



Pike Place Market Preservation and Development Authority (PDA)

**OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes**

**Thursday, January 15th, 2009
4:00 p.m. to 6:00 p.m.
PDA Conference Room**

Committee Members Present: Pat Kerr, John Finke, Theresa Alexander, Jackson Schmidt, Ann Magnano, David Ghoddousi

Other Council Members Present: Gloria Skouge

Staff Present: Bill Stalder, Brittney Farrow, Matt Holland, Scott Davies, Carol Binder, James Haydu, Anita Neill, Cecilia Hall, Noa O'Hare, Kateesha Atterberry, John Turnbull

Others Present:

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

I. Administration

- A. Approval of Agenda
The agenda was approved by acclamation
- B. Approval of, December 11th, 2009 Minutes
The minutes were approved by acclamation.
- C. Announcements and Community Comments

II. Marketing

A. Staff Reports

James reported that the Marketing department was working on two promotional campaigns, Santa Held Over and a passport of savings for guests at the Seattle W Hotel. Both promotions were geared towards assisting merchants during the tough economy and offered a savings of 20% to customers at participating businesses in the Market. Santa Held Over would run from January 17th through 31st and the W Hotel promotion through the 2nd quarter with the possible extension through the end of the year. The Corner Market tree sales were a success but would have been more successful had they not had the added expense of removing the trees from the street nightly. James noted that he felt the program was a success and would like to work with them again next year. Freshwire has changed their layout to look like an electronic circular flyer and circulation has increased. James noted that he was Florida last week attending a planning meeting for the National Association of Produce Managers conference that the Market would be hosting the week of March 26th. He noted that the agenda for the conference would be brought forward in the full Council packet and encouraged Council members to attend. James was working with the City and South Lake Union representatives in the planning and coordination of the Pike Place Market Express. The idea was to have mini Markets on

Tuesdays and Thursdays at the City and SLU respectively. The outreach would also be used to include value added products and use as a recruitment tool. Theresa questioned what other members of the Market besides farmers would be participating. James responded that the program was still in the developing stages but could see the issue of spacing being a problem.

James introduced Scott Davies who then gave an update on the school program. Scott gave a brief background about the program and noted that the program began in 1980. The mission was to educate children and their parents about the Market. This year 65 classrooms and over 1,600 children are signed up for the tour.

III. Farm Program

A. Staff Reports

Noa gave the Farm report, he noted that Tulips had begun arriving in the Market, several reports had been received from farmers who were affected by the flooding, a recruitment mailing has been sent out and Bruce Burger was to present the food and farm strategy at the full Council meeting next Thursday.

IV. Property Management

A. Residential Property Management Report

Coyle reported that residential was at a 98% occupancy rate and several applications were on file. The goal was to have 100% occupancy by the end of February. There had been several ongoing relocation projects for tenants in the Fairley due to the renovations.

Theresa questioned if the PDA had taken over the ownership of the Livingston Baker. Carol responded that several components of the required process were still being completed. Once they were completed a report would be presented at the full Council meeting. Currently vacancies were being filled under the same requirements until after the section 8 vouchers were obtained. There was some discussion about the vacancy in the Livingston Baker. Theresa noted concern with filling up the building with an older demographic that did not contribute to the mixed demographic that was decided upon in a resolution. Theresa also noted that she would like a showing of a rent ready unit when one became available. Coyle noted that he would be happy to give a tour to anyone who wanted one.

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

The meeting went into closed session at 4:32 p.m.

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

Closed session ended at 5:19 p.m.

C. **ACTION ITEM:** Approval of Lease Proposals

Patrick moved and Theresa seconded.

For: Pat Kerr, John Finke, Theresa Alexander, Jackson Schmidt, Ann Magnano, David Ghoddousi

Opposed:

Abstained:

The lease proposals were passed unanimously.

D. Staff Reports

Carol handed out and reviewed the sales reports.

Jackson Schmidt and David Ghoddousi left at 5:21 p.m.

She noted that the report was for sales through November but not all stores had reported yet. Some stores remained relatively flat but all stores continued to decline in the past few months.

V. Items for Consent Agenda

Patrick proposed that the leases be moved to the Consent Agenda. Patrick moved and John seconded, it passed unanimously.

VI. Public Comments

VII. Concerns of Committee Members

Theresa noted concern regarding the wording in the Hildt agreement for farmers and street use versus what the Daystall rules say.

VIII. Adjournment

The meeting was adjourned at 5:33 p.m. by Patrick Kerr, Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant