

MINUTES

Pike Place Market Constituency • General Assembly Meeting • April 20, 2010

ATTENDANCE

Tom Graham, chair; Teagan McDonald, vice-chair; Patrick Kerr and Gloria Skouge, PDA Council representatives; Jill Andrews, Liza Couchman, Ben Kirchner and David Ott, members-at-large; Kat Allen, Rick Barrett, Lori Brankey, Nancy Ford, James Haydu, Nancy Hutto, Sharon Mukai, Joan Paulson, Rachel Powell, Joe Read, Jim Savitt, Darrell Strand, Christine Vaughan, Steve Wilkins, Dale Wittner, members; Kevin Kinnear, Michele Kirkpatrick, Shelley Murray and Glenda Rios, new members.

CALL TO ORDER

The meeting was called to order at 6:12 P.M.

APPROVAL OF AGENDA

In the absence of changes or additions, the meeting agenda was approved by acclamation.

APPROVAL OF MINUTES

Minutes of the meeting on February 16, 2010, were approved with the correction of “eight months” to “eighteen months” in 3(b).

In the absence of changes or additions, minutes of the meeting on March 16, 2010, were approved by acclamation.

COMMUNITY REPORTS

Liza Couchman thanked the following for their generous donations of refreshments for the meeting, and encouraged members to add their personal thanks when patronizing these Market merchants:

- Mike of Franks Produce
- Michael of Three Girls Bakery
- Pat McCarthy of DeLaurenti's
- Jessica at Simply the Best

Sharon Mukai reported that the Daystall Association will mark its first annual celebration of the Hildt/Licata Agreement with coffee and cake during rollcall, at 8:00 A.M. on Friday, May 1, 2010.

INTRODUCTIONS & REFRESHMENTS

Constituency officers, members and guests introduced themselves and stated their issues of concern for the Market and/or for attending, including:

- PDA executive director hiring process;
- The Market at a crossroads and/or recent changes in Market culture;
- Desire to observe;
- Desire to be more involved;
- Give back to the community;
- Add perspective/point of view to discussions;
- Advocate for Market small businesses; and
- Love of the Market.

Chair Graham invited all those in attendance to help themselves to refreshments and mingle from 6:30 to 6:45 P.M.

DISCUSSION OF NEW PDA EXECUTIVE DIRECTOR ATTRIBUTES

Chair Graham led a discussion of desired attributes (qualifications, skills and experience) desired in a new PDA executive director. The format of the discussion was that suggestions were offered from the floor, discussed, amended to the satisfaction of the original suggestor if amended at all, hand-lettered legibly and consistently on separate sheets of paper, and taped to tables at the front of the room left-to-right in the order suggested, until no additional suggestions were offered. Attributes were then ranked by Constituency members in attendance, each of whom was issued five adhesive dots with the instruction to distribute their dots—none, one, two, three, four or all five—among the attributes discussed according to their personal sense of the relative importance of each attribute. New PDA executive director attributes, in their resulting ranked order, were:

1. Commitment to unique character of the Market. (16 dots)

2. Ability to communicate and connect with all members of the Market community. (12 dots)
3. No connection to real estate development, or associations with major contractors. (11 dots)
4. Proven experience with retail businesses and merchants. (8 dots)
5. Team leader of 100+-person Market management. (8 dots)
6. Institutional memory of Market history, structure and community. (7 dots)
7. Highest premium on honesty and integrity. (6 dots)
8. Proven experience in non-profit and/or public service. (6 dots)
9. Proven experience with overlapping jurisdictional oversight. (6 dots)
10. Proven experience planning, budgeting and managing capital projects on-time and on-budget. (4 dots)
11. Realistic thinker who can bring optimists and pessimists together for resolution. (4 dots)
12. Public relations experience. (3 dots)
13. Demonstrated interest/background in historic preservation. (2 dots)
14. No connection to current governance structures. (2 dots)
15. Empathy. (1 dot; see #2 above for possible overlap)
16. Understands that executive director manages the Market according to policy set by the PDA Council. (0 dots; see #5 above for possible overlap)

At the chair's request, discussion was extended to 7:35 P.M. by unanimous consent.

Chair Graham recognized Constituency member and PDA Council Chair Jim Savitt, who offered comments and responses to questions regarding the PDA executive director selection process as follows:

- The PDA Council is not the same Council it used to be... There are new folks, new ideas and a new willingness to listen and heal divisions.

[Note-taking interrupted by ceiling leak.]

- The PDA Council's Executive Director Hiring Committee (EDHC) includes 40 percent Constituency representatives.
- The EDHC will not be able to satisfy all of the attributes discussed by the Constituency, but knows that they will need to identify someone with the ability to understand the importance of each attribute, with something in the candidate's background as a real indicator of that ability, along with experience managing diverse points of view.
- Constituency members are encouraged to give additional input to Constituency PDA Council representatives Patrick Kerr and Gloria Skouge, who serve on the EDHC.
- The PDA Council chair, while also serving on the EDHC, is one of 12 Council members whose job is to ensure a fair process.
- As well as retaining a search firm, the hiring process will include:
 - outreach through public input and conversations with Market, Downtown, political and community leaders;
 - developing a job profile;
 - conducting a national search;
 - screening resumes to a field of semi-finalists, from which 5 finalists will be selected; and
 - end-of-summer hiring, which may necessitate an interim director.

DISCUSSION OF MARKET STREET FAIR

Chair Graham prefaced discussion of the Market Street Fair by recapping the Street Fair's evolution and the current issues posing conflict, for the benefit of those less familiar with its history:

- The Street Fair was initially organized by the Merchants Association as a celebration of Market crafters and held on Memorial Day, in an era when the Market was not open on Sundays and holidays as posed no conflict with any provisions of the Hildt Agreement regarding priority craft space in the north Arcade.
- In recent years, The Market Foundation became the organizer of the event, has rescheduled it to a weekend shortly following Memorial Day so that a conflict with the Hildt Agreement was posed by the displacement of crafters from the slabs north of the north Arcade by a Street Fair beer garden.
- The Market Foundation has announced another rescheduling of the 2010 Market Street Fair to late September, as well as a reformat to a food theme rather than a focus on crafts, with no input from or consultation with the craft community.

Chair Graham then circulated a letter from The Market Foundation (attached Exhibit A) and a copy of City ordinance 119382 (a.k.a. the Hildt Agreement), calling attention to Sec. 3, Use of Market Space, Item B, which states:

All daystall space in the Market on the Desimone Bridge, on the west side of the arcade north of the Desimone Bridge and outside slabs between the arcade and Virginia Street shall be craft priority tables where Artists and Craftspersons selling permitted merchandise and Grandfathered Vendors selling the merchandise set forth in Appendix A shall be given priority for space.

Speaking in his capacity as PDA Director of Communications, James Haydu acknowledged that, while the Market Street Fair is not a Pike Place Market marketing event, the new schedule and format pose issues in conflict with crafter protections under the Hildt Agreement. He agreed to speak with Marlis Erickson, director of The Market Foundation, and report back.

The meeting was extended 15 minutes by unanimous consent.

During discussion, the following points were made:

- This conflict shows a disconnect between the craft vendors' reality and communication of policy.
- With Market Renovation Phase II coming, there may not be a street in which to have a Market Street Fair.
- Even supporters of The Market Foundation's mission should be concerned that it is fulfilled at cost to the smallest and most marginal of Market businesses.
- There is a need for a process that takes crafter perspectives and priorities into account.

OFFICER REPORTS

Chair Graham reported that the Executive Committee recently voted to begin maintaining the Constituency membership roster by adding to the duties and compensation of the Constituency Secretary.

Chair Graham, and other officers, noted that the new automated parking system with pay stations instead of attendants has posed new problems, whether or not it has lived up to its performance hopes. This may be an issue to be re-visited at a future meeting.

ADJOURNMENT

The meeting was adjourned at 8:16 P.M.

Respectfully submitted,

Liza Jayne Couchman
Acting Secretary

EXHIBIT A



Pike Place Market 85 Pike Street, Rm. 500 Seattle, WA 98101 P.206.682.7453. F.206.682.7447 pikeplacemarketfoundation.org

Board of Directors

Tom Graham
Pike Place Market Constituency
1529C Pike Place
Seattle, WA 98101

April 12, 2010

Dear Tom,

I am writing regarding the street festival changes referenced on the April 20th Constituency agenda.

I apologize for not being able to attend in person. April 20th is the biggest day of the year for the Market Foundation. Once a year, we distribute the net income from all our fundraising for the past fiscal year, which for us is April 1 – March 31. At the exact time of your meeting, we will be hosting a granting ceremony and giving our annual checks to the Clinic, Senior Center, Food Bank and Preschool.

As you know, the Market Foundation began producing the Street Festival in 2005. Prior to that, the Merchants Association had produced the festival, but stopped after a financially unsuccessful 2003 festival. There was no festival in 2004.

As we began planning for the 2010 festival, we had some major considerations:

- We were selected as the beneficiary of the next three Seattle Hotel Association annual galas scheduled for Feb. 2010-2012. While that was a blessing, it also required significant amounts of staff time in Jan. and Feb., including all of Michele Peterson's time when she would normally be recruiting festival vendors.
- As a result, we could either drop the festival for three years or find a partner to help organize it. Dropping the event until 2013 would cost us all the momentum built from 2005-2009. Instead, we talked to four possible partners: Richard and Sandy Schmidt about an ocarina festival theme, Gary Goedecke and the Merchants Assoc., the PDA, and Charles and Rose Ann Finkel at Pike Brewing about their ale and chocolate festival idea. The Finkels were the only party that was both interested and able to devote staff time and we began discussing chocolate and ales at the festival.

The more we talked with the Finkels, the more it became clear that:

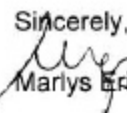
- June might be too hot for a chocolate festival. Eventually, we decided to produce a slow food festival modeled after Salone Del Gusto, the giant festival in Torino, Italy.
- June was too early in the growing season for an Artisan Food Festival. As a result, we decided to move the date to the harvest season in late September.

We hope you will agree that the Artisan Food Festival will be good for two reasons:

- The slow food / eat local theme helps build recognition that Pike Place is our state's premier farmers market. This also means there will be no outside craft vendors.
- Operating a festival is expensive and requires major sponsors to help cover the costs. Our past festivals were all sponsored by American car companies, all of whom now have decimated sponsorship budgets. A focus on slow food presents new sponsorship opportunities and a new audience drawn to the Market.

Associate Board

Staff

Sincerely,

Marlys Erickson, Director