



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes

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

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

Other Council Members Present: Gloria Skouge, Bruce Lorig

Staff Present: Carol Binder, Anita Neill, James Haydu, Coyle Jefferson, John Turnbull, Brittney Farrow, Matt Holland, Erin Struck, Bill Stalder

Others Present: Ruby Myint Haq

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

I. Administration

- A. Approval of Agenda
The agenda was approved by acclamation
- B. Approval of June 11th, 2009 Minutes
John Finke passed and Patrick Kerr seconded
The minutes passed unanimously.
- C. Announcements and Community Comments

II. Marketing

- A. **ACTION ITEM:** Proposed Resolution **09-45:** Authorization for Non-Exclusive Trademark Licensing Agreement with Japanese Gourmet Restaurant.
James noted that the proposed resolution was to allow a tenant of the Market, Japanese Gourmet Restaurant, to use the trademarked Pike Place Market clock in connection with a postcard to be used for direct marketing purposes.

John Finke moved and David Ghoddousi seconded.

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

Against:

Abstained:

Proposed resolution **09-45** passed unanimously.

- B. Staff Reports

James reported that Starbucks was working out the details of their plan to internationally market their Pike Place Roast coffee. Carol followed up with the Council's concerns regarding the misuse of the Market's trademark by various businesses in the downtown area. She reported that none of the

businesses that were in question were in violation of the trademark policy and she and James had conversations about the policy with all the businesses including Chase Bank.

Ann Magnano joined at 4:05 p.m.

James gave the following promotions update; Comcast TV commercials were to run one week for the months of July, August and September to promote the farm season. The Pike Place Palate summer issue has been released and distributed to about three thousand various local downtown area codes. Included in the summer issue was a coupon to be redeemed at farm tables. The coupon redemption was being tracked and a compilation report would be generated at the end of the season. James was working with the Pacific NW Ballet and the Seattle Philharmonic Orchestra to come and perform in the Market for the Holidays. The planning and expense would be extensive and James was looking into corporate sponsorship and / or applying for grant funds. A committee has been formed to discuss and plan the hosting of international food festival in the Market. The W promotional passport has been extended. There was no expense to the Market but tenants were needed to participate in the program. John Finke suggested that James have the participating vendors track who and how many customers are using the W passport promotion. Freshwire has been changed to be geared more toward offering customers specials. Scott had been visiting tenants and explaining the program in the hopes that more tenants would participate in the program.

James reviewed the Pike Place Market Shopper Survey results. He noted that an overwhelming 70% of the persons surveyed would shop in the Market if it was open after 7 p.m. This information was contrary to previous studies done in the past. Carol noted that the pool of persons surveyed were Freshwire recipients and already shoppers of the Market.

The request for Market research proposals for hiring a consultant was completed and eleven have been received. Included in the pool of candidates was EMC Research who worked with the Foundation during the levy election. The first round of interviews would begin in early August . The review panel included Carol, James, Bruce Burger and Bruce Lorig.

III. Farm Program

A. Staff Reports

James reported that farmers had been notified that as of September 1st they would be required to pack out their compost. Some farmers have refused to follow the new guideline. On Wednesday July 22nd a public meeting would be held to review and discuss the new policy to farmers and explain to them that if the policy was not followed they would be in violation and their permit would be revoked.

The remote farmers markets were in their fourth week of operation. The City Hall Plaza location had been extremely successful and now has a waiting list. Some additional spaces would be created but cutting down the info booth space and squeezing the tents closer together. James continued to talk about the financial success of the market and possible plans to improve it for next year. Ann suggested replicating the intimate market feel of the City Hall Plaza at the South Lake Union Cascade market. James noted that changes were already being considered for next year at the SLU market. The SLU commission's board would like to see the market evolve more into neighborhood street festival.

IV. Property Management

A. Residential Property Management Report

Coyle reported that vacancy was at 2.5% of the rent ready units. Carol noted that this excluded the Livingston Baker which still had several units being renovated. Coyle continued to report that the 1st and Pine Building was scheduled for a REAC inspection on July 25th, the inspection would include both the residential and commercial portions of the building. There was some discussion of why HUD was allowed to inspect the commercial portion of the building when they had not done so in the past. Council felt that HUD had no rights to inspect that portion of the building. Carol and Coyle explained that they challenged HUD on this but were denied.

WASHDOT was scheduled to inspect all PDA properties that were in the route of the new bored tunnel. They would be looking for structural flaws that may be affected by the construction of the tunnel.

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

The meeting went into closed session at 4:50 p.m.

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

Closed session ended at 5:27 p.m.

John directed staff to come up with a business improvement proposal for the Kitchen Basics Hardship. The hardship case for Golden Age Collectibles was denied in accordance with the rent abatement criteria.

C. Action Item: Approval of Lease Proposals

John Finke moved to approve the lease proposals and Patrick Kerr seconded.

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

Against:

Abstained:

The lease proposals passed unanimously.

D. Staff Reports

John Turnbull distributed a handout and explained the Seattle City Light Community Solar Demonstration Program. He noted that the City would like the Market to provide a location to demonstrate the project. John continued to review the details of the program and answer questions related to location, maintenance, insurance, installation etc.

V. Items for Consent Agenda

John Finke moved the lease renewals and proposed resolution **09-45** to the consent agenda. It was agreed and it passed unanimously.

VI. Public Comments

None

VII. Concerns of Committee Members

Patrick noted concern that unlike last summer, the parking garage was never full and questioned if it was losing money. Carol responded that the rates had been increased as of June 1 and that would improve revenue. She also note the reduction was in all day parkers, not hourly and many weekends the garage was full. John Finke suggested that a parking consultant be brought in to assess the garage and give a report to Council. Carol noted that it would be helpful for Council to affirm the objective of the garage to either provide affordable parking or to maximize revenue.

Ann noted that she felt that the Market should participate in the City Light adopt a panel program. People look up to the Market to set the example and the program would set a good precedent.

VIII. Adjournment

The meeting was adjourned at 5:42 p.m. by John Finke, Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant