



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

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

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**Thursday November 12<sup>th</sup>, 2009**  
**4:00 p.m. to 6:00 p.m.**  
**PDA Conference Room**

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

**Other Council Members Present: Gloria Skouge**

**Staff Present: James Haydu, Anita Neill, Ryan Hostetler, Teri Wheeler, Coyle Jefferson, Scott Davies, Brittney Farrow, Cecilia Hall, Zack Cook, Dorothy Malinski, Matt Holland, Sue Gilbert-Moors, Jay Shalow, Bill Stalder, Tamra Nisly, Jeff Jarvis**

**Others Present: Chueneng Cha, Pa Clo, Cheu Chang, Kay Ying Cha, Liza Couchman, Joua Pao Yang, Bao Cha, Sia Cthao, Bee Cha, Cynthia Hope, Karen Kinney**

The meeting was called to order at 4:02 p.m. by John Finke, Chair.

**I. Administration**

**A. Approval of Agenda**

James requested that the "Staff Report" be devoted to the compost issue, and the street closure report be moved from the Farm Program Report to the Marketing/Media Report. The agenda was approved, as amended, by acclamation.

**B. Approval of October 15<sup>th</sup>, 2009 Minutes**

The minutes would be approved at next months meeting when a quorum was present.

**C. Announcements and Community Comments**

Ann Magnano joined at 4:03 p.m.

Cheu Chang noted that the farmers worked hard and had no place to compost on their land and the neighbors would get mad. They worked long hard hours and felt that the PDA should help the farmers. John noted that the PDA followed up with many of the farmer's landlords and the response across the board was that the landlords were in favor and encouraged composting.

Liza Couchman noted that she would like to see Market tour maps posted throughout the City at various tourist and business locations. James noted that advertising outreach had been done with the W Hotel and a map had been created by our agency a couple of years ago.

Joua Pao Yang a long time farmer and participant in the Market noted that the farmers already worked long hard days and it was a lot of additional work for them to haul their compost back to the farm. He requested that Council considers ways to help the farmers and not take away the compost

program. He felt that there could be a way that everyone could work together to find alternate solutions. John noted that PDA staff would again check with the City to see if they offered any other programs.

Bao Cha requested an interpreter; one was not present so Bee Chow agreed to do it. She noted that she had been in the Market a long time and it was her livelihood. She felt that the PDA should continue to support the farmers and keep the compost program. Other markets offered free parking that was close, here they would have to pay someone to load and unload and it would be expensive and felt that the PDA should help them.

Sia Cthao, Bee Chow interpreted, noted that her husband had bad arthritis and could not help her and had to do most of the work on her own. If the compost program was ended she did not feel that she could do it on her own and felt that the PDA should help the farmers out to keep them here.

Bee Cha stated that the PDA must continue to support farmers because they were a huge part of the Market. He continued to explain the history of the farmers in the Market and talked about the long hours that the farmers worked and some were physically unable to haul their compost out. He noted that he felt that if the PDA cut the compost program that they did not support the farmers and was sad to see the compost program end. He also insisted that interpreters be provided for those who needed it.

John asked the farmers what their daily routine was like. Bee Chow explained that the flowers were picked and packed in the vehicles the night before because they had to leave very early in the morning to get to the Market on time. John also asked the farmers who participated in the remote markets this summer what they did with their compost. The farmers responded that they were required to haul it out and they took it back to their farms. John noted that today's meeting was for discussion and next month staff would have recommendations.

John handed out a letter from Nancy Hutto who was in support of the compost program. Several letters in support of the compost program were submitted to the Council by the farmers and were added for the record.

## II. Marketing

### A. Staff Reports – Composting Issue

James followed up on questions raised by Theresa at the last OPSCOM meeting; while King County did not have any regulations against composting and was encouraged; a lot of the farmers were from Snohomish. James checked with the Snohomish County and found that they too were in support of composting and highly encouraged it. Theresa also questioned why the hourly rate was so high for facilities employees. James reported that the amount included not just their pay but the cost to the PDA for their benefits.

At Councils request, several other composting options were investigated. Teri spoke with WSU and they were willing to hold educational composting programs for the farmers. Other options included a compost subscriber program. There were two ways to implement the program, either as a subsidy to farmers or a pay per use. James further discussed the details of the program and the costs associated with it.

Ann questioned if allowing flexible or later hours and providing parking would be possible options. James responded that a later start time may be a consideration and temporary unload / load parking was already available on Pike. James also noted that the PDA was helping out the farmers as they could with various programs to help increase sales, for example the Mother's Day event and the remote farmers markets.

### B. Media Plan 2010

James reported that the Marketing department would continue with advertising outreach on the radio, internet, print media and television as well as continued production of the Pike Place Palate twice yearly. Transit advertising was found to be expensive and ineffective and would not be

continued in 2010. James further explained in order to closely track the farm program and advertising expenses those budget line items were separated out.

Ann questioned how much it cost to produce the Pike Place Palate and when the next issue would be released. James responded that the cost was about \$30,000 to produce each publication-including staff time, art, production, printing and mailing. He also noted that the farm coupons included in the magazine had a high redemption rate which in turn supported the farm program. The winter issue was expected to be released on November 27<sup>th</sup>.

C. **Street Closure Report**

James noted that there had been several complaints from tenants in the Market regarding the street closures this past summer. To further investigate some of the complaints James distributed a survey to tenants to complete. The survey asked tenants to rate their experience with the street closure; in general the results were neither negative nor positive. In fact some of the results were contradictory.

Cynthia Hope requested to speak now instead of waiting for public comment because she had time constraints, John allowed her to speak. Cynthia conducted her own pedestrian counts the same time as the PDA. She reported that at her last count, while the PDA reported that their counts were more than double from the previous year, hers were down by 35% and felt that it was due to the street closure. John requested Cynthia to share her numbers with James.

Ryan continued with the survey results report and reviewed the results of each question noting that the response rate was high with the responses showing strong opinions.

John suggested that it may be a good idea to hire the services of a professional survey next time.

**III. Farm Program**

A. **Remote Farmers Market Reports & Evaluation**

Due to time constraints the remote farmer's market report and evaluation were skipped.

**IV. Property Management**

A. **Residential Property Management Report**

Coyle handed out and reported on the residential vacancy. There was some discussion about the spreadsheets and the vacancies. Overall the vacancy rate for the Market was at 4% excluding the Livingston Baker units that were under construction. Coyle noted that the current vacancy of the LB was 10% with the goal of reducing it to 8% by January and 5% by the end of March. There was then some review and discussion on the vacant unit punch status worksheet.

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

The meeting went into closed session at 5:39 pm

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

Closed session ended at 6:00 p.m.

C. **Open Session: Approval of Lease Proposals**

John Finke moved to approve all the lease renewals, David Ghoddousi seconded. The motion passed unanimously.

**V. Items for the Consent Agenda**

John recommended that all the lease renewals be moved to the consent agenda, it was agreed.

**VI. Public Comments**

None

**VII. Concerns of Committee Members**

Ann noted that she firmly believed in the 'pack it in pack it out' philosophy.

Patrick noted that the farmers should be supported like the social services and preschool in the Market and was in favor of continuing the compost program.

**VIII. Adjournment**

The meeting was adjourned at 6:03 p.m. by John Finke, Chair.

Meeting minutes submitted by:  
Anita Neill, Executive Assistant