



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

Thursday August 12th, 2010
4:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present: Patrick Kerr, Ann Magnano, David Ghoddousi, Gerry Kumata

Other Council Members Present: Gloria Skouge

Staff Present: Carol Binder, James Haydu, Matt Holland, Scott Davies, Ryan Hostetler, Brittney Farrow, John Turnbull, Kateesha Atterberry, Sue Gilbert Mooers, Jennifer Maietta

Others Present: Doug and Marcia Evans

The meeting was called to order at 4:00 p.m. by Patrick Kerr, Vice Chair on behalf of John Finke, Chair.

I. Administration

A. Approval of Agenda

James requested that Doug and Marcia Evans of the Top of the Market be able to address the Council regarding their Trademark agreement prior to the Marketing Report. It was agreed.

The agenda was approved, as amended, by acclamation

B. Approval of July 15th, 2010 Minutes

The minutes were approved by acclamation.

C. Announcements and Community Comments

None

II. Marketing

A. Doug and Marcia Evans – Top of the Market

James reported that the lease Doug and Marcia had with the PDA for the Top of the Market was to expire at the end of December. They were also in a Trademark agreement with the PDA and the Redmond Microsoft campus that was to expire in March and wished to continue the agreement with the three year option. There was some question if the Council would want to allow the Trademark agreement to continue after they were no longer a tenant of the Market. Doug noted that they felt that the agreement was beneficial to the Market providing exposure to the Eastside. Carol noted that there were other non Market merchants who were in a Trademark agreement and the Microsoft campus was secure to the general public therefore minimizing the concern of dilution of brand and over commercializing. While the concern regarding Pike Place and its geographic location was valid, this is not a public venue. There was a long discussion on these topics and a general feeling that this use was not objectionable, but that the Council should attempt to go out and see the venue and the sign using the Pike Place name and clock. James noted that he briefed Council back in April and would keep Council apprised of the situation as the Trademark contract agreement expiration drew closer.

B. Staff Reports

James reported that on August 17th at 10 am there would be a celebration of the Hillclimb re-opening and the 103rd Birthday of the Market. There would be ribbon cutting and two press tours given by Joe Paar and Duncan Thieme. Carol noted that the old historic light fixture behind the clock that was removed in the 30's had been restored and replaced.

James continued his report; EMC had completed phase I of the market research. Phone interviews were conducted with 600 Seattle residents. A presentation of the findings was given to the Strategic committee earlier in the week; a presentation would be given to full Council in September or October. The Washington State Farmers Association and PCC Land trust were also scheduled to come to full Council in the next couple months to talk about farmland preservation and other farm related issues.

HL2 had been the Marketing Agency for the Pike Place Market over the past six years. James noted that over the past few years they had grown and become very expensive and it was time to send out a Request for Qualifications (RFQ). By coincidence HL2 had recently announced that they were closing and shut down their business. Some of the employees of HL2 had moved on to other agencies that may bid on the contract. The Marketing department was looking for a small agency that would understand the Market culture and focus on new media. There was a long discussion on EMC's findings regarding the public's brand awareness and how these findings would tie into the search for a new ad agency. Ann noted her concern of losing the community feel and the necessity to ensure that the Market did not become an event venue. There was some discussion on this and the importance that the new ad agency understood the delicate balance of the Market as a retail center, as well as "the Market".

III. Farm Program

A. Staff Reports

James reported that Farm inspections continued during the summer months. The Hmong farmers were now successfully selling produce, including organics, in addition to selling flowers. The Cascade Stakeholders Group had been informed that due to poor attendance and low revenues, the Pike Place Market would not be continuing with the remote market in the Cascade neighborhood next year. James noted that he was considering a Friday evening market on Pike Street rather than move to another location in the South Lake Union area. The City Hall remote market continued to do extremely well in attendance and revenues.

IV. Property Management

A. Residential Property Management Report

Carol reported that residential vacancy was around 6%, many units had applicants in process and were awaiting HUD approval.

B. Closed Session Closed Session (RCW 41.30.110 [c])

The meeting went into closed session at 4:45 p.m.

- i. Review of Lease Proposals
- ii. Review of Delinquency Report
- iii. Vacancy Report
- iv. Current Lease Negotiations

Closed session ended at 5:15 p.m.

C. Staff Reports

John T reported that the Market Historic Committee was proposing changes to their guidelines. The new guidelines were stringent and included guidelines on fixtures, displays restrictions on blocking of windows and their views. Many of the guidelines were contrary to what the MHC was historically created for and took the focus towards buildings and away from the vendors and uses. John noted that he would like the PDA to publicly voice their opposition to these new guidelines. These new

guidelines would hinder the PDA's ability to maintain the buildings including the Leland and Fairley window project and keep the Market from participating in the City Light solar panel energy program. An application was to be submitted for the energy program and a record to be kept of all PDA applications to the MHC.

David Ghoddousi left at 5:25 p.m.

John continued to report on the progress and timeline of Phase II, on September 1st, businesses would start shutting down and moving out for the beginning of the most disruptive work of phase II.

D. ACTION ITEM: Approval of Lease Proposals

Gerry Kumata moved and Ann Magnano seconded.

For: Patrick Kerr, Ann Magnano, Gerry Kumata

Against:

Abstained:

The lease proposals were passed unanimously.

Patrick Kerr moved the lease proposals to the consent agenda, it was agreed unanimously.

V. Public Comments

None

VI. Concerns of Committee Members

Patrick noted that he was hearing negative feedback regarding the electric bills. Kateesha gave the status and noted that they were tracking any issues. John noted that in the last billing cycle Priority made an error and it was being taken care of.

Ann Magnano welcomed Jennifer Maietta.

VII. Adjournment

The meeting was adjourned at 5:46 p.m. by Patrick Kerr, Vice Chair on behalf of John Finke, Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant