



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

Thursday, April 16th, 2009
4:00 p.m. to 6:00 p.m.
PDA Conference Room

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

Other Council Members Present: Gloria Skouge

Staff Present: Bill Stalder, Matt Holland, Sue Gilbert Mooers, Carol Binder, Anita Neill, James Haydu, John Turnbull, Cecilia Hall, Kateesha Atterberry

Others Present:

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

I. Administration

- A. Approval of Agenda
The agenda was approved by acclamation.
- B. Approval of March 12th, 2009 Minutes
The minutes were approved by acclamation.
- C. Announcements and Community Comments

II. Marketing

- A. Staff Reports
James gave the following Marketing staff report; a reminder to Council that one week from today at 11 a.m. there would be a renovation soft kick off press event on Western Avenue. Three fiberglass pigs and directional signs would be strategically installed to guide people to the market. The Mayor would be there to give a short speech. The next monthly public and community meeting has been set for April 28th in the Senior Center at 6 p.m. Tuesday May 19th was the next scheduled meeting and meetings would continue monthly. Renovation information would be continually added and updated to the web pages. James would be meeting with the PI Online this week to discuss the latest information about the renovation projects and give a tour of the Market; a article would be posted to the P.I. website later in the week. The first annual Mothers Day Flower Festival was scheduled for the weekend of May 9th and 10th. 39 Farmers, so far, were signed up to participate, they would set up tents along Pike street for easy 'drive through' service to customers. The Cheese Festival is scheduled for May 16th and 17th and the Street Festival for May 30th and 31st. James handed out a flyer created and distributed by the city. The flyer noted street closures in the Seattle area as part of the imitative to keep Seattle green. As part of this initiative Pike street would be closed on Sunday from 10 a.m. – 5 p.m. So far most tenants and vendors have been agreeable with the closure. The first draft

of the Spring issue of the Pike Place Palate has gone to HL2 and issues should be available around June 17th. James was working with Bruce Burger on the how and if to continue with the market research this year, a lot was dependant upon having budget available.

i. Remote Farmers Market Update

Conversations and draft contracts continue to be negotiated with South Lake Union and City Hall Plaza stakeholders. These contracts would be brought forward at next council meeting. The specifics including budget, days and hours of operations have not changed and this information has already been provided to all Council members. Carol asked Council how they would like to see James proceed. There was some discussion about costs and funds available to spend on the project. James noted that the South Lake Union fees would be waived but City Hall would require that the PDA pay for 3,500 for permitting. Ann noted that this issue has been thoroughly discussed by Council and she favored the idea and felt that James should proceed forward with the project. Patrick noted that as long as the rest of Council had been informed he was in support of James proceeding. James noted that he would email the information, including the contracts out to Council members. Recruitment efforts continue for the remote markets externally and internally here in the Market.

III. **Farm Program**

A. Staff Reports

This week the Farm Program had been conducting interviews for a Farm Program Assistant. Several candidates have been interviewed but the right person has not been found so the position would be reposted in the hopes of creating a greater pool of candidates.

IV. **Property Management**

A. Residential Property Management Report

Carol gave the following residential property management report; in preparations for the renovations, tenants in the Fairley have been relocated to various places in and out of the Market. The Stewart House received a score of 99 on their REACT inspection. The Market House has been re-inspected by another HUD inspector who found the prior inspection to be inadequate, at no fault of the PDA, and has rejected it. A new inspection would be completed. Ann noted that a resident in on the alley side of the Livingston Baker building, about 2 or 3 floors above the clinic, has been putting breadcrumbs on their ledge which has attracted a lot of birds which was causing problems with excrement on the street below. She requested that Coyle speak with the resident and ask them to stop.

Closed Session (RCW 41.30.110 [c])

The meeting went into closed session at 4:23 p.m.

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

Closed session ended at 4:58 p.m.

John Finke joined during closed session at 4:31 p.m.

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

Patrick Kerr moved the leases and Ann Magnano seconded.

For: Patrick Kerr, Ann Magnano, John Finke

Against:

Abstained:

The leases passed unanimously.

C. Staff Reports

i. Secret Shopper Survey Results

Cecilia handed out the results of the secret shopper survey and how they compared to the 2004/2005 survey results. Carol noted that the non-high end restaurant ratings were good, the overall cleanliness of the Market has gone up and the overall impression of the Pike Place Market was positive. Cecilia noted that this would be a good baseline for before renovations comparison to post renovations. John F. noted that the overall impression if the Market was to remain open past 8 p.m. was very favorable. Ann inquired if any of this information tied into Bruce Burger's strategic plan. James responded that he was looking for more specific details. Ann suggested that research was not necessary to find out who our customers were, but to ask the merchants who they were; this would save a lot of money. Ann further suggested that market research should be continued after the economy improved. Patrick noted concern that the garage and overall safety as well as lighting in the garage was down from 100% to 94% and suggested it should be determined why it went down. Cecilia noted that a narrative has been sent to Suzanne, the Parking Manager and John, the Security Manager.

V. Items for Consent Agenda

Patrick moved the leases to the consent agenda, the leases were moved to the by acclamation.

VI. Public Comments

VII. Concerns of Committee Members

Ann noted that All Things Lavender looked good in their new space across the way on flower row and hoped that the move increased business for them.

Matt noted the Me and Mom's Hats were doing well in that area of the Market too. It seemed to be bringing more vibrancy to flower row.

James noted that he has been busy speaking with reporters dispelling the rumor that the gum wall was going to be removed due to the renovations. Patrick mentioned that the PDA should be selling gum to people in the Alley for the wall.

VIII. Adjournment

The meeting was adjourned at 5:13 p.m. by Patrick Kerr, Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant