



Pike Place Market Preservation and Development Authority (PDA)

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**OPERATIONS & COMMUNICATIONS COMMITTEE**  
**Meeting Minutes**

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Thursday February 11<sup>th</sup>, 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, Bruce Lorig**

**Staff Present: Anita Neill, James Haydu, Steve Nelson, Zack Cook, Teri Wheeler, Ryan Hostetler, Scott Davies, Tom Arnold, Cecilia Hall, Brittney Farrow, Kateesha Atterberry, Tamra Nisly**

**Others Present:**

The meeting was called to order at 4:00 p.m. by Patrick Kerr, Vice Chair.

**I. Administration**

**A. Approval of Agenda**

James noted he had distributed a Trademark resolution via email to Council prior to the meeting and would like to have it added to the agenda. Patrick noted that it would be added under the Marketing report.

The agenda was approved, as amended by acclamation

**B. Approval of January 14<sup>th</sup>, 2010 Minutes**

Ann noted on page two of the minutes there was a typo and toe should be changed to tote.

The minutes were approved, as amended by acclamation.

**C. Announcements and Community Comments**

None

**II. Marketing**

**A. Staff Reports**

**Action Item:** Proposed Resolution **10-03:** Authorization for Exclusive Trademark Licensing Agreement with Starbucks Coffee Company

James reported that the Starbucks Coffee Company desired to extend its use of the Pike Place Market name and trademark in connection with Pike Place Roast coffee blend to its international locations. The partnership with Starbucks had been a good loyal partnership in the past and James felt that this contract would be advantageous for the Market. Starbucks would absorb the cost of registering the Trademark in the foreign country(s) and the PDA would be paid annually for the use of the Trademark. Councilmembers noted some concern and there was some discussion over the rights that Starbucks would have with the Trademark over the next five years. James noted that the agreement fell within the PDA Trademark agreement guidelines and the contract would be renewed

or discontinued after the five year period. There was some discussion as to when Starbucks was looking to launch the product. James responded that they were looking for a fall launch and would like to have the resolution be moved through Council this month. He additionally noted that he would work closely with K&L Gates on the specifics of an international trademarked contract agreement and what would happen at its end.

James continued his Marketing report; Comcast continued its filming of merchants in the Market as part of the television campaign ad for the Market with a focus on local neighborhood merchants. This weekend in celebration of Valentines Day, additional tents would be put on the street for flower vendors. Upcoming annual events included Daffodil days beginning on March 19<sup>th</sup>, Pike Place Market annual BBQ competition, the 2<sup>nd</sup> annual Mothers Day flower festival on May 8<sup>th</sup> and 9<sup>th</sup>. A large number of flower farmers were anticipated for this year's event and special guests Ciscoe Morris and Lynn Vea would be available for book signing. The market research group was working with EMC research in developing questions as to the future of the Market. Bruce Lorig noted that he would like to attend the next meeting. A focus group would be utilized as part of the market research. Once the first questions were drafted he would distribute and review them with Council.

David Ghoddousi joined at 4:14 p.m.

### III. Farm Program

#### A. Staff Reports

James handed out and reviewed the proposed marketing report for the farm program in 2010. New to the program was the Valentines Day flowers on the Cobblestones event. Additional canopies would be put up on the street for flower farmers to sell from. Branded flower wrapping paper and banners would be distributed to vendors for their use. Other planned promotions and events for the year included direct mail postcards promoting the Mother's Day Flower Festival, an ad in the Seattle Wedding Show magazine, Northwest Flower and Garden Show informational booth, local celebrities Ciscoe Morris and Lynn Vea would appear at the Mothers Day Flower Festival event, \$5 off flower farmer coupon. The goal of the promotions were to increase revenue to farmers and to help offset the loss of the compost program. James reviewed the estimated cost of each program and possible revenue generated by each.

Ann asked why there was so much focus on the flower farmers and noted that she felt the focus should be on the food farmers. James responded that there was already a lot of programs for the farmers and wanted to extend some of these programs to include the flower farmers. He also noted that that added programs would draw more people to the Market to shop and were being created as a way to redirect funds that would have been used on the compost program towards promoting the flower farmers as directed by Council. There was further discussion about where to focus attention should be in developing programs. It was decided that there should be further discussion on the topic. One possible idea was to create a coupon that was good for either the flower or food farmers and that the focus should be on each type of farmer equally. There was consensus on this idea about a "universal" coupon.

### IV. Property Management

#### A. Residential Property Management Report

Steve Nelson gave the residential property report. Steve reviewed the spreadsheet that was handed out noting the vacancies in each building. The Livingston had a lot of vacancies but renovations were near completion and would be filled up with tenants soon. The Sanitary vacancy would continue to climb over the next few months as it was vacated for Phase II renovations and would be completely empty by June 1<sup>st</sup>. Some of these tenants would be relocated to the Baker Building.

Patrick asked what the total income loss would be from the Sanitary. Anita responded that she would get that information and email it to him.

Patrick requested that James leave the room for the closed session portion of the meeting. The majority of Council felt that James should be present particularly in Carol's absence. James was invited to return to the meeting but did not rejoin until the conclusion of closed session.

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 4:58 p.m.

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

Patrick Kerr moved and David Ghoddousi seconded the lease proposal.

For: Patrick Kerr, Ann Magnano, David Ghoddousi, Gerry Kumata  
Opposed:  
Abstained:

The lease proposal was passed unanimously.

D. Staff Reports

None

**V. Items for Consent Agenda**

It was agreed unanimously to move the lease proposals to the consent agenda.

**VI. Public Comments**

None

**VII. Concerns of Committee Members**

Ann asked where the farm department was in the Daystall rules review. Teri noted that it was ahead of schedule due to the early start and an update would be given after the February 18 rules change proposal deadline.

**VIII. Adjournment**

The meeting was adjourned at 5:01 p.m. by Patrick Kerr, Vice Chair.

Meeting minutes submitted by:  
Anita Neill, Executive Assistant