



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

Thursday, November 13th, 2008
4:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present: Patrick Kerr, John Finke, Theresa Alexander, Jackson Schmidt, David Ghoddousi

Other Council Members Present: Jim Savitt, Gloria Skouge

Staff Present: Anita Neill, James Haydu, Noa O'Hare, Cecilia Hall, Teri Wheeler, Sue Gilbert Mooers, Erin Struck, Scott Davies, Matt Holland, Brittney Farrow, Coyle Jefferson

Others Present: Todd Mick

The meeting was called to order at 4:01 p.m. by Patrick Kerr, Chair.

I. Administration

- A. Approval of Agenda
James requested to move the Trademark agreement action item to after Announcements and Community Comments.
The agenda was approved, as amended, by acclamation.
- B. Approval of October 16th, 2008 Minutes
The minutes were approved by acclamation.
- C. Announcements and Community Comments

II. Marketing

- A. **ACTION ITEM:** Proposed Resolution **08-60:** Authorization for Non-Exclusive Trademark Licensing Agreement with Micks Peppouri.
James reviewed the proposed resolution. He noted that Micks Peppouri wants to use the name Pike Place Pepper Jelly and the image of the clock sign on their pepper jelly product. The agreement would be for a two year period with non-exclusive rights and the PDA would be paid \$0.20 per unit sold.

Jackson and Jim joined at 4:03 p.m.

Theresa moved and John seconded.

David joined at 4:06 pm

For: Patrick Kerr, John Finke, Theresa Alexander, Jackson Schmidt
Against:
Abstain: David Ghoddousi
Proposed Resolution **08-60** passed.

B. Staff Reports

James reported the following: on November 24th a 25' Holiday tree would be delivered and set up in the Market. There would be media and a press advisory for the event. Saturday November 29th marks the beginning of Magic in the Market. The Seattle Brass Quintet would be present. The plans to have the Nutcracker perform for the event was canceled because there was not enough time for planning. Additionally at the event there would be candy canes, a food drive and Santa. Corner Market wants to sell Holiday trees but was having difficulty with MHC approving the tents being left up overnight. Advertising for the holiday season has begun and included ads posted on the sides of buses, Comcast announcements the third week of November running through December, the winter issue of Pike Place Palate would be distributed and copies would be distributed at the next full Council meeting. The Seattle times would be running a post levy election article this Sunday.

James handed out and reviewed the 2008 media audit and the proposed media outreach for 2009. He noted that television, transit and direct mailings were the most successful for the PDA and print media and on line advertising were not as successful.

James noted that there was a possible trademark agreement in the works for Savor Seattle. The owner would like to use the Pike Place Market name and imagery to promote her business. There was a discussion regarding the business underlying motives and the use of the trademark. It was decided that more information and research would be necessary before bringing forward in a resolution. James also noted that the PDA has not received an application for trademark use-that he was giving the Council notice that an application may be forthcoming.

James further reported the following, there was a Viaduct committee briefing meeting scheduled for November 17th from 6 p.m. – 7:30 p.m. in the PDA conference room. Also, James said Pedestrian counts would be done quarterly in 2009. A rough tally on coupon redemption was at an all time high of 15%. James requested input from Council as to what sort of market research they would like to see completed.

C. Sales Report

Cecilia reported that sales were down for September but year to date sales were up slightly. This was due mainly in part to restaurant sales. Same store sales for September were slightly up, year to date was slightly higher than this. Percent rent was expected to reach the budgeted goal of two million.

III. Farm Program

A. Staff Reports

Noa reported that the Farm program was seeking recruitment opportunities at the Till Producers conference last week, the Farming conference next week and the Washington State Farmers Association meeting in January. Requests for October revenue collection reports have been distributed and would report on the results in December. Noa spoke with Jay at Full Circle who was considering selling fresh produce year round. The Farm season survey would be completed and a full report would be given in December. There was a discussion regarding revenue and revenue reporting with the local neighborhood farmers markets and the idea to require this of the Market farmers. It was decided that this would be a strategic issue and should be further discussed in the Strategic Planning committee meeting.

IV. Property Management

A. Residential Property Management Report

Coyle reported the following: the vacancy rate was at 3% and was due in part to the efficient turnover of units, preparations are being made to move the payment system to in house with the new Yardi system, revenue about was about \$100,000 above what it was this time last year, security cameras have been installed in the First and Pine building and would possibly be installed in other buildings for security and safety.

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

The meeting went into closed session at 4:55 pm

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

Closed session ended at 5:08 p.m.

V. Items for Consent Agenda

Patrick moved proposed resolution 08-60, Authorization for Non-Exclusive Trademark Licensing Agreement with Micks Peppouri, to the consent agenda.

Patrick moved and Jackson seconded.

For: Patrick Kerr, John Finke, Theresa Alexander, Jackson Schmidt, David Ghoddousi

Against:

Abstain:

It was passed unanimously.

VI. Public Comments

James noted that public meetings for the renovations would begin again in January. He encouraged Council members to attend and would be sending out email reminders.

Jackson noted that Anita has sent out an email regarding the Livingston Baker tour.

Theresa noted that she would like to see media outreach to Eastern Washington farmers.

VII. Concerns of Committee Members

Theresa noted that commercial property management should develop policy as to how far the PDA would go to support tenants in an economic downturn. Jackson noted that this was discussed at the retreat and was on Bruce Burgers agenda for strategic. John noted that historically the Market has handled hardship cases delicately and fairly and there are policies in place and these policies could be reviewed if necessary.

VIII. Adjournment

The meeting was adjourned at 5:20 p.m. by Patrick Kerr, Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant