



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

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

Committee Members Present: John Finke, Ann Magnano, Gloria Skouge, Patrick Kerr, Bruce Burger, Jackson Schmidt, David Ghoddousi, Matt Hanna

Other Council Members Present: Bruce Lorig

Staff Present: Ben Franz-Knight, James Haydu, Ryan Yale, Jennifer Maietta, Matt Holland, Brittney Farrow, Kateesha Atterberry, Scott Davies, Teri Wheeler,

Others Present: Beckie Lindly, Tony Murigi, Acep Hale, Cynthia Hope, Ben Craft

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

Administration

A. Approval of Agenda

Approved by acclamation

The agenda was approved by acclamation.

B. Approval of January 13th, 2011 Minutes

The minutes were approved by acclamation.

C. Announcements and Community Comments

Beckie Lindly (Merry Tails) – Discussed the Hillclimb area and potential plans. Proposed an artist competition for the four bare sections and have a vote via the PDA website to involve the local community and local artists.

Tony Murigi (Golden Age Collectibles) – Read a letter from owner of Golden Age Collectibles, which describes the Hillclimb as a place that needs to be addressed and updated.

Acep Hale – Discussed a proposed amendment to the Busker Rules and Regulations and specifically wanted to address the loss of spots due to the renovation. Suggested a change of the rules to accommodate patrons of the Market as well as the merchants.

Cynthia Hope (Hands of the World) – Cynthia addressed the Hillclimb, its lack of signage and potential usage possibilities.

Ben Craft (Alm Hill Gardens) – Addressed a rule change currently under review.

II. Marketing

Staff Reports

James reported; discussed the accident that occurred with Rachel the Pig and gave a brief overview. He also added an update and timeline of when Rachel may return to the Market, which was based on the amount of rehabilitation that Rachel needs to undergo. James distributed the Seattle Times full page article, which was very substantial and purchased for a nominal fee. In addition, the Market Businesses banner was displayed to advertise the Market businesses are still open during the renovation. He commented on the Market's scavenger hunt promotion (Around the Market in 80 Minutes) and the positive outcome and feedback received. James recapped the Market's media outreach, including radio advertising, Facebook advertising, and the possibility of hiring street teams to distribute marketing materials. James also stated a new resolution would be submitted to OPSCOM to renew trademark agreement with the food tour company, Savor Seattle Food Tours.

III. Farm Program

A. 2011 Satellite Market Confirmation – Remote Farmer's market

James reported; a resolution that will be submitted in March, which is related to remote farmer's market and will include two locations (City Hall Plaza and Amazon). The resolution will use the terms and fee structure of the Cascade agreement.

Teri reported that the Market has permitted a new poultry and pork farmer.

David reported on the Daystall Rules and Regulations review process and initial staff recommendations to submitted proposal. David stated the final recommendations on all submitted proposals would be distributed on March 1, 2011

There was a question and answer period.

IV. Property Management

- A. Residential Property Management Report
- 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

The meeting went into closed session at 4:37 p.m.

Closed session ended at 5:09 p.m.

- C. Approval of Lease Proposals
 - John Finke moved for approval of the leases for All Things Lavender, Cibola, and Brooke Westland
 - David Ghoddousi seconded
 - The approval of the Lease Proposals passed unanimously

Pike Place Bakery – Rent Reduction Agreement will be addressed at a later date.

V. Items for the Consent Agenda

The lease proposals were placed on the consent agenda for the February 17th PDA Council Meeting.

VI. Public Comments

None

VII. Concerns of Committee Members

VIII. Adjournment

The meeting was adjourned at 5:12 p.m. by John Finke, Chair.

Meeting minutes submitted by:
Ryan Yale, Executive Assistant