

NOVEMBER 20TH, 2012 PIKE PLACE MARKET CONSTITUENCY GENERAL ASSEMBLY MEETING

BOARD MEMBERS PRESENT: Tom Graham, Teagan McDonald, Chris Scott, Sharon Mukai, David Ghoddousi, Gloria Skouge, Ben Kirchner, Joan Paulson.

OTHERS: Jill Andrews, Nita Chambers, Bob Messina, Ben Franz-Knight, Wendy Merall, Mike Smith, Joe Read, Gina Karaba, and Sally Bagshaw.

Tom Called the meeting to order at 6:05 p.m. The agenda was approved by acclamation. From 6:05 to 6:45p.m., Kelly Lindsay, Director of Programs and Marketing, presented the Marketing Plan for 2013. Kelly began the presentation by passing out the 2013 draft for the Communications and Marketing Plan. Brand identity for the PPM should be warm, inviting and authentic. The Market image should be vibrant and visual, with a sense of the history and past of the Market, but this should not overpower the contemporary relevance of the Market. Kelly said the PPM is not a "still life".

The target audiences of the Market are tourists (10 million a year), and downtown residences and workers, Seattle residents (617,000), and locavores (people who like supporting farmers). The key messages are food destinations, and people who like handmade crafts and support local businesses. Lessons from 2012 were learned during the Thank You Seattle for the renovation levy with two days of media coverage. 2012 had 1.8 million media hits. The theme for 2013 is the market as a community hub. Meet the Producer Tradition will be reinforced.

Digital platforms are the website, newsletter, and social media such as You Tube, Pinterest, Facebook, etc. Targeted Campaigns will support Farm Season, Holiday Season and advertising our parking availability at the garage on downtown Seattle parking.com. Two events will be discontinued this year. They are the Busker's Festival and the Cheese Festival.

Ben gave a quick PC-1N update before Sally Bagshaw from the Seattle City Council began her presentation to the Constituency. Ben said the plan is to add more green space. The cooling towers move into Bldg. B. The Memorandum of Understanding (MOU) with the City has been pushed to January 2013.

Sally Bagshaw is the co-chair of the Waterfront Development Project (WDP). Tom asked her where the City stands on the MOU with the Market. Sally said she felt the MOU was not in doubt, and reassured us that the Pike Place Market will maintain its views and access during the Waterfront Development Project. She wants to see lots of green space in the WDP, not just concrete, and areas of quiet respite. She asked if there were questions. Joan brought up the issue of the transition of the Urban Renewal Plan when it sunsets in January 2014. Joan said that this transition will require co-ordination of all the parts of the government, including

checks and balances among the Historical Commission and the Parks Department of Seattle. Joan feels the Parks Department is in conflict with the Historical Commission and has become a "five hundred pound gorilla". Policy issues need to be clarified. Steinbrueck Park is a case in point. The Historical Commission is part of the 1971 Ordinance which allows the Market to make decisions about this park. Sally asked Joan if she was concerned about the Historical Commission having a stronger role after the Sunset. Sally said the SW part of the park has been a Native American traditional center (totem poles). Ben spoke up and said that the Parks Department has not had a role in the design concept of PC-1N. Joan stated the Ben had made a statement at a "Friends of the Market" meeting that there was a negotiated effort between the Parks Dept. and the designers of PC-1N.

Sally said that this issue of dealing with the sun setting of the Urban Renewal Plan has not come before the Council yet, and she has no more information on the specifics. Mike Smith said people are concerned about the timing of dealing with this issue to allow Council to catch "holes" that can be exploited in the future by legal maneuvering around the intent of the Urban Renewal Plan. Sally said we still have 14 months, and that Richard Conlin and Nick Licata will not let Mike's concerns happen. Sally said the biggest concern we have now about the WDP is where the money is coming from. Tom then invited her to come back to the Constituency with an update in a couple of months.

After Sally left the meeting, Joe Read asked Joan to speak more on the parking issue. Joan said we need quarterly reports from the Council Reps for the Constituency, and we on the Constituency Board need to state clearly what we want to see done. We then moved back into a discussion about Marketing. The topic was the late night opening being proposed in conjunction with the Tree Lighting Ceremony. The Crafts Community was being encouraged to stay open until 8p.m. on that night on a voluntary basis.

Teagan asked how the crafts community can stand on the Crafts line till 8 after being there all day. She also asked about security issues. Kelly Lindsay said at this time Security was not organized. Also, any Crafts person can leave whenever they want. Ben explained that this late night opening was planned because of a request from the Crafts Community and an e-mail had been sent out to the Community explaining the event.

Officer's Reports: Teagan said we need to fix cracks in the street that are becoming a hazard. Ben said all structures were looked at, as well as the Desimone Bridge, which is safe.

Adjourned at 8p.m.

Respectfully submitted, Sharon Mukai,

Secretary