



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

Thursday May 12th, 2011
4:00 p.m. to 6:00 p.m.
PDA Conference Room

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

Other Council Members Present: Bruce Lorig, Gloria Skouge,

Staff Present: Ben Franz-Knight, Ryan Yale Ryan Hostetler, John Turnbull, Jennifer Maietta, Scott Davies, Matt Holland, Kateesha Atterberry, Teri Wheeler, Elsie Janson

Others Present:

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

I. Administrative:

A. Approval of Agenda

The agenda was approved by acclamation.

B. Approval of April 14th, 2011 Minutes

David Ghoddousi stated the minutes should reflect that he was not in attendance at the April 14th meeting.

Ann stated that she is having problems with the minutes. She added that the minutes do not look very professional to her. She stated that due to the minutes being public she will be unable to approve the minutes. Ann suggested that Ryan Yale (Executive Assistant) should look at the previous year's minutes as an example of how the minutes should be done and, in accordance, look more professional. John motioned to postpone the approval of the April 14th minutes until the next OPSCOM meeting and the committee consented.

C. Announcements and Community Comments

None

II. Marketing

Staff Reports

Ben reported on the resignation of James Haydu, Director of Marketing and Communications.

Ryan Hostetler reported on marketing and stated that the Market hosted Picnic for the Planet (a worldwide Nature Conservancy event) on Earth Day April 22nd. He noted that the picnic held at Pike Place was credited as being the largest picnic held in the United States, with an estimated 2,000-3,000

on the “bricks” between Stewart & Virginia from 11:30am-1:30pm participating in one way or another. The program included food education, sustainability in farm practices and appearances by the Market theatre, Sally Clark, and many Pike Place Market farmers. The July 24th BBQ on the Bricks event will be postponed and revisited after Phase III of Renovation is complete. Seattle Met is working on a June feature article about the Market. Staff has provided ideas, insight and worked alongside writers, editors and artists on the project that includes a fold out map of the Market. Marketing Staff has been working to produce Pike Place Palate in an online format that will feature summer growing season articles and will be used to promote the Market online. Look for the 7th edition of this publication to be available on pikeplacemarket.org between the 12th and 15th of June. Copacino + Fujikado, the Markets advertising agency, is currently working with direction provided by staff to create Farm Season marketing materials. Ryan also noted that these materials will be used in conjunction with the annual Marketing plan and they include a direct mailer that will be sent to select Seattle zip codes, pole banners that will line Pike Place and Pike Street, transit bus advertisements that will be displayed on the sides of select transit routes, Facebook tabs and advertisements that will be used to expand our reach on social media and crafting copy to be used within radio, which will help to support the Farm Season. Marketing has been provided approval for a street use application from MHC that highlights the use of the street until Jan 2011 for Marketing planned and executed events including, but not limited to, Farm Days on the Cobblestone, Fruit Festival, The Buskers’ Festival, Pike Place Market Artisan Food Festival and Magic in the Market. Ryan added, as a reminder, that the Cheese Festival produced by DeLaurenti’s will be taking place on Pike Place this weekend.

Gerry Kumata arrived at 4:08

III. Farm Program

A. Staff Reports

Teri reported on the seed project, which is an initiative to increase the variety of the produce sold within the Market. She reported on the flower festival success with 34 farmers, but did note that it wasn’t as good as the prior year based mainly on the renovation work. However, 85% of the farmers surveyed did say that the Mother’s Day weekend flower festival was the most profitable year-to-date.

IV. Property Management

A. Residential Property Management Report

Elsie reported on the residential property leasing and stated that the vacancy report submitted shows that there are currently 28 offline units. She noted that there are three HUD units currently moving into the Sanitary Market with more moving in the following week. She added that due to the renovation in the Stewart House there will be some vacancies in the Livingston Baker apartments for the relocation of tenants. Elsie noted that this is the best possible alternative, both financially and functionally, for the residents that will have to be relocated due to the renovation.

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

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

Closed session ended at 5:04 p.m.

C. Approval of Lease Proposals

John Finke motioned to authorize the Executive Director to approve the two leases associated with Jack’s Fish under the terms agreed upon during closed session.

V. Items for the Consent Agenda

VI. Public Comments

VII. Concerns of Committee Members

VIII. Adjournment

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

Meeting minutes submitted by:
Ryan Yale, Executive Assistant