Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

Thursday January 14th, 2010
4:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present: John Finke, 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, Sue Gilbert-Mooers, Brittney Farrow, Matt Holland

Others Present: Haley Land, Laovu Jasengnou

The meeting was called to order at 4:01 p.m. by John Finke, Chair.

I. Administration

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

B. Approval of December 10th, 2009 Minutes
Bruce Lorig moved and Gerry Kumata seconded, the motion to pass the minutes was unanimous.

C. Announcements and Community Comments
Haley Land noted some concerns he had regarding several proposed changes to the Daystall rules that would restrict the Buskers in their performances.

Teri Handed out and reviewed a packet of information about the Daystall rules review. John Finke reviewed the timeline in the packet in detail.

II. Marketing

A. Staff Report
James reported; Comcast has begun production of the commercial for the Market featuring several of the vendors and farmers. Filming would be silent and John Curly would be doing the voiceover. James, Scott and Ryan were working on the enhancement of the school program curriculum by incorporating food education programs and working on a curriculum for older (middle and high school students). The summer issue of the Pike Place Palate was in its planning stages for a June release. The annual Barbeque Competition has been scheduled for April 17 & 18th despite thoughts to discontinue the festival. The film production company Late Autumn has pushed their filming dates to February 5th and 6th. The next public meeting was scheduled for January 18th at 6 p.m. and would be held in conjunction with the constituency. The annual agency report for 2009 and 2010 would be

combined and completed by March 1st. The Trademark agreement with Starbuck for international use has been put on hold until they can provide the PDA staff and Council with more information.

III. Farm Program

A. Staff Reports

Teri handed out and reported on the Daystall rules review process. She noted that the process was begun early this year because the format was slightly different. She noted that the packet included copies of overviews of the proposals, a word document tracking sheet and community comment. A full review of the rules with changes and staff recommendations would be on the March 11th OPSCOM meeting agenda.

Patrick had some questions about the budget for the Pike Place Palate publication. James noted that the estimated comprehensive cost for the publication was $30,000.

James reviewed the composting issue and the steps that had been taken to investigate and change the Markets current practices. He noted after extensive review and research it was determined that the current program was a cumbersome expense to the PDA and with the trending of sustainability and staying in line with the City of Seattle's green initiatives, the PDA would now require farmers to pack out their own compost. The PDA would supply farmers with plastic bags for hauling of the compost and offer educational programs. James further noted that this would resolve the issue of the change in street use that was to come with the next phase of the renovations. He also handed out two letters in support of composting from the Washington State Farmers Market Association and The Washington State Association of Organic and Sustainable Agricultural 'Tilth' Producers. John F reiterated the extensive process that was followed that brought the PDA to this decision and was in full support. He requested a detailed summary of the new program to be brought forward for discussion at full Council. John F noted that he would like the committee to come to a decision and bring forward a recommendation

Patrick had some questions about the compost program including how long the compost program had been around. Carol responded that the program was begun in 2002 as part of the City's requirement of compost no longer being allowed in with the garbage.

Ann Magnano made a motion that the OPSCOM committee should recommend to full Council to move forward with the staffs prior recommendation. (As addressed in the June 1st, 2009 letter to farmers from Teri Wheeler. The recommendation was that the PDA would no longer provide compost toes to farmers and farmers would be required to pack out their compostable materials on a daily basis and listed certain requirements to be followed or farmers would pay a penalty.) Jackson amended the motion to include utilizing the saved expense by putting the funds towards developing the farm program, in particular increasing marketing efforts, for the next three years. Gerry further amended the motion to include more support for the farmers in general, particularly in regards to farmers in Western Washington. Bruce Lorig seconded the motion.

For: John Finke, Jackson Schmidt, Ann Magnano, David Ghoddousi, Gerry Kumata
Against: Patrick Kerr
Abstain:

The motion passed.

James gave a PowerPoint presentation of the farm report. He reported programs such as Daffodil Day, Farm Days, Summer Sundays and chef demos were successful and continued to grow. New to this year's program was the launch of the Mother's Day Flower Festival and the remote farmers markets at City Hall and South Lake Union (Cascade), which were very successful and would continue next year. James continued to review the statistics of the Market and remote markets in detail noting that with a location change he hoped the SLU Cascade market would be as successful as the City Hall location. He also reviewed what the farm staff duties were, marketing programs and future growth for the farm program. He noted that the extensive report was intended to give a thorough picture of what the farm program does and address any concerns Council may have about the program. There was some discussion about what the PDA's role could be in preserving the farm

land in the immediate area, perhaps by purchasing, so farmers would not have far to travel, and would continue to attend the Market.

IV. Property Management

A. Residential Property Management Report
Carol reported that Coyle Jefferson was no longer with the PDA and Steve Nelson, Operation Director, was overseeing the department. The largest project the department was working on was the relocation of tenants in the Sanitary, in preparations for Phase II of the renovations.

Units in the Livingston Baker continue to be renovated and rented out. Carol would mail out to the committee members detailed information on the units yet to be completed with the renovations and / or still under renovations. Patrick also requested Carol to include the current vacancy rate.

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

The meeting went into closed session at 5:13 p.m.

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

Closed session ended at 5:29 p.m.

C. **ACTION ITEM:** Approval of Lease Proposals
John Finke moved and Jackson Schmidt seconded.

For: John Finke, Patrick Kerr, Jackson Schmidt, Ann Magnano, David Ghoddousi, Gerry Kumata
Against:
Abstained:

The lease proposals were passed unanimously and placed on the consent agenda.

D. Staff Reports
Carol handed out and reviewed the sales report. She noted that overall, the sales were slightly below last year but were expected to catch up after the December sales were included in the figures. Most of the sales were driven by about 10% of the strongest selling stores, mostly the restaurants, which have chosen to work harder by being open more days and have longer hours of operation.

V. Public Comments

None

VI. Concerns of Committee Members

Patrick requested the residential vacancies by building, the lost revenue generated from relocation, lost business sales due to the Phase II renovations, and the expenses on the preschool and Bakery to date. Carol noted that she would email the information to him.

David Ghoddousi left at 5:39 p.m.

VII. Adjournment

The meeting was adjourned at 5:40 p.m. by John Finke, Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant