



**Pike Place Market Preservation and Development Authority (PDA)**

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**OPERATIONS & COMMUNICATIONS COMMITTEE**  
**Meeting Minutes**

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**Thursday, September 10<sup>th</sup>, 2009**  
**4:00 p.m. to 6:00 p.m.**  
**PDA Conference Room**

**Committee Members Present: Patrick Kerr, Ann Magnano, David Ghoddousi, Gerry Kumata**

**Other Council Members Present: Gloria Skouge, Bruce Lorig**

**Staff Present: Carol Binder, Anita Neill, James Haydu, Cecilia Hall, Teri Wheeler, Brittney Farrow, Matt Holland, Noa O'Hare, Coyle Jefferson, John Turnbull**

**Others Present: Kate Wheble, Nancy Hutto, Lee Lockhart, 7 Hmong Farmers**

The meeting was called to order at 4:00 p.m. by Patrick Kerr, Vice Chair, on behalf of John Finke, Chair.

**I. Administration**

- A. Approval of Agenda of September 10<sup>th</sup>, 2009  
Patrick added a street closure discussion as agenda item II.  
The agenda passed, as amended, by acclamation.

The agenda was approved by acclamation.

- B. Approval of August 13<sup>th</sup>, 2009 Minutes  
The minutes were approved by acclamation.

- C. Announcements and Community Comments  
Nancy Hutto handed out and read a letter she had written to Council members regarding the composting program. The letter addressed many of the issues that were brought up and discussed at the public hearing held at last month's OPSCOM meeting. The letter described the farmer's struggles with their daily routine and the importance of their presence in the Market. The letter expressed that because they were such an important factor to the Market, the PDA should continue to help them by keeping the composting program. Additionally Nancy noted that she would like to see the return of the Farm Committee.

Gerry joined at 4:01 p.m.

Lee Lockhart noted that he felt the no parking A frames signs on Pike Place was excessive. Last weekend he counted 43 on the street. Cecilia noted that some of the signs were placed there by SDOT for the sewer work they were conducting.

## II. Street Closure Discussion

Patrick questioned who and how it was decided to close the street (Pike). Carol responded that this had been an on going request from the public and most recently from the City to participate in its street closure, "car free Sunday" program. Rarely, but from time to time the PDA would determine that the street had become over crowded and created a dangerous situation for pedestrians and the street would be closed off temporarily until the traffic had subsided. The effect the street closure had on businesses would be evaluated this October. James would be working with merchants in comparing their sales figures and determining if there was a decline in sales, and whether it was due to the street closure or the economy, who benefited, who suffered. Ideas were already being discussed on how the street could be more pedestrian friendly without closing the street all day long. One possibility would be to close the street for only half a day instead of all day. Carol stated we need to better understand these impacts and adjust accordingly.

## III. Marketing

### A. Staff Reports

James distributed a marketing and communications update handout. He noted that the following media and promotions were in effect through 12/31/09. Pike Place Palate winter issue would be released to 4000 residents in zip codes 98101, 98104 and 98121, KCTS online advertising would run November 1<sup>st</sup> through December 31<sup>st</sup>, Comcast holiday promotional spots would run November 23<sup>rd</sup> through December 24<sup>th</sup>. Bus signs were found to not be very successful and were cut from the budget. Market research RFQ finalist interviews were held on Wednesday. Of the ten responses received, four were interviewed. Other marketing projects included Sunday street closure data collection. A survey would be mailed to all tenants on October 1 to evaluate impacts and opinions.

Patrick asked what the market research was for and how much it was going to cost. Bruce L. replied that part of the strategic planning was to understand what currently draws people into the Market and what would bring more people in. A market research analyst was being hired to help with this process. Patrick noted that he felt he already knew the answers to these questions and hiring someone would be a waste of time and money. Bruce B. noted the Strategic Planning committee was looking for an outside object point of view in discovering new ways to bring people to the Market.

David questioned when the new Market street signs were going to be installed. James responded that the street signs had already been installed as well as new signs for the parking garage. David and Patrick felt that there should be more signs placed on the freeways directing people to Pike Place Market.

## IV. Farm Program

### A. Staff Reports

James gave the following farm report, Sunday's and Wednesday's continued to be the strongest in sales for the farmers. A full farm report including attendance and revenue data would be distributed at the OPSCOM meeting in November. The satellite Markets were coming to the end of their season. The South Lake Union Cascade market would be closing on September 24<sup>th</sup> and the City Hall Plaza on September 29<sup>th</sup>. City Council has been very pleased with the success of the City Hall Plaza satellite market and have offered to help with the expenses for next year. The Cascade market has not been as successful and the board members were struggling with what their vision of the market should be. Location and lack of cohesiveness were the biggest issues that needed addressing. Initial results indicate that there was a decline in the redemption of the \$5 coupons. This year customers had to spend \$10 to receive the \$5 off. Next month there would be further discussion regarding the composting program.

## V. 2010 Budget Preliminary Discussion

Carol gave a 2010 preliminary budget overview, revenues for 2009 were expected to close the year out relatively flat. Next year revenues would be more impacted by Phase II of the renovations which may require more tenants to close down for a period of time. The revenues generated by the Livingston Baker market rate units would help offset this. Operating expenses were not expected to decline. Because the Market is a service industry the staff levels need to be maintained in order to keep up with the needs of the Market and staff cuts are not expected. Carol asked Council what they considered to be priorities in the budget and what should be cut. There was some mention of cutting back on capital projects since a

lot of projects were being completed with the renovations and the levy funds. Several Council members felt that this would be a good time to continue building PDA reserve accounts.

There was a long discussion about the importance of the presence of the farmers in the Market and keeping up with the inevitable changes in small farm farming. For example, the current farmers were close to retirement and their children were not interested in continuing the family business. The public wants to see more organic produce offered in the Market. The PDA needs to be prepared for keeping up with these changes, and this was noted as a priority.

## **VI. Property Management**

### **A. Residential Property Management Report**

Coyle reported that there were 15 vacancies excluding the units under renovations in the Livingston Baker. The 15 vacancies were in various stages of being turned over and leased out. The 1<sup>st</sup> and Pine re-piping project continued with no major problems and was expected to be completed by September 21<sup>st</sup>. Coyle was working with residential managers on an advertising plan for renting units in the Livingston Baker. Bruce Lorig requested that the residential vacancy reports that were handed out in the past be distributed again. Patrick wanted to know how much it cost to upgrade the units. Coyle estimated around \$3,000 per unit and the funds came from the capital projects budget.

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

The meeting went into closed session at 5:16 pm

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

Closed session ended at 5:37 pm

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

David Ghoddousi moved and Gerry Kumata seconded.

For: Patrick Kerr, Ann Magnano, David Ghoddousi, Gerry Kumata

Opposed:

Abstained:

The lease proposals were passed unanimously.

### **D. Staff Reports**

## **VII. Items for Consent Agenda**

It was agreed that the lease proposals would be put on the consent agenda.

## **VIII. Public Comments**

None

## **IX. Concerns of Committee Members**

None

## **X. Adjournment**

The meeting was adjourned at 5:38 p.m. by Patrick Kerr, Vice Chair, on behalf of John Finke, Chair.

Meeting minutes submitted by:  
Anita Neill, Executive Assistant