

NOVEMBER 19th, 2013 PIKE PLACE MARKET CONSITIUENCY GENERAL ASSEMBLY MEETING

Board Members Present: Tom Graham, Jill A. Andrews, Chris Scott, Sharon Mukai, Betty Halfon, David Ghoddousi, Gloria Skouge, and Patrick Kerr.

Others: Joe Read, Ben Franz-Knight and Mike Smith.

The meeting was called to order at 6:05 p.m. by Tom. The Agenda was approved and the minutes for September 17, 2013 were approved by acclamation. The first item on the agenda was a discussion with Ben Franz-Knight about the history and proposed purchase of the Heritage House.

The Heritage House (H.H.) was formed in 1987 by the Seattle Housing Authority (S.H.A.) in response to a call for low income senior housing, with Sisters of Providence as operators of congregate care. Under the condo documents it was stated the PDA had reserved first rights to purchase the H.H. if it came up for sale, not the Sisters of Providence. The PDA has approved transfer of the Heritage House to the PDA and the S.H.A. will transfer the property to us with no fee. We will assume a lease with the Sisters of Providence and the Market Foundation will provide contributions to the H.H. which will be a substantial increase in the amount of contributions.

Between 1987 and 1990 it was clear the property was to come back to the Market. Transfer of the title will facilitate stronger ties as the Market developer was the original owner. Maintenance obligations are those of the tenant. Betty asked if a Capital Assesment is included. Joan said the S.H.A. has not properly funded the maintenance fund and the H.H. reserves are short. Mike asked who was responsible for maintenance, and Ben said the PDA was responsible for major capital development.

The next item on the Agenda was a discussion about applying for a permit available from the FCC for a low power FM radio station and getting this station set up in the Market. A motion was made by Betty H. that the Constituency supports applying for the FCC permit to operate the station in the Market. Chris S. seconded the motion, which passes with 10 yeas, unanimously. Mike said that whoever gets the license is the holder of the license, and it is not easily transferable to another person. Ben F.K. said that the PDA has sponsored the license.

The next item discussed was the draft of the 2014 Marketing and Communications plans. Ben said there was a significant shift in moving away from strategies for 2 seasonal campaigns to promoting the Market year round, not just summer and Christmas.

Several plans for tracking attendance include cameras of traffic flow which count interruptions in beams. Betty said we need to translate this into information in sales reports, with specific

measurable results of traffic count (foot traffic) and sales. David G. asked how this count changes our lives. Jill said we need to specify how many, what days, what hours, and if it is too crowded to shop. Joan mentioned that the last time we did a depth survey was in 1998. She felt they should be done every five years. This translates into building operations, maintenance issues, and is useful information. Tom praises the year round marketing strategy. Chris said we need two numbers, locals and tourists. Ben leaves after his presentations.

Patrick K. tells us that the Council is doing a review of Ben as Executive Director. Patrick feels that we need to get the form and that Bruce Burger is in charge of this. Patrick also thinks the Council should be reviewed and Voila! He passes out a review form he has created. The review form should be on e-mail or website.

We then adjourned at 6:50p.m.

Respectfully submitted by,

Sharon Mukai, Secretary.