



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

Thursday, April 15th 2010
4:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present:

John Finke (Chair), Jackson Schmidt, Gerry Kumata, Patrick Kerr (Vice Chair)

Other Council Members Present:

Gloria Skouge, Bruce Lorig (arrived late 4:15)

Staff Present:

James Haydu, Scott Davies, Brittney Farrow, Sue Gilbert Mooers, Cecilia Hall, Kateesha Atterberry, Ryan Hostetler, Matthew Holland, John Turnbull, A.V. Goodsell

Others Present:

Matthew Steinbrueck (Raven's Nest), Ernie Sherman

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

I. Administration

A. Approval of the Agenda

The agenda was approved by acclamation

B. Approval of March 11th, 2010 Minutes

For: John Finke, Gerry Kumata, Patrick Kerr, Gloria Skouge

Opposed:

Abstained: Jackson Schmidt

The minutes were approved by acclamation.

C. Announcements and Community Comments

None.

II. Marketing

A. Staff Reports

James began by showing three of four Market-oriented commercials being run on 14 Comcast affiliate station in the Greater Seattle area. James noted that the Farm-related commercial will be taped within weeks. Council comment was made by Patrick noting that neither him nor his business nor any craftspeople were included in the Comcast spots. James said he'd be happy to talk to Patrick about the next round of commercials to be taped. Ryan then provided a social media update reporting that

Pike Place Market has about 33,000 followers on Facebook and about 2,800 followers on Twitter. The number of followers has doubled in the past few months. Ryan reported that some of our commercial and crafts tenants have themselves created profiles on Facebook and/or Twitter and the Marketing Department works with those merchants to help promote those and other market-based businesses.

James brought to the Committee's attention the fact that the trademark agreement executed with Jewell Hospitality/Microsoft related to the commissary at the Microsoft Campus called (Pike Place at the Commons) would come before the Council for renewal in January, 2011. James reminded that the current agreement is two years in length and pays the PDA a sum of \$25,000 per year. He asked the Committee/Council to begin thinking about the renewal process (he suggests renewal given the quality of the commissary and the good relationship established with both trademark partners)

As a matter of FYI/policy James reported to the Committee recent talks he's had with the City's Office of Film & Music about a multiplying request for filming and still-photography project requests within the Market/Historic District James noted there are operational and philosophical questions about companies wanting to film here, especially considering upcoming Phase 2 of the Renovation (operational). Philosophically, James expressed that he is not always comfortable in letting the Market be used as a (commercial) backdrop to promote things/products that have nothing to do with the Pike Place Market. He went on to suggest that an occasional film project is certainly allowable (if possible). Jackson Schmidt and other Committee members suggested one means by which to control the number of requests would be to raise the location fees associated filming at Pike Place, given major projects are such huge operational issues within the Historic District.

III. Farm Program

A. Staff Reports

James reported that effective April 1 the PDA supplied compostable material "haul out" program ended for Market farmers with full compliance and cooperation by all farmers. Next, James reported he'd just attended the National Association of Produce Managers Conference in Dallas. Based on that meeting and a seminar there he learned the USDA now has a funding stream that may be beneficial for farmers markets via promotions and fees to run such markets. The PDA is now applying for \$30,000 grant (2011-2012), that would be used for remote markets to subsidize the cost of producing those remote markets. Lastly, James also reported that the two satellite markets we run are set to start mid-June through September. Dates are: Tuesday, June 22nd at City Hall, and Thursday, June 24th at Cascade Farmer's Market.

Gerry Kumata asked James if there was is discussion/ a plan of expansion of the Pike Place Market Express program. James answered that while other neighborhoods have asked us to produce one (e.g. Pioneer Square, Seattle Center and Gas Works Park) he is not ready for expansion yet until the satellite locations are perfected.

IV. Property Management

A. Residential Property Management Report

John T updated that the LB rent reduction has brought in more tenants. Sanitary tenants are being moved out for the Renovation. Of the 22 units in the Sanitary Market Building, all but one tenant has confirmed a place to relocate to by May so that work can begin on schedule. The Bedbug invasion is back. With that, costs have increased significantly in pest control and staff training. All is well with other Renovation work, as Phase 1 will be completed in June. The upcoming Phase 2 relocations are about figuring out how to match people with new spaces and term lengths.

B. Closed Session (RCW 42.30.110 [c])

Closed session started at 4:27pm

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

Closed session ended at 5:17 pm

V. Open Session: Approval of Lease Proposals

VI. Staff Reports

Cecilia has resigned Commercial and be joining the Operations staff via an administrative role in parking.

- A. **ACTION ITEM:** Approval of Lease Proposals
Renewal of Pharoah's Treasures, Dragon's Toy Box, Christopher's Lamp.

John Finke moved and Jackson Schmidt seconded.

For: John Finke, Patrick Kerr, Jackson Schmidt, Gerry Kumata

Opposed:

Abstained:

The leases were passed unanimously.

- B. Staff Reports

John T. reported that the new electrical meters were in place as of Sunday last and that the new billing system will start mid-summer.

VII. Items for Consent Agenda

None.

VIII. Public Comments

None.

IX. Concerns of Committee Members

Jackson noted a Seattle Times piece re: the Viaduct tear-down. Construction to start late summer on the south end near stadiums (set to finish 2013). Jackson's concern is the dramatic effect of traffic in/around the Market this project will pose.

Patrick asked if any thought had been given to helping tenants hook into new heating/cooling system (i.e. easing the financial burden for said tenants). John T. noted that indeed it had and at the Capitol Renovation Committee meeting held three days prior PDA staff proposed that \$150K of Phase-I new markets tax credit allocation (proceeds) be set aside for such a purpose.

X. Adjournment

The meeting was adjourned at 5:24p.m. by John Finke, Chair.

Meeting minutes submitted by:

A.V Goodsell, Office Coordinator