



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

Thursday May 14th, 2009
4:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present: Patrick Kerr, Jackson Schmidt, Ann Magnano, David Ghoddousi, Bruce Lorig

Other Council Members Present: Gloria Skouge

Staff Present: Anita Neill, James Haydu, Sue Gilbert Mooers, Tamra Nisly, Erin Struck, Bill Stalder, Matt Holland, Noa O'Hare, Jay Schalow, Brittney Farrow, Coyle Jefferson

Others Present: Cynthia Hope, Tony Morigi, Margaret Dofroedo, Ram Menon, Gayllynn Smiley

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 April 16th, 2009 Minutes
The minutes were approved by acclamation.
- C. Announcements and Community Comments
Tony Morigi, representing the owners of Golden Age Collectables, noted that the construction walls on the Hillclimb stairs were having a significant impact on business and sales had decreased significantly over last year. He noted that he did not see the point in tearing down the stairs when they were critical to visitor access and circulation to the Market.

Bruce Lorig joined at 4:03 p.m.

Margret Dofroedo of Sunshine Jewelry felt it was great that the 3rd floor doors were open and more customers were coming up to the shops, however there was no clear signage of how to navigate through the Market. She would like to see the construction walls come down and additional signage put up.

Cynthia Hope from Hands of the World noted that her sales had decreased by about 25% since the construction barriers were put up. She was concerned about other merchants, their decline of sales and having to close shop and leave the Market. She felt the PDA should be concerned about this possibility and the impact it would have on the Market and PDA revenue. She urged Council and the PDA to try and alleviate the impact as much as possible.

Patrick responded noting that as a fellow merchant and Council member he was very concerned with the topics brought up and that further efforts would be made in resolving these and other issues that should arise.

Bruce L. requested John T to create a summary report of what efforts were being made to decrease the impact of renovations to tenants.

Jackson noted that while this topic was important, full Council would be the most appropriate time to discuss these issues. At Ann's request John T gave an overview of the Hillclimb construction process; the installation of the construction site fence, directional signs, addressing signage issues, route maps were distributed to hotels, tour busses and businesses to hand out to customers. There was some discussion on the time line of how long construction walls and detours would be in place. Jackson noted that even with the signage there was a lot of confusion; a possible solution was to station people in strategic locations to direct visitors. Margret suggested keeping signage simpler and to utilize fish as a symbol of the Market since that was what most tourists associated the Market with.

II. Marketing

A. Staff Reports

James gave the following marketing report; last weekend was the first annual Flower Festival, it was well attended and extremely successful. This weekend was the Cheese Festival and a high attendance was expected. Outreach efforts were being made to Market neighbors particularly on Western Avenue, regarding the renovations and problems associated with access, pedestrian traffic, noise etc. The next public meeting was scheduled for Tuesday May 19th at 6:00 p.m. in the Senior Center. This meeting would be combined with the Constituency meeting. Market research was being conducted as part of the STRAP agenda, the goal was to find out who the Market customer base was and what they would like to see sold in the Market. James and Carol visited the Trademarked Market café at Microsoft last Thursday. It appeared that the signage followed the guidelines as outlined by the agreement and there were no concerns of violation. Trademarking was becoming more common with the Market and James noted he would like to address the policy issue at the next OPSCOM meeting. The spring edition of the Pike Place Palate was scheduled to be out June 7th, five thousand copies were scheduled for distribution by mail. This edition would include a coupon for 5\$ off a 10\$ minimum purchase, Comcast TV ads and radio spot ads would begin June 8th. The first week of June pole banners would be installed and displayed to announce the beginning of farm season.

Ann questioned how far the STRAP market research had progressed. James responded that questions were still being formulated.

III. Farm Program

A. Staff Reports

James gave the following farm report; this would be the first year that all of Pike Place was closed for Summer Sundays. Recruitment for farmers continued. There had been some requests from farmers to start the farm season earlier. A draft agreement for the satellite market at the City Hall Plaza has been distributed to Council, negotiations continued for the South Lake Union market but James was expecting to hear from stakeholders in the next couple of days. At this time James requested direction from Council to proceed and noted that if these satellite markets were not pursued it would be a lost opportunity for the Market. Patrick noted and committee members agreed the James had their support in moving forward.

IV. Property Management

A. Residential Property Management Report

Coyle gave the following residential report; Fairley residents that were affected by the renovations have been relocated, the Childcare has been relocated to their new temporary location. The 1st and Pine manager position has been filled by Shere'e who was formally in the Finance department. Rent increases for the Livingston Baker and LaSalle would be effective May 1st and June 1st respectively. The sale of the Livingston Baker was moving forward and tenants were being moved to section 8 vouchers. Patrick questioned how the rent increase would affect the tenants. Coyle responded that the rental reimbursement from HUD would be increased and tenants would not be affected.

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

The meeting went into closed session at 4:51 p.m.

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

Closed session ended at 5:37 p.m.

Jackson left during closed session at 5:16 p.m.

C. **ACTION ITEM:** Approval of Lease Proposals
Patrick Kerr moved and David Ghoddousi seconded.

For: Patrick Kerr, Ann Magnano, David Ghoddousi
Opposed:
Abstained:

The lease proposals were approved unanimously.

D. Staff Reports
There were no further staff reports.

V. **Items for Consent Agenda**

Patrick Kerr moved that the lease proposals be put on the Consent Agenda, Ann Magnano seconded.
The motion passed unanimously.

VI. **Public Comment**
None

VII. **Concerns of Committee Members**
None

VIII. **Adjournment**
The meeting was adjourned at 5:38 p.m. by Patrick Kerr, Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant