Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

Thursday November 11th, 2010
4:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present: Patrick Kerr, Jackson Schmidt, Ann Magnano

Other Council Members Present: Bruce Lorig, Gloria Skouge

Staff Present: Ben Franz-Knight, James Haydu, Ryan Hostetler, Sue Gilbert Mooers, Matt Holland, Teri Wheeler, Zach Cook

Others Present: Deborah Barrett

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

I. Administration

A. Approval of Agenda
The agenda was approved by acclamation.

B. Approval of October 14th, 2010 Minutes
The minutes were approved by acclamation.

C. Announcements and Community Comments

II. Marketing

TV spots for holiday season are being filmed Monday 11/15 and Tuesday 11/16 and are focused on merchants on Western Ave., and Daystall. Nearly 1300 individual TV spots will run between Thanksgiving and December holidays.

On Thursday, 11/11, Copacino & Fujikado were chosen as the ad agency of record that will represent the Pike Place Market PDA. They were chosen based on their dynamic "pre-campaign" presentation, their clear understanding of the Market and its myriad constituencies, and also the fact that they were able to meet the criteria of reducing the hard cost of agency fees 25% below what we paid other agencies of record in the past years.

The first week of November James attended a meeting of the Board of Directors of the National Association of Produce Market Managers in Philadelphia and also met with the principals at the Project for Public Spaces regarding the Market's candidacy as a potential host site for the 2012 PPS International Conference. James noted that Pike Place Market played host to the Conference in 1998 and Jackson added that it was a huge success, as well as a good showcase for our Market.

James reminded the Committee that two additional dates have been established for a tour of Pike Place at the Commons on the Microsoft campus – December 2 & 3 at 10am respectively.

III. Farm Program

James reported that he was working in conjunction with Seattle City Council President Council and Councilmember Clark in order to move the ball forward in getting a code amendment to the regulations governing the County and State about the definition of a farmers market (3 day vs. daily).

James also reminded the Committee that in January he would engage them about formalizing an agreement with the City to go forward with Pike Place Market Express at City Hall Plaza, as well as the potential for a partnership with Amazon in the South Lake Union neighborhood. Lastly, James said the end of year full farm season report would be presented at the December 10 OPSCOM meeting.

IV. Property Management

A. Residential Property Management Report
B. Closed Session Closed Session (RCW 41.30.110 [c])

The meeting went into closed session at 4:21 pm

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

Closed session ended at 4:40 pm

C. **ACTION ITEM:** Approval of Lease Proposals
Patrick Kerr moved and Jackson Schmidt seconded.

For: Patrick Kerr, Jackson Schmidt Ann Magnano
Against:
Abstained:

The lease proposals were passed unanimously.
(not a quorum)

D. Staff Reports

V. Items for Consent Agenda

Patrick placed the lease on the consent agenda.

VI. Public Comments

None

VII. Concerns of Committee Members

None

VIII. Adjournment

The meeting was adjourned at 4:41 p.m. by Patrick Kerr, Vice Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant