



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

Thursday, March 12, 2009
4:00 p.m. to 6:00 p.m.
PDA Conference Room

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

Other Council Members Present: Gloria Skouge

Staff Present: Carol Binder, Anita Neill, James Haydu, Sue Gilbert Mooers, Teri Wheeler, Erin Struck, Scott Davies, Cecilia Hall, Brittney Farrow, Matt Holland, Noa O'Hare, David Dickenson, John Turnbull, Bill Stalder

Others Present: Teagan McDonald, Xee Yang Schell, Angela Shen, Barbara Elza, Sharon Mukai, Justin Hall, Paul Verano

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

I. Administration

A. Approval of Agenda

The agenda was approved by acclamation

B. Approval of February 12th, 2009 Minutes

Gloria noted that she thought it was decided that the preschool rent abatement was not to be put on the consent agenda. Carol responded that, according to the leasing guidelines policies, the decision for hardships was determined by the OPSCOM committee and such decisions do not go forward to full Council in resolution form and should not have been on the consent agenda.

The minutes were approved by acclamation.

C. Announcements and Community Comments

Xee Yang Schell, daughter of a farmer at market for over 20 years, appealed to the PDA Council to approve the requested Daystall rule change that would allow farmers to sell dried flowers in baskets in the off season so they have more products to offer and sell.

II. Marketing

James reviewed proposed resolution 09-22, he noted that Savor Seattle Food Tours agreed to pay the PDA \$5,000 per year for the two year term of the agreement. The agreement included the rights to use the name, design mark and image of the clock and sign to promote a Market specific food tour with rack cards and online advertising only. Additionally it was agreed not to exceed 12 persons per tour to keep the congestion in the Market to a minimum.

Council asked Angela how often would the tours be given and how would they be advertised. Angela responded once or twice a day and the majority of their advertisement was online and word of mouth. Angela additionally requested permission to use the trademark in a one time, joint advertisement with the Convention of Visitors Bureau travel guide.

A. **ACTION ITEM:** Proposed Resolution 09-22: Authorization for Non-Exclusive Trademark Licensing Agreement with Savor Seattle Food Tours.

Patrick moved and John seconded. It was asked if we have a quorum. Patrick, as Chair, determined we would go ahead with the vote, as it was advisory to the full council. It was also agreed that the advertisement with the CVB guide be added to the resolution.

For: Pat Kerr, John Finke, David Ghoddousi
Against:
Abstain:

Proposed Resolution 09-22 passed unanimously.

B. Staff Reports

James gave the following staff report; March 20th was Daffodil Day, March 23rd there would be a renovations public meeting at the senior center with the focus on the follow Rachel the pig to the Market signs, during the renovations the Hillclimb stairs would be closed but the elevator and skybridge would remain open, the pigs were to be put in place on April 22nd. James handed out and reviewed the agenda for the National Produce Association that the Market would be hosting on March 26th – 29th; he encouraged Council members to attend. The BBQ competition was scheduled for April 4th and 5th. On April 23rd the Mayor would be present to do a press event on the ground breaking day of the Hillclimb. This year would be the first flower festival in honor of Mothers Day. The Seattle Cheese Festival was scheduled for May 15th and 16th. This year would be the first of the Car free Sundays, it would begin on June 7th and continue through September 27th. Scheduled promotions for the Market include collaboration with the W Hotel which would run through June 30th, the Seattle Metropolitan Magazine would be advertising restaurants offering promotions and a few Market restaurants were to be featured.

III. **Daystall Rules – Full Presentation and Final Vote**

Action Item: Proposed Resolution **09-10:** Adoption of Changes to Daystall Rules and Regulations
David handed out the spreadsheet of the proposed Daystall rules. He noted that due to several objections, the change to the Buskers performance spot under the clock had been withdrawn from the rule changes. David continued to review and explain the 16 proposals and counter proposals by PDA staff to the Daystall rules. Copies of these proposals and counter proposals would be available at the Daystall office for anyone who wanted to review them. There was some discussion about the rules and reasons for the changes.

Ann Magnano joined at 4:42 p.m.

Sharon Mukai noted that she was concerned with the rule proposals under Market Master Discretion. She also noted some concern about definitions and the need for clarification. After some discussion with David Dickenson it was decided that David would make some wording changes for clarification to the proposed Daystall rules.

Teagan commented that she was glad to see that the change to the Busker performance spot under the clock didn't change but had some other complaints including the late hours on Sunday and no smoking within 25 feet of businesses. Patrick noted that that was state law and could not be changed.

Patrick moved and David seconded
For: Pat Kerr, John Finke, Ann Magnano, David Ghoddousi
Against:
Abstain:

Proposed Resolution 09-10 passed unanimously.

IV. Farm Program

A. Staff Reports

Noa gave the update on the farm program. He reported that farm renewals were at 65%, notification went out to farmers about the first Pike Place Market flower fest in honor of Mothers day, Noa was helping farmers complete the application forms for the farmer relief fund for farmers who where affected by the floods last winter. Recruitment efforts continue. Ann questioned why the farm renewals were only at 65%, Carol and Noa noted that some farmers do not renew until later so it is not necessarily indicative of a lower expected number of farm permits.

B. Discussion and Approval of Satellite Farmers Markets in Downtown Seattle

James handed out a summary of the satellite farmers markets at City Hall Plaza and South Lake Union. He reviewed in detail the concept, the partners involved, why this was an excellent opportunity for the Market, the capacity and planed dates at each venue and the expense to the PDA including a rough draft of the budget.

John questioned if Noa would be the only on site staffing and noted concern that it would hinder his duties here at the Market. John additionally noted concern about drawing customers away from other Market businesses by offering a satellite market. James responded that an intern would be available in the summer months. There was some discussion on tracking any negative impact to the Market that the satellite market would have on the Market. Carol noted that attendance was already taken and would be a good tool to measure any impacts. There was further discussion on impacts, which farmers would be selected and concern if the opportunity was not taken it may not be available next year.

In general the Council was in favor of the idea while noting the above and financial concerns. It was moved that a resolution would be drawn up to reflect the PDA's continued efforts to investigate with the intent of moving forward with the satellite markets at City Hall and South Lake Union.

Patrick moved James notion and Ann seconded.

For: Patrick Kerr, John Finke, Ann Magnano, David Ghoddousi

Against:

Abstain:

The motion passed unanimously.

V. Property Management

A. Residential Property Management Report

Carol gave the residential report. Residential was doing well with no major problems. Notice had been given to the Fairley residents to vacate due to the renovations and the PDA was working with them on relocating. Patrick questioned what the vacancy rate was at. Carol responded that it was at about 5% on market rate and 3% on the HUD.

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

The meeting went into closed session at 5:30 pm

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

Closed session ended at 5:43 p.m.

C. **ACTION ITEM:** Approval of Lease Proposals

Patrick moved and John seconded. The lease proposals were approved unanimously.

For: Pat Kerr, John Finke, Ann Magnano, David Ghoddousi
Opposed:
Abstained:

The lease proposals were approved unanimously.

D. Staff Reports

Carol reported on the lease enforcement and administration for rent delinquencies, payment plans and deferrals, she handed out a copy of these policies and the sales reports. Carol and Cecilia noted that each tenant needed to be reviewed individually and a blanket policy would not be appropriate for hardship cases and the current rules accommodated most instances. Cecilia suggested visiting the topic regularly to monitor if any changes to the policy become necessary. Committee members tended to agree, that based on the sales reports, a blanket policy would not be wise.

VI. Items for Consent Agenda

Patrick moved the leases proposals and proposed resolution 09-10 to the consent agenda, John seconded. The motion passed unanimously.

VII. Public Comments

VIII. Concerns of Committee Members

IX. Adjournment

The meeting was adjourned at 6:00 p.m. by Patrick Kerr, Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant