



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

Thursday April 14th, 2011
4:00 p.m. to 6:00 p.m.
PDA Conference Room

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

Other Council Members Present: Bruce Lorig, Gloria Skouge,

Staff Present: Ben Franz-Knight, James Haydu, Ryan Yale, Jennifer Maietta, Matt Holland, Brittney Farrow, Kateesha Atterberry, Scott Davies, Teri Wheeler, John Turnbull, Ryan Hostetler,

Others Present:

The meeting was called to order at 4:04 p.m. by John Finke, Chair.

Administration

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

- B. Approval of March 17th, 2011 Minutes
The minutes were amended to acknowledge Patrick Kerr as moderator approved by acclamation.

- C. Announcements and Community Comments
None

II. Marketing

Staff Reports

Ben reported on PDA Marketing and stated that Earth Day, 4/22/11, the Picnic for the Planet will be held at the Market. Picnic for the Planet is a Nature Conservancy event held throughout the country and picnics will be held nationwide in high profile venues such as the Pike Place Market. Ben noted that the PDA anticipates 2,000-3,000 individuals are expected to attend the event, which will be located on Pike Street between Stewart Street & Virginia Avenue from 11:30am-1:30pm. A program is planned that includes food education, sustainability in farm practices, as well as participation by the Market theatre, Sally Clark, and many Pike Place Market farmers. Ben added that we are looking at myriad partnership possibilities with the Nature Conservancy in the future.

Ben discussed the Barbeque on the Bricks promotion to be held on July 24th. This event will be held for residents of the Seattle area to show the Market's appreciation to the citizens and voters who made the renovation project possible. In addition, this event will acknowledge the completion of Phase II and the amount of work that has been done to date. The event will also update the citizens of Seattle on the Phase III-IV proposed construction including the Stewart House reclud work. Ben added that there will be

barbecue grills on Pike street and Market merchants such as Don and Joes will be involved. Ben noted that this will be a very large promotional event and the residents of Seattle will be required to show proof of Seattle residency in order to partake in the free BBQ.

Ben continued his report on the Artisan Food Festival, which will be held on October 1st and 2nd. Ben stated the PDA will produce the event in conjunction with the Market Foundation. It will be a smaller event than last year but that's due to the strong emphasis on small artisanal food purveyors as opposed to moving food what's currently being done in the Market. It's anticipated that 30-35 craft food artisans will be in attendance, which will also include beer and wine makers. The proceeds from the beer and wine tastings will go to the Market Foundation.

Ben reported the Seattle Met is working on a June cover story of the Market. Ben noted that he and James met with the editor a few weeks ago and James gave the editor some ideas and direction to the editor. Ben noted that James anticipates that members of the Council will be called for an interview or quote. Ben added that he expects all aspects of the Market will be covered.

Ben reported that James will bring a resolution to Council this month that will address the satellite markets, which includes Amazon and City Hall.

Ben also commented on the Project for Public Spaces International Conference 2012. He noted that Pike Place was one of four global finalists, but the winner was Cleveland's Westside Market. He added that Pike Place has been asked to host two panels in the future.

III. Farm Program

A. Staff Reports

Teri discussed PDA's new program, the chef/farmer connection and described how the program works. She stated that the PDA has a link on the Market's website to promote local farmers what they grow and produce. She also described how this website promotion can assist with local chefs. Teri noted that the PDA has been working with some of the farmers that have been struck hard by flooding in order to rejuvenate business. T

IV. Property Management

A. Residential Property Management Report

John discussed the residential vacancy report and the good progress that has been made overall. John discussed the Sanitary Market and the HUD residents who will be back beginning in May. He added that the rest of the Sanitary Market will be left vacant in order to allow Stewart House residents a place to live while the renovation is taking place. He noted that there will be a noticeable impact on revenue that stems from the planned vacancy during renovation. John continued his report on the LaSalle HUD housing and the new contract that was signed with HUD. He stated the Sanitary Market will not renew with HUD based on the specific benefits that will allow the PDA to become more rent comparable with regards to the market rate rent in comparison to similar units in the area.

B. Closed Session (RCW 42.30.110 [c])

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

The meeting went into closed session at 4:14 p.m.

Closed session ended at 4:50 p.m.

C. Approval of Lease Proposals

Pat Kerr moved for approval of the lease proposals, Gerry Kumata seconded

The approval of the Lease Proposals passed unanimously

V. Items for the Consent Agenda

The lease proposals for Market Galbee, Little Shangai, 2nd Hand Gala, and Lowells were placed on the consent agenda for the April 28th PDA Council Meeting.

The proposals were approved by acclamation

VI. Public Comments

VII. Concerns of Committee Members

Ann inquired if the rummage hall space could be moved. John Turnbull stated that the PDA is currently looking at all the options and will inform the committee once a decision has been made.

VIII. Adjournment

The meeting was adjourned at 4:54 p.m. by John Finke, Chair.

Meeting minutes submitted by:
Ryan Yale, Executive Assistant