



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

Thursday December 10th, 2009
4:00 p.m. to 6:00 p.m.
PDA Conference Room

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

Other Council Members Present: Gloria Skouge, Bruce Lorig

Staff Present: Carol Binder, Anita Neill, James Haydu, Teri Wheeler, Ryan Hostetler, Brittney Farrow, John Turnbull, Matt Holland, Scott Davies, Tamra Nisly

Others Present: Liza Couchman

The meeting was called to order at 4:02 p.m. by Patrick Kerr, Vice Chair.

I. Administration

- A. Approval of Agenda
James requested to add resolution 09-64 to the agenda. Patrick added it to the end of the marketing report.
The agenda was approved by acclamation
- B. Approval of November 12th, 2009 Minutes
The minutes were approved by acclamation.
- C. Announcements and Community Comments

II. Marketing

- A. Staff Reports
James handed out the Marketing and Communications plan update for the remainder of the year. Advertising included television ads to be run on Comcast with the majority shown during the day and some scattered in the early morning and late evening. Print and electronic media would be utilized through the Seattle times. A new ad campaign was launched last week that focuses on Market merchants and putting a face with the product. The hopes were that people would want to buy from a familiar face and draw more people into the Market.

III. Farm Program

- A. Staff Reports
James reported that the Farm program continued to recruit new farmers to the Market. James reviewed the new recruits which included Marshland Orchards, Happy Mountain Miniature Cow Farm and Williams Hills Sheet Farm. Efforts were being made to bring Burundian Potato Farmers to sell in the Market a new group of immigrants from Africa who are farming in the Kent valley.

In November James was elected to the Tilt Producers of Washington State Board of Directors.

Gerry Kumata joined at 4:13 p.m.

Patrick noted that Nancy Hutto and James Haydu had requested additional time to work with the farmers in coming up with a solution to the compost program. Patrick and John discussed it and agreed that the topic would be tabled this month. Ann noted that she would not want the issue to wait past January because the farmers were busy preparing for the new season.

James handed out a report on the Pike Place Market Express at City Hall Plaza and the Cascade Farmers Market. He reviewed the revenues and expenses generated by the program. Some of the expenses this year at the Cascade Market were reimbursed by an OED grant or they were start up costs and would not reoccur next year. The total expense to the PDA was about \$14,000 but farmers sales were over \$100,000. Bruce L questioned if the farmers who participated at these markets were recruited, James responded that the farmers approached him. James also noted that because the remote farmers were so successful there was a waiting list for next year. Although there were concerns that the remote markets would take away revenues from the farmers here in the Market, it was unfounded and revenues were up this year as was farm attendance. James reiterated and explained that this program was part of our support for the farmers and was not intended to be a big money maker. Gerry asked if the OED grant would be available for next year. James responded that it was not certain at this time.

James continued to report that the City Hall Plaza Market was successful due to the layout and location. The Cascade Market at South Lake Union was less successful but with some adjustments he felt it could be as successful as the City Hall location. One change that had to occur was a move to a more visible location which the Cascade Neighborhood Council agreed to. Bruce L asked James if he considered raising the table rents, James responded that it was a possibility. Ann agreed that the location was bad and felt that there was more potential on the other side of the pea patch. James agreed and noted that was the probable location for next season.

In conclusion James noted that if the Market did not capitalize on the remote markets someone else would and it would be a huge lost opportunity. He requested Councils support to continue with the remote markets and would bring forward a budget for the next year with Councils approval. Committee members and Council members present at the meeting fully agreed in supporting James in continuing the remote markets in 2010 with a unanimous straw poll.

Action Item: Proposed Resolution **09-64:** Resolution for Contract Authority – North by Northwest Entertainment’s (NXNW) Production of “Late Autumn”

James noted that the resolution was to allow North by Northwest Entertainment to film at various locations within the Market. He along with the production crew have forewarned tenants of the possible disruption but were doing their best to keep it to a minimum. Some tenants spaces would be used for filming and the production company was dealing directly with those tenants for compensation. The PDA would also be compensated for the use of the premises during the filming.

Patrick noted that he was concern about the impact to tenants and wanted to know if sales would be lost. James responded that all tenants that would possibly be affected were contacted and most were excited about the filming.

Jackson Schmidt joined at 4:47 p.m.

Patrick Kerr moved and Bruce Lorig seconded.

For: Patrick Kerr, Jackson Schmidt, Ann Magnano, David Ghoddousi, Gerry Kumata

Against:

Abstain:

Proposed resolution **09-64** passed unanimously.

IV. Property Management

A. Residential Property Management Report

Carol announced that Coyle was no longer an employee of the PDA. Residential continued to operate smoothly and renovations were completed to the Livingston Baker units and were being rented out. The other buildings vacancies were 1-5%.

John T. spoke briefly of the residential relocation plans for the tenants in the Sanitary Market during Phase II of the renovations.

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

The meeting went into closed session at 4:50 pm

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

Closed session ended at 5:17 p.m.

C. ACTION ITEM: Approval of Lease Proposals

Gerry Kumata moved and David Ghoddousi seconded.

For: Patrick Kerr, Jackson Schmidt, Ann Magnano, David Ghoddousi, Gerry Kumata

Opposed:

Abstained:

The lease proposals were approved unanimously.

V. Items for Consent Agenda

Patrick Kerr moved the lease proposals and proposed resolution 09-64 to the consent agenda, Bruce Lorig seconded and they passed unanimously.

VI. Public Comments

None

VII. Concerns of Committee Members

Ann Word other than subsidize for farmers, possibly support.

VIII. Adjournment

The meeting was adjourned at 5:21 p.m. by Patrick Kerr, Vice Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant