



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
DRAFT Meeting Minutes

Thursday December 9th, 2010
4:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present: Chair John Finke, Vice Chair Patrick Kerr, Ann Magnano, David Ghoddousi, Gerry Kumata

Other Council Members Present: Gloria Skouge, Bruce Lorig

Staff Present: Ben Franz-Knight, Anita Neill, James Haydu, Ryan Hostettler, Jennifer Maietta, Teri Wheeler, Tom Arnold, David Dickinson, Katesha Atterbury, John Turnbull, Matt Holland, Brittney Farrow, Scott Davies.

Others Present: None

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

I. Administration

- A. Approval of Agenda
Move property management to follow community comments and before marketing.
Approved as amended by acclamation.
- B. Approval of November 11th, 2010 Minutes
All approved. John abstained not in attendance.
- C. Announcements and Community Comments
None

II. Property Management

- A. Residential Property Management Report
John Turnbull gave the property management report and reviewed sheet vacancy report.
Gerry joined at 4:03 p.m.
Interior renovations start this week in Livingston/Baker and juggling continue re tenants and renovations.
Ann Magnano asked about the new residential report, John replied that it would be ready next month.
- B. Closed Session Closed Session (RCW 41.30.110 [c])

The meeting went into closed session at 4:04 pm

- i. Review of Lease Proposals
- ii. Review of Delinquency Report

- iii. Vacancy Report
- iv. Current Lease Negotiations

David Ghoddousi joined during closed session 4:06 p.m.

Closed session ended at 4:44 pm

David moved approval of the leases for Stilnovich Produce, Soundview Café and Simone and Silvia.

Bruce L seconded.

Passed unanimously.

The lease proposals were placed on the consent agenda for the December 16th PDA Council Meeting.

III. Marketing

A. Media Plans 2011

B. Other Reports

James gave an overview on current marketing efforts. Working with new ad agency on developing 2011 media plan, will be final sometime in next few days to be distributed at council next week. Planning new year with the potential impacts with the renovations and the expected bad weather. Jan-may scavenger hunt, promote on radio and online. James explained in detail the program and the merchants partnering with. Additionally part of the new plan pull away from print media and lean towards more promotional...bus, internet and possibly Groupon. James asked council for any input or questions. There was some discussion on tv ads, social media including twitter, facebook and yelp and how successful they were. Committee asked about possible training to merchants for social media use.

James showed holiday 2010 commercial video.

James summarized the current holiday parking promotion reviewed the free parking offer if you spend 35\$ free on Saturday's. Bruce L asked how the promotion was decided, Ben responded that it was consistent with direction received at the last council meeting and that the marketing promotion was not a long term policy in operations. James continued to report, sharing sources of how customers found out about the promotion. John asked if the promotion encouraged people to buy more if just get free parking.

IV. Farm Program

A. History of the Pike Place Market Farm Program will be on the full council agenda for December.

B. Review of Farm Program 2010

C. Other Reports

Teri gave the year end farm program report highlighting a number of achievements including securing a Liquor permit for 2 vendors with hard cider and wine. Continue working with farmers on value added product. Mentioned the value of production kitchen to produce value added products. Highlighted a number of events including: Daffodil day and 2nd annual Mothers Day Flower Festival featuring Cisco Morris, Chef Demos on Sundays, Annual fruit festival, Master in the Market competition. Also reviewed off-site farmers markets - City hall and Cascade not as successful or popular with farmers. Mentioned shortage of locker space and ongoing need to market our farm program

Ann expressed her appreciation for the report.

V. Items for the Consent Agenda

Above

VI. Public Comments

None

VII. Concerns of Committee Members

Ann, thanks again to farm staff, farm most important strategic plan for the Market.

VIII. Adjournment

The meeting was adjourned at 5:50 p.m. by John Finke, Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant