

## MINUTES

Pike Place Market Constituency • Executive Committee Meeting • March 25, 2010

### ATTENDANCE

Tom Graham, chair; Teagan McDonald, vice-chair; David Ghoddousi, Patrick Kerr and Gloria Skouge, PDA Council representatives; Jill Andrews and Liza Couchman, members-at-large.

### CALL TO ORDER

The meeting was called to order at 6:20 P.M. due to an earlier PDA Council committee meeting's running long.

### APPROVAL OF MINUTES

In the absence of changes or additions, the minutes of the January 28<sup>th</sup> meeting were approved by acclamation. The minutes of the February 28<sup>th</sup> meeting were approved by acclamation, with the change of "Craig's List" to "Craiglist."

### APRIL CONSTITUENCY GENERAL ASSEMBLY MEETING

The following items were discussed for possible inclusion on the April 20<sup>th</sup> Constituency General Assembly meeting agenda:

- Constituency open house and membership renewal
- PDA executive director attributes discussion
- Introductions with statement of Pike Place Market issues of concern

The preference for food donations for meeting refreshments was discussed, with suggestions of approaching specific Market merchants.

Upon motion made and seconded, the Executive Committee approved (3 for; 0 against; 1 abstention) expenditure of up to \$100.00 for refreshments for the April Open House & Membership Renewal meeting.

### REPORT OF THE MEMBERSHIP ROSTER REVIEW WORKGROUP

The Executive Committee received the Membership Roster Review Workgroup report (see attached) and discussed its recommendations.

Upon motion made and seconded, the Executive Committee approved (3 for; 0 against; 2 abstentions) adoption of the recommendations of the Membership Roster Review Workgroup.

### ADJOURNMENT

The meeting was adjourned at 7:20 P.M.

Respectfully submitted,

Liza Jayne Couchman  
Member-At-Large  
Acting Secretary

## REPORT

Pike Place Market Constituency • Membership Roster Review Working Group • March 25, 2010

### WORKING GROUP MEMBERS

Jill Andrews, Liza Couchman, Geof Logan and Gloria Skouge.

### WORK GROUP MEETINGS

The Work Group met three times, with meeting announcements included in the Chair's monthly General Assembly meeting notice mailing, as follows:

#### September 24, 2009

Couchman, Logan and Skouge in attendance; Andrews by proxy of immediately preceding meeting with Couchman due to scheduling conflict.

Work Group members reviewed the three data files obtained from the PDA and developed the following workplan:

1. Review membership records—member-by-member and card-by-card, compare cards to all three data files obtained from the PDA in order to validate data, and develop a new master data file that includes FIRST NAME, LAST NAME, ADDRESS, CITY, STATE, ZIP CODE, EMAIL ADDRESS, EMAIL PREFERENCE, JOIN DATE, RENEWAL DATE and EXPIRATION DATE. (Andrews, Couchman)
2. Draft an updated Constituency membership registration card and destroy (recycle) versions of Constituency membership registration cards in circulation other than the most recently introduced version. (All)
3. Revise current Constituency membership registration card emphasizing email notification option. (Andrews, Couchman, Skouge)
4. Review Constituency election guidelines and timeline for appropriate changes. (All)
5. Locate and review meeting notices returned by U.S. Postal Service as undeliverable. (Andrews, Couchman, Skouge)
6. Investigate options for password-protected storage of the list on the Constituency's website so that Constituency leadership can have access to the resource. (Couchman)
7. Perform membership database maintenance during the project period, advising appropriate PDA staff and checking in to collect any memberships processed through the PDA Cashier. (Couchman)
8. Report to the Constituency Executive at the end of the project period. (All)

#### November 16, 2009

Andrews, Couchman and Skouge in attendance.

Work Group members discussed progress on the project workplan and reviewed the existing Constituency membership registration card and debated possible changes.

#### March 16, 2010

Andrews, Couchman and Skouge in attendance.

Work Group members reviewed the project workplan, critiqued a draft proposed updated Constituency membership registration card and discussed the its recommendations to the Constituency Executive. Review of the Constituency election guidelines was limited by the fact that they seem to be missing.

### MEMBERSHIP REPORT

Highlights of the Constituency membership, as of 3/23/10, include:

- 411 current members (includes @68 members with a 2008 \$1.00 registration card on file and no 2009 card, for whom PDA data entry showed a 2010 expiration)
- 93% of current memberships expire 4/30/10
- 77% of members provide a mailing address in Seattle
- 50% of records include an email address
- Current member Join dates breakdown is

1990 – 1	2000 – 4	2005 – 14
1991 – 1	2001 – 4	2006 – 41
1992 – 3	2002 – 7	2007 – 64
1995 – 1	2003 – 6	2008 – 71
1998 - 1	S004 – 6	2009 – 177

## RECOMMENDATIONS

The Membership Roster Review Workgroup recommends that the Constituency:

1. Adopt an updated Constituency membership registration card featuring an email notification opt-in, explicit dating requirement by the registering member, and better dues and membership tracking (see attached DRAFT).
2. Include a joint April Open House invitation and membership renewal appeal in this year's late March/early April renewal mailing (see attached DRAFT).
3. Discuss the pros and cons of a "member-friendly" change in membership year to January 1<sup>st</sup> to December 31<sup>st</sup>, instead of the current May 1<sup>st</sup> to April 30<sup>th</sup> of the following year, with renewal mailings scheduled in the first two weeks of November.
4. Revise Constituency Election guidelines to require a membership roster review well before each year's election, with a report to the Executive in May (same month as Nominating Committee's customary report to the Executive).
5. Add the following tasks to the duties of Constituency Secretary, compensated at the rate of \$75.00 per month (equivalent to one set of meeting minutes), with volunteers drafted to assist in the peak renewal month of May:
  - Maintain the Constituency card file and membership roster data file, checking weekly with the PDA office for membership registrations processed through the PDA Cashier;
  - Participate in an annual Constituency membership review;
  - Provide membership data hard copy/ies as requested by the Election Committee chair for use in conducting the annual Constituency election.
  - Post minutes of the Constituency General Assembly and Executive meetings to the Constituency website.
  - Receive monthly meeting notice text from the Chair and generate monthly emails to members who have opted into email notification, and process mailer daemon returns; and
  - Print and post paper meeting notices to those members who have opted out of email notification, and process postal returns.

**Pike Place Market Constituency • 1529-C Pike Place • Seattle, WA 98101**  
**MEMBERSHIP REGISTRATION CARD**

PLEASE PRINT CLEARLY!

1. Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: WA Zip: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

2.  Yes! I want a lean and green Constituency, so send my notices by email to:

E-mail Address: \_\_\_\_\_.

No! I do not want to receive email notices, so send my notices by postal mail.

3. I understand that dues are \$1 per year and membership expires April 30<sup>th</sup>.

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Dues in the amount of \$_____.00 received by Initials: ____ Date: ____/____/____
Constituency Membership Roster updated by Initials: ____ Date: ____/____/____
Rev. 03/10 ljc Membership Expiration Date: ____/____/____

## **Pike Place Market Constituency**

# **OPEN HOUSE & MEMBERSHIP RENEWAL**

**Where:** Pike Place Market PDA Conference Room  
**When:** Tuesday, April 19<sup>th</sup>, 6pm

**Join the Constituency in starting a new tradition!  
Meet your elected Pike Place Market Constituency Board  
and PDA Council Representatives.**

**\*\* Refreshments will be served. \*\***

**Time to Renew Your Membership!** Pike Place Market Constituency membership runs May 1<sup>st</sup> through April 30<sup>th</sup>. All new members who signed up prior to April 1, 2010 need to renew for the 2010/2011 membership year. See enclosed renewal form.

If you are unable to attend the April meeting, please feel free to drop off your renewal form & \$1 membership fee at the PDA Office or mail to:

Pike Place Market Constituency  
1529-C Pike Place  
Seattle, WA 98101

In an effort to conserve budget and resources, PPMC is also moving forward with an email option for meeting notices. Please help by checking **YES** on the renewal form to begin receiving email notices INSTEAD of costly paper notices by postal mail. Notices will also be posted on the Constituency website at [www.ppmconstituency.com](http://www.ppmconstituency.com).

**\*\* This will be a regular meeting night, look for your agenda to follow via mail. \*\***