



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

Thursday, June 11th, 2009
4:00 p.m. to 6:00 p.m.
PDA Conference Room

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

Other Council Members Present: Gloria Skouge, Bruce Lorig

Staff Present: Carol Binder, Anita Neill, James Haydu, Bill Stalder, Sue Gilbert Mooers, John Turnbull, Scott Davies, Matt Holland, Brittney Farrow, Erin Struck, Noa O'Hare, Coyle Jefferson, Teri Wheeler, Daphne Tomchak, Tamra Nisly

Others Present:

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

I. Administration

- A. Approval of Agenda
The agenda was approved by acclamation.
- B. Approval of, May 14th, 2009 Minutes
The minutes were approved by acclamation.
- C. Announcements and Community Comments
None

II. Marketing

- A. Staff Reports
James handed out the pedestrian count report and Sue reviewed the results. She noted that pedestrian count reports had been completed in the Market since 1977 and were typically conducted 3-4 times a year utilizing a consistent cross section of times for comparison. This year's results were comparable with prior years even with the construction. The highest point of entry numbers were at the north side of 1st and Pine. The next counts were scheduled to be conducted in October, after the completion of the farm season. Bruce L questioned if there was a way to monitor how much money these people were spending and how could this information be recorded. Theresa suggested conducting a tax evaluation survey like the Burke report that had been completed in the past. Jackson pointed out that it should be noted in the results when cruise ships were docked and when they were not.

James gave the following marketing report; promotions had begun for the farm season, Comcast ad began to run last week and would continue through August, the third edition of the Pike Place Palate

was mailed out last week, farm season coupons were distributed by direct mail to residents and major employers in the downtown area, promotional banners for the farm season have been set up however SDOT would not allow banners to be hung over the street this year. Fruit Festival, formally Berry Bash, is July 26th. Sunday was the official first Farm Day and Pike street was completely closed to vehicle traffic, so far there had been no push back from tenants but it was suggested that the farm tents be spaced out so that they reached the south end of the Arcade. This would bring more people and activity down to that end of the Market.

Erin reported that she was working to get the Pike Place Market involved in the social networking medium of Facebook and Twitter. The plan was to create accounts for the Market by the end of the month. Erin then briefly described what these applications were and how they worked and that it was an effective tool to reach a broad demographic cheaply. James noted that these tools would be used in a similar fashion as Freshwire but the postings would be in real time.

John Finke joined at 4:19 p.m.

Theresa raised a concern that it would be difficult to show fairness to all tenants. James responded that it would be handled in the same manner that Freshwire advertisements were handled and currently there was no conflict in this process. He additionally noted that several other large national markets were participating in these types of advertising. There was further discussion about Twitter. Theresa requested that after several months there be an activity report.

James reported that the Strategic Planning committee had decided to use a research analysis consultant to assist them in formulating the strategic plan particularly with the use of public spaces after the completion of the renovations. Requests for Qualifications would be sent out next week.

James noted that Pike Place Fish was getting some publicity from PITA protests.

III. Farm Program

A. Staff Reports

Noa gave the following farm report; 94 returning farmers and 2 new farmers kicked off the farm season with Summer Sunday's last weekend, local and organic Wednesday's also started this week and Farm Friday's begins tomorrow. The Satellite Markets would open in two weeks with City Hall Plaza on Tuesdays, June 23rd – September 29th from 10 a.m. – 2 p.m. and Cascade Farmers Market in South Lake Union on Thursday June 25th – September 24th from 3 p.m. – 7 p.m. After consideration and evaluation, farmers have been sent notice that they would be required to pack out their compost. This would help with sustainability, manage PDA's labor and costs as well as prepare the street for a use change after the renovations were completed.

Ann questioned how many of the farmers were participating at the satellite markets. Noa responded that the farm vendors were also vendors of the Market with the exception of one ice cream vendor. This raised notable concern amongst Council members that outside vendors were being allowed to participate in what was to be an extension of the Market and not a dilution. Council was under the impression the Market vendors only were to be used in the satellite markets and the key was for them to sell at both sites. There was a lengthy discussion on this topic. Patrick noted that staff had been given clear direction by Council that only vendors and businesses of the Market would be participating in the satellite markets and there was no need for further discussion. Noa noted that all the farmers that were participating in the satellite markets were also vendors in the Market. The only exception was the ice cream vendor and that was only because the satellite market offered more flexibility since they do not fall under the same Daystall rules of meet the producer. Council did not like this idea and felt that businesses in the Market should be offered this opportunity before offering to outside vendors. There was a lengthy discussion what vendors should be allowed at the satellite markets. John F. noted that this topic overlapped with Strategic Planning and should be discussed further in that venue. Ann noted that she had heard from friends that they were excited about the satellite markets because it was too busy the Market in the summer.

IV. Property Management

A. Residential Property Management Report

Coyle reported that there were 12 vacant subsidized units, 5 of them were in the application process. While these units were not difficult to fill the application process was lengthily which was keeping these units open. Vacancy was at 4% with units that were available for rent. This did not include apartments that were vacated for renovations or units in the Livingston Baker that were being remodeled and in a transitional sale and purchase period.

John Turnbull introduced Daphne Tomchak as the new Tenant Coordinator.

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

The meeting went into closed session at 5:12 p.m.

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

Closed session ended at 5:49 p.m.

C. There were no lease proposals for approval.

V. Public Comments

None

VI. Concerns of Committee Members

None

VII. Adjournment

The meeting was adjourned at 5:49 p.m. by Patrick Kerr, Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant