



**Pike Place Market Preservation and Development Authority (PDA)**

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

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**Thursday May 13<sup>th</sup>, 2010**  
**4:00 p.m. to 6:00 p.m.**  
**PDA Conference Room**

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

**Other Council Members Present: Gloria Skouge, Bruce Lorig**

**Staff Present: Anita Neill, James Haydu, John Turnbull, Scott Davies, Teri Wheeler, Zack Cook, Brittney Farrow, Sue Gilbert Mooers, Ryan Hostetler, Matt Holland, Thomas Arnold**

**Others Present: Tom Graham**

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

**I. Administration**

- A. Approval of Agenda  
The agenda was approved by acclamation.
- B. Approval of April 15<sup>th</sup>, 2010 Minutes  
Gerry Kumata moved David Ghoddousi seconded.  
The minutes passed unanimously.
- C. Announcements and Community Comments  
Tom Graham noted some concerns about the street festival; rent was increased, crafters were not able to pick their spaces to sell at and were only allowed one space instead of two, like in the past. He noted that this violated the Hilt agreement because it stated that the slab area was to be used by the crafters which were being pushed out in favor of the festival booths.

**II. Marketing**

- A. Staff Reports  
James reported; Pike Place Palate was near completion and would be available in June. Comcast was filming its last commercial in a series of five for the Market. Flower Festival was held last weekend and was fast becoming the feel good festival of the community. Cisco was on hand on Sunday for a few hours to give a presentation and sign copies of his book while Lynn gave a cooking demonstration. Flower farmers made a smart decision and raised the prices on their bouquets for the event. Preparations were being made for The Cheese Festival to be held the following weekend.

Due to technical difficulties with the projector Ryan was unable to present the draft of the redesigned website. James instead gave a short update and noted that the current website had a lot of merchants linked.

### III. Farm Program

#### A. Staff Reports

James handed out examples of the pole banners that would be put up for display around the Market in the next few weeks. He also handed out an example of the direct mail piece with coupon that would be distributed.

John F asked James to follow up on Tom Grahams concerns that were noted in public comment and do some research on what was outlined in the Hilt Agreement. James responded that he already had been in contact with Tom and did find that the Hilt agreement states that the crafters had the first right of use for the slab area. James further noted that part of the reason for the location shift change for the festival was that Marlys wanted a large focus on food. After some discussion on the issue John F noted that there should be better planning and forward thinking for next years event to avoid potential problems, he also requested a full report on the issue for next months OPSCOM meeting..

James continued with his farm report; the Top of the Market Trademark agreement and business venture with Microsoft was up for renegotiation in January. Top of the Market was looking to get out of their lease at the Market by the end of year and James was inclined to not allow the renewal of the Microsoft trademark agreement if they were no longer a tenant in the Market. The committee and Council members were in agreement.

The Health Department was cracking down on violations by farmers at public markets. In particular they were writing up farmers selling and sampling products more than 3 days in a row because it was a violation of the 3 day rule code. Tiny's falls outside of this code and James has asked City Council for their support and assistance in having the Market obtain exemption with historic status from the rule.

James passed around a hand out outlining when, why and how the street was closed. Last season, merchants were asked their thoughts on the street closures that occurred. Half claimed it hurt their sales and were against closing the street while the other half was in favor of the street closure. James noted that after further thought and research on the issue he felt the street should remain open in order to give the merchants the best opportunity at boosting their revenues before Phase II of the renovations which would be very disruptive to the street and merchants. There was some discussion and the committee and other Council members present were in agreement that the street should remain open with the exceptions outlined on the handout. John F requested that James bring forward a resolution to the next OPSCOM meeting that outlines the policy of street closures using the handout as a general guideline while keeping some flexibility.

James noted that there had been some concerns brought to his attention on how the market research consultants, EMC Inc., should proceed. EMC had planned to begin with gathering information with phone surveys but some Council members questioned if that was the best way to proceed. James felt that because the market research originated out of the STRAP committee it should be discussed and decided within that committee. Currently the STRAP committee was on hold until the Executive Director search was complete. Bruce L noted that his preference was to begin the process by talking with the merchants first to see who they thought the market customers were then proceed with a phone survey. Ann asked how much had been spent so far. James responded that \$40,000 was budgeted and none had been spent to date. John F requested that the OPSCOM committee was updated regularly on the progress of the market research. Bruce B, Bruce L and James would be meeting with EMC on Thursday to discuss the market research plan, decide what direction to take and what the next steps should be. A few Council members noted that they felt the research was unnecessary and a waste of money. After some discussion on the pros and cons of utilizing market research, a poll of the Council members was taken. Patrick, Gloria and Ann were against the market research while Bruce L, Gerry and John were in favor.

### IV. Property Management

#### A. Residential Property Management Report

The Residential Property Management Report was handed out.

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

The meeting went into closed session at 5:02 p.m.

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

Closed session ended at 5:24 p.m.

- C. **ACTION ITEM:** Approval of Lease Proposals  
John Finke moved and David Ghoddousi seconded.

The lease proposals passed unanimously.

- D. Staff Reports

John T reported on the vacancy report that was handed out prior to closed session. Total vacancy was just below 12%. With the exclusion of the LB that continues to be under extensive renovations, and the Sanitary which was being cleared out due to Phase II of the renovations, vacancy was at 4.49%. John noted that next months report would exclude the Sanitary completely.

Severe rot was found on the roof of the Leland apartment building and would need to be replaced as soon as possible. Residents would have no roof top access until the work was completed sometime in July. Rent would be abated for tenants during the time of construction.

Revenues continue to be above last year in the garage despite transition problems with the new automated system. For the first time in years the surface lots were below budget and there have been problems with the pay stations. John T noted that part of the problem may be due to a lack of efficiency in cash handling by staff. Carol would give a detailed report at the finance meeting.

- V. **Public Comments**  
None

- VI. **Concerns of Committee Members**  
John F placed the lease proposals on the consent agenda.

- VII. **Adjournment**  
The meeting was adjourned at 5:32 p.m. by John Finke, Chair.

Meeting minutes submitted by:  
Anita Neill, Executive Assistant