



Pike Place Market Preservation and Development Authority (PDA)

COUNCIL MEETING MINUTES – May 2009

**Thursday, May 28th, 2009
4:00 p.m. to 6:00 p.m.
PDA Conference Room**

Council Members: Jim Savitt, Ann Magnano, Gloria Skouge, Patrick Kerr, John Finke, Bruce Burger, David Ghoddousi, Matt Hanna, Gerry Kumata, Bruce Lorig

Staff Present: Carol Binder, Anita Neill, Bill Stalder, Jay Schalow, Dorothy Malinski, Sabina Proto, Matt Holland, Cecilia Hall, Scott Davies, John Turnbull

Others Present: Paul Dunn, Ernie Sherman

The meeting was called to order at 4:00 p.m. by Jim Savitt, Vice Chair, on behalf of Jackson Schmidt, Chair.

I. Administration

- A. Adoption of Agenda
The agenda was adopted to include the approval of the May 1st mini retreat minutes.
The agenda was approved by acclamation.
- B. Review and Approval of Minutes of April 30th, 2009 and the May 1st mini retreat.
The Minutes were approved by acclamation.

II. Comments of the Market Community

- A. Pike Place Market Merchants Association
- B. Constituency
- C. Daystall Tenants Association
- D. United Farmers Coalition
- E. Market Area Merchants Association
- F. Pike Market Performers Guild
- G. Other Public Comment

III. Consent Agenda

The consent agenda was passed unanimously by acclamation.

Patrick questioned if there should be a maximum amount allowed on the check signatures and if someone from outside the PDA should have signature authority. Jim noted that these resolutions were for the

addition of bank accounts and not signature authority and that there already was a policy in place for signature authority.

IV. Action Items

- A. **Action Item:** Proposed Resolution **09-39:** Authorization for Contract Between the PDA and the City of Seattle Fleets & Facilities Department to Create and Manage a Pike Place Market Express – Branded Satellite Farmers Market at City Hall Plaza in Summer 2009.
Carol reviewed resolutions 09-39 and 09-40 noting that both use agreements would be similar with the exception of the indemnity agreement.

Ann Magnano moved Gloria Skouge seconded.

Matt asked what happened to the suggested changes to the contract that were requested by himself and Jim regarding the insurance policy and our liability. Carol noted that the City rejected these changes and that our current policy would be the same at the satellite markets which would cover liability. There was further discussion about possible liabilities and risk to the PDA and the indemnity statement

For: Jim Savitt, Ann Magnano, Gloria Skouge, Patrick Kerr, John Finke, Bruce Burger, David Ghoddousi, Matt Hanna, Gerry Kumata, Bruce Lorig

Against:

Abstain:

Proposed resolution 09-39 passed unanimously.

- B. **Action Item:** Proposed Resolution **09-40:** Authorization for Contract Between the PDA and the South Lake Union Chamber of Commerce to Create and Manage Pike Place Market Express at Cascade Farmers Market on Pontius Avenue Between John St. & Harrison St. from Thursday, June 25 – September 24th.

Carol noted that a contract had not yet been drawn up for the South Lake Union location but it would be similar to the City Plaza agreement with the exception of the indemnification statement. A copy of the draft agreement would be mailed to Council members when it became available.

Bruce Burger questioned the date, location and hours of each satellite market. Carol responded that the City Hall Market would be on Tuesday's, 9 a.m. to 3 p.m. from June 16th to August 29th. The South Lake Union Market would be on Thursday's, 3 p.m. to 7 p.m. from June 25th to September 24th.

Ann Magnano moved and Gerry Kumata seconded.

For: Jim Savitt, Ann Magnano, Gloria Skouge, Patrick Kerr, John Finke, Bruce Burger, David Ghoddousi, Matt Hanna, Gerry Kumata, Bruce Lorig

Against:

Abstain:

Proposed resolution 09-40 passed unanimously.

V. Staff and Committee Reports

- A. STRAP – Market Research Report – Bruce Burger
Bruce Burger asked Council members to pole people in the Market and ask them what would cause them to frequent the Market more often. In a roundtable fashion, each Council member shared their responses, they were as follows;

Patrick noted that the out of town visitors he spoke with thought there should be cleaner bathrooms, better signage and more parking. What brought them to the market was the fish throwing stand.

Gloria noted that the people she spoke with visited the Market for the fresh fish and flowers and would come more often if there was free or better parking.

David spoke with a family from Capital Hill that noted that they came to the Market for the funky variety of shops even though they felt that some of the shops were higher priced than the shops in their neighborhood. A guy from Huston liked the variety of shops, the fresh fruit and the general energy of the Market but had a difficult time in locating the Market from the Monorail station. His dislikes included poor handicap parking and access in and out of the Market.

John spoke with a couple of friends, they noted that they felt the Market was a place to come for specialty products and came primarily for fresh fish and specialty ingredients. They noted that they didn't come more often because it was a hassle to go to a lot of different stores and fight the crowds. John noted that he thought it was interesting that the couple felt that they visited the Market more often than they actually did. John also noted that the markets in the international district were becoming very popular with the locals and their prices were lower.

Bruce Lorig spoke with some friends that were visiting from out of town. They viewed the Market as a must see when visiting Seattle and would eat dinner there but not purchase merchandise or food.

Bruce Burger spoke with a young couple from Capital Hill, they noted that they would like to see fewer tourists and would visit more often if there were more economically priced restaurants. They admitted to being lazy when it came to visiting the Market. A middle aged couple from Mercer Island noted that they liked to visit the Market for groceries but wished parking was easier and one hour of free parking was offered instead of just 30 minutes. They felt that Amazon Fresh would be the Market's biggest competitor.

Jim spoke with a guy who noted that he loved the fish throwing and wondering around the Market. Jim's wife felt that there should be more organic produce available. Carol noted that that was something the Market has been trying to do with little success but would keep working with vendors to offer more organic products. In general the Council felt that this was an important niche to get into.

Gerry spoke with some friend who had been living in Italy for the past three years and visited the Market for ingredients to create authentic Italian meals.

Matt spoke with a couple visiting from Connecticut, they were pleasantly surprised with the Market and felt that there was a lack of focus on the Market when it came to tourism. Matt got the overall feeling that there was a need for everyday advertising to get people into the habit of daily shopping at the Market

Ann spoke with three different people who noted that they loved the hope and energy of the Market and shopped mostly the flowers and the fresh farm tables. One complaint was the lack of parking

Gloria interjected that she had heard people felt that the Market was not very accessible, difficult to get to and a lot of people are not aware of all the parking on the backside (West side) of the Market. There was some discussion about whether there was a need for additional signage from the highways to the Market.

Jim noted that, in general, there appeared to be a need for lower priced everyday items and everyday reminders for people to do their daily shopping at the Market. Parking and signage were two of the major issues that needed addressing. A possible advertising theme noted was "make every day a special meal from the Market".

Bruce B. briefly reviewed the Downtown Strategy handout from the packet. He noted that it was still in draft form. There was some discussion about the mission and whether the definition was too broad in respect to social services. It was decided that it would be changed to read, 'Be a significant provider of social services instead of, 'a leading'.

Bruce B. continued to review the summary of the Market's competitive environment, questions and strategies to consider. He also reviewed the strategic work plan noting the major steps that would be taken to determine which strategies were worth pursuing as either market research work or other

work. Bruce B. noted that the next step was for Carol and James was to review the other work items and decided what was feasible to complete and a strategy would be developed over the next several months.

B. Mini Retreat Follow Up

Carol handed out and reviewed the duties and cost of the staffing additions as recommended by Council at the mini retreat on May 1st. Council posed hiring an independent, unbiased, Council recording secretary to take minutes and transcribe in detail the recorded actions and discussions from every committee meeting. Second, Council proposed hiring a Business Analysis to evaluate and analyze various business options for the Market. Carol noted that a Tenant Coordinator was being hired to alleviate some of the workload from John so he would have more time to focus on business issues.

There was a lengthy discussion about whether or not these positions were necessary. Council members agreed that the minute taking was fine and hiring a minute taker was not necessary and the issue was dropped. There was further discussion about the Business Analysis position. Several Council members felt that staff did not have the bandwidth to complete all the requests and gather all the information Council required. Other Council members felt that additional staff was not necessary and that current staff just needed further direction from Council. Some concerns noted by Council and staff were that an outside consultant would not understand the functions of the Market and their report would be too general. It was decided that this discussion should be revisited and placed on an agenda when the budget revisions were voted on in July. Council requested that staff create a job description for this position and also provide the job descriptions of all PDA employees.

VI. Trademark Policy Discussion

Carol reviewed the cover memo and trademark policy that was included in the packet. She noted that the PDA was proactive in identifying uses of the Market's trademarks without permission. Once they were identified they were asked to either submit a trademark use agreement application or they were asked to cease and desist. Carol continued to explain the general overall guidelines of the trademark policy. The PDA only selected applicants that followed the image of the Market. Historically only products have been trademarked but there has been an increasing interest in location trade marketing which was causing concern amongst Council members about protecting the Market image. Two trade marking agreements were in the development phase, one involved the use of the Pike Place Market name on a coffee blend Starbucks would like to market in foreign countries and the other was the new Hardrock Café being built across the street would like to use the Market images as part of their themed restaurant of local landmarks. John noted that he had some concerns that the Market would begin to look like it was franchised. There was a lengthy discussion about the concern of diluting the Market trademark with multiple locations.

Jim noted that staff should continue to explore the various options of how to make money off trade marking but it was not a high priority and it should largely remain as a defensive approach.

Council agreed that every precaution should be met when approaching trademarks. Carol noted that she would bring more information about the above mentioned trademark agreements as it became available.

VII. Chair Summary

Jim summarized; STRAP would continue drafting the downtown strategies and create a report within the next 6-12 months. The proposition of adding an independent transcriber to staff was dropped but the issues of hiring a Business Analyst would be revisited. The trademark agreement process would continue as a defensive action and staff would bring forward any new trademark propositions to the Council as they came up.

There was some discussion regarding the selection process for the new committee members. It was decided that Carol would look up what the proper process was and report back to Council.

VIII. Public Comment

None

IX. Concerns of Committee Members

Patrick noted that he promised the tenants who attended the last OPSCOM meeting that the Council would continue its due diligence with keeping tenants informed of the renovations.

Bruce L. asked what happened to the idea of hiring a person to direct traffic around the Hillclimb to the Market. Carol explained that Turner and security were directing pedestrian traffic.

Jim reminded Council to review the budget revisions included in the packet and be prepared to discuss at the next full Council.

X. Adjournment

The meeting was adjourned at 6:03 p.m. by Jim Savitt, Vice Chair, on behalf of Jackson Schmidt, Chair.

Meeting minutes submitted by:
Anita Neill, Executive Assistant