



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATION COMMITTEE
Meeting Minutes

Thursday, December 11th, 2008
4:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present: Pat Kerr, John Finke, David Ghoddousi

Other Council Members Present: Bruce Lorig, Gloria Skouge

Staff Present: James Haydu, Cecilia Hall, Matt Holland, Anita Neill, Erin Struck, Brittney Farrow, Carol Binder, Scott Davies, Teri Wheeler, Noa O'Hare, John Turnbull, Tamra Nisly, Coyle Jefferson

Others Present:

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

I. Administration

- A. Approval of Agenda
The agenda was approved by acclamation.
- B. Approval of November 13th, 2008 Minutes
The minutes were approved by acclamation.
- C. Announcements and Community Comments

II. Marketing

- A. Staff Reports
James reported the following; Kruss IGA has agreed to sell issues of the Pike Place Palate at their registers for \$2.95 per copy, proceeds would be given to the Market monthly. Opus Town has requested copies of the Magazine for their offices and the first delivery was on November 29th. The Magic in the Market kick off was heavily attended and a great success for the Market and area merchants. The Corner Market tree selling business has been doing very well and has sold over half of their inventory. Pat questioned how much were they selling the trees for and James replied from \$25 to \$85.

John Finke joined at 4:03 p.m.

The holiday marketing plan was in full swing with transit and TV ads. HL2 was working on the promotional package that would begin in January with the focus being on value in the Market.

III. Farm Program

A. Staff Reports

James reported that at the last Strategic Planning meeting there were several questions raised regarding the farm program and what direction the farm program should take. James has followed up with these questions in a report and would be presented at the full Council meeting next week.

Noa reported that farmers were selling more holiday merchandise. He was continuing with farm inspections in preparation for next year's farm season. Recruitment continued with attendance to conferences and sending out mailings.

John questioned how long did the farm inspections take. Noa replied that they took between one to three hours not including travel time. He added that multiple farms were inspected in the area on each trip to be more time and cost efficient.

IV. Property Management

A. Residential Property Management Report

Coyle reported that the vacancy rate was at 2%. Revenue was up significantly from this time last year. He noted that moral was up and was due in part to the many improvements over the past year including system upgrades and processes put in place and followed. Carol gave praise to Coyle and his team for doing a great job of bringing the residential up to a high standard of quality.

John questioned when the Livingston Baker purchase would be closed. Carol responded that before the Market Housing year end, March 31st, was the goal. Notifications to tenants and other various requirements from HUD would need to be satisfied before the sale would be completed.

John questioned if leasing was continuing with the building. Carol responded that leasing was continuing as before until current tenants were moved to the section 8 voucher and the purchase of the building was completed.

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

The meeting went into closed session at 4:19 p.m.

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

Closed session ended at 4:30 p.m.

C. **Action Item:** Approval of Lease Proposals

Patrick recommended approving the lease proposal for Vyvyn's Tatoo.

Patrick moved and John seconded.

For: Pat Kerr, John Finke, David Ghoddousi

Opposed:

Abstained:

The lease proposals were passed unanimously.

D. Staff Reports

Carol reported that same store sales remained flat but were beginning to trend down, however they were slightly above for the year. All stores sales remained flat for most of the year then begun declining in October. Several tenants have not reported so this number should increase before years end. It was expected to see further declines in sales and some smaller shops may have to close down. The commercial tenant department has already had several requests for exceptions to their leases. The larger businesses would most likely survive the turndown in the economy. Vacant spaces would

not be re-leased but used for other purposes during the renovations. The childcare center was in desperate need of vacant space while temporarily being relocated during the renovations. Carol asked if committee members could pull their resources in finding a location for the childcare center.

V. Items for Consent Agenda

Patrick moved the lease proposal to the consent agenda, John seconded it, it passed unanimously.

VI. Public Comments

VII. Concerns of Committee Members

Bruce L questioned if the tenant relocation and other costs associated with the renovations, were accounted for in next years budget. Carol responded that it was and she and Sabina were also working on a plan b, worse case scenario back up budget.

VIII. Adjournment

The meeting was adjourned at 4:42 p.m. by Patrick Kerr, Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant