11-29. Option A would be to keep the Resolution Terms as Passed, with Reduced Royalty Fee or Option B, which would be to add website advertising to the resolution.
OpsCom Recommendation:

On June 16, 2011 the PPMPDA Operations and Communications Committee voted unanimously to approve Option A and amending Resolution 11-29 (11-49A) to reduce the annual licensing fee for Savor Seattle to $5000 per year without website advertising.

Motion to approve 11-49A
Jackson moved, Bruce seconded
Approve: 6
Against: 0
Abstain: 0

The Amended Resolution passed by acclamation

C. Other

III. Farm Program
A. Staff Reports
Teri reported on the attendance for May, which is slightly up, but still down 15% from last month. Teri discussed the information booth that will be in place within the next couple weeks and she distributed the types of information that has been produced in house. She noted that the Market Fresh publication will be distributed approximately every two weeks. She also added that Staff has purchased binders that will be distributed to the public with local Farmer information and recipes. In addition she commented on a project that Daystall has been working on, which consists of a large map detailing where the Farmers of the Market are coming from throughout the State of Washington. Teri introduced the new intern, Lauren Tarpey. Teri discussed the remote Markets, Amazon and City Hall, and stated City Hall will begin next week and Amazon will start as soon as the contract is approved.

IV. Property Management
A. Residential Property Management Report
Elsie reported on the Vacancy Report and stated that there are currently 22 units vacant mostly due to the Sanitary Market and Livingston Baker tenant relocation plans. Elsie reported on the latest round inspections and noted it went very well and did not see a problem going forward. She discussed the funder’s audit and stated only minor findings were found by the National Equity Find/Low Income Housing. In addition, the Washington State Housing sent a letter stating that there were no substantial findings.

John reported on Stewart House planning and tenant meetings and stated it has been going very well.

The meeting went into closed session at 4:44 p.m.
B. Closed Session (RCW 42.30.110 [c])
   i. Review of Lease Proposals
   ii. Review of Delinquency Report
   iii. Vacancy Report
   iv. Current Lease Negotiations

Closed session ended at 5:04 p.m.

C. Approval of Lease Proposals
D. John Finke motioned to place the lease proposals for Bottega Italiana, Christopher’s Lamp and Sotto Voce were placed on the consent agenda for the June 30th PDA Full Council Meeting.

David moved, Ann seconded
Approve: 6
Against: 0
Abstain: 0
The motion to move the Lease Proposals to the Consent Agenda passed by acclamation

V. Items for the Consent Agenda
   Lease proposals for Bottega Italiana, Christopher’s Lamp and Sotto Voce

VI. Public Comments
   Liza commented on the proposed uses of the PDA website and the possibility of including tenants and merchants of Pike Place for promotion and advertising.

VII. Concerns of Committee Members

VIII. Adjournment
   The meeting was adjourned at 5:07 p.m. by John Finke, Chair.

Meeting minutes submitted by:
Ryan Yale, Executive Assistant