

JANUARY 19th, 2016 Pike Place Market General Assembly Meeting of the Constituency

BOARD MEMBERS PRESENT: David Ghoddousi, Chris Scott, Tom Graham, Sharon Mukai, Betty Halfon, Gloria Skouge, Joe Read, Nancy Sherman.

OTHERS: Laurie Johnson, Howard Aller, Ben Franz-Knight, Emily Crawford, Chris Vaughan.

The meeting was called to order by Tom Graham at 6:10 p.m. The agenda was approved by acclamation. There were no minutes for approval. Tom introduced our guests Emily Crawford, Marketing Director, and Ben Franz-Knight, Executive Director. We began with a presentation by Emily Crawford of the "Q1 Communications and Marketing Strategy (At-a-Glance).

The Q-1 theme was "Meet the Producer and Winter Shopping." Highlights of the Q-1 theme"-

The promotion of "13 gifts for Valentine's Day" with every day focusing on a different "gift" was the first idea presented. The Radio Station KEXP has been a source of advertising, with other promos coming from new videos on Face Book, and there are plans for expanding Daffodil Day in March, with passing out Daffodils to include a thank-you and a photo from the Market.

Q-1 advertising also includes Transit- Metro Bus King with the message "Food from a Farmer, Not a Factory."

Joe Read talked about Radio Personalities who could talk about what is "Fresh" in the Market. Chris V. asked if the Market media staff can keep track of the number of "hits" to Market social media. Ben talked about the high number of hits generated by the Gum Wall removal. Ben said this generated 13.5 billion impressions. It would cost a fortune for this kind of advertising.

Tom asked if there was direct advertising to the surrounding Downtown condos. Emily said yes, they were trying to get into the Buildings, but need to go through building managers. Also many donors to the Foundation live in these buildings. Emily said to feel free to contact her through the office or e-mail.

The next item on the Agenda was a discussion of the Parking Garage with Ben FK. Ben began by saying that there was a decline in the total number of parkers in the off-season; however there was record parking in December. It was like July and August parking. Ben also said there will still not be any Early Bird parking, but no rent increases either. With the cap on all-day parking capacity there will therefore be an increase in revenue throughout summer and fall.

Ben mentioned a milestone achieved last Friday. The lowest level of the new garage is now finished so you can walk into it. It is a 600 cubic yard core, now completed.

Chris V. asked if there will be Early Bird parking back sometime? Ben said yes, when we have the two garages working. Tom asked what Early Bird rate would be when opened in October,

and Ben said it would not be the same rate. Nancy asked if we could negotiate with the parking lot on Western, and Ben replied that that would be very challenging, as it is not owned by the Market.

Chris V. expressed concern about the proposed trolley on 1st Ave. eliminating a lane which is now used by trucks for deliveries to the Market. This will impact business on 1st ave. so trucks will have to come into Market to deliver. She said we need to have a full report on 1st ave. connectors. Tom said that the Trolley issue is one we need to keep an eye on. The discussion of Trolley street cars continued with these highlights: There is group of people who are doing a study on Trolleys in South Lake Union called "Friends of Benson Trolleys" which are Trolleys from old Seattle trolley lines. They have preserved 2 of the Benson Trolleys and the City will store them for two years. The trolleys originated in Australia.

Under New Business and Officer's Concerns, Nancy S. said she will purchase a new printer and submit the invoice. She also discussed the Seattle ORCA lift program. ORCA runs for low income people. You can go to Metro and get an Orca card. She asked Ben to post this information in the PDA office, and get info out to the people who live and work in and at the Market. Nancy also mentioned that the PikePlaceMarket.org has the Constituency listed under governance and needs to have added a note about the monthly Constituency meetings. Also, there are no PDA meeting minutes on the PDA Link.

Our website manager, Laurie Johnson, was present at this meeting. Tom will get her a copy of our e-mail list and he asked her to set up e-mails for the Constituency. Laurie's business is Alpine Design and Marketing. Tom said that we would bring up a final suggestion from Nancy S. that we have a profile of the Constituency Board Members on our website, in the Jan. /Feb. Executive Committee Meeting.

We adjourned at 7:30 p.m.

Respectfully submitted by,

Sharon Mukai, Secretary.

