

# MINUTES

Pike Place Market Constituency • General Assembly Meeting • June 23, 2009

## ATTENDANCE

Tom Graham, chair; Teagan McDonald, vice-chair; David Ghoddousi, PDA Council representative; Jill Andrews, Ben Kirchner, David Ott, members-at-large; Liza Couchman, acting secretary; Diane Garrett, Geof Logan; Stephen Sprenger; members; Denole Malverra (sp?), guest.

## CALL TO ORDER

The meeting was called to order at 6:17 P.M. Chair called for a volunteer to record the minutes. Liza Couchman was appointed acting secretary without objection.

## APPROVAL OF AGENDA

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

## APPROVAL OF MINUTES

The draft minutes of the January 20<sup>th</sup> meeting shall be revised from “Executive” to “General” meeting. In the absence of other changes or additions, the minutes were approved by acclamation.

The draft minutes of the April 21<sup>st</sup> meeting shall be revised to show Teagan McDonald’s name correctly spelled. In the absence of other changes or additions, the minutes were approved by acclamation.

The draft minutes of the May 19<sup>th</sup> meeting shall be revised to show Teagan McDonald’s name correctly spelled. In the absence of other changes or additions, the minutes were approved by acclamation.

## COMMUNITY REPORTS

Member-At-Large David Ott reported that the Market will begin an off-site farmers market “Market Express” program on June 23<sup>rd</sup> at City Hall, for which good media attention is anticipated; however, there was not yet a set schedule for the remaining summer months to report.

## RENOVATION UPDATE

Chair Tom Graham reported that informal conversations are underway regarding regularly combining monthly Constituency General Assembly meetings with monthly PDA Renovation Public Update meetings, and he anticipated having more news to report at the upcoming Constituency Executive Committee meeting. During discussion, the following additional points were made:

- loss of the second-floor residential studios is regrettable from some perspectives, but was discussed at length before decided;
- renovations funded by public levy monies are planned and permitted and not subject to change;
- it is not worth the body’s time to discuss retrospectively features of the renovation that are not subject to change;
- it is worth the body’s time to discuss discretionary non-levy projects under the renovation as the PDA’s past performance—as a predictor of reasonable future expectations—has not always set a high standard for communication and disclosure;
- there was a procedural question as to whether the Executive Committee or the membership ratifies the election results,
- the Constituency Bylaws are silent on the issue and should be updated; and
- various projects could be proposed and/or supported as part of the renovation under discretionary funding—such as covering outdoor daystall slabs or extending the pergola, and it might be informative to invite a representative of the Market Historical Commission to comment on the MHC’s role in the renovation.

## CONSTITUENCY 2009 ELECTION UPDATE

Vice-chair Teagan McDonald reported that:

- the upcoming election has been covered in an article in the *Pike Place Market News*; and
- membership roster updates are being processed and a new membership card box has been made;
- two persons are needed at the July meeting to assist with voting; and
- two more persons are needed to assist with voting the following Saturday.

During discussion, Stephen Sprenger expressed an interest in running for PDA Council Representative; and word was relayed from Secretary Dale Kennedy that his graduate class schedule makes it difficult for him to commit to holding the position.

### **DISCUSSION: INCREASING PARTICIPATING IN THE CONSTITUENCY**

Chair prefaced discussion with acknowledgement that the tenor of meetings sometimes makes it difficult to enforce decorum and thereby create “warm fuzzies” that will inspire those attending their first meeting to return. During discussion, the following were offered as potential means of outreach to increase participation in the Constituency:

- hold meetings at the Senior Center;
- offer watermelon and/or cookies;
- membership card in the *Pike Place Market News*;
- booth at neighborhood farmers markets;
- joint meetings with other organizations at other venues;
- promote local interest in the Market;
- promote interest within non-daystall segments of the Market community;
- Wednesday/Sunday outreach;
- postings on residential bulletin boards;
- multi-purpose outreach flyer; and
- extend accommodation to more distant Washington residents via Internet.

### **OFFICER REPORTS**

Vice-chair expressed appreciation to Market Security staff for their performance as demand for services has increased, and reported on recent stresses at the Food Bank, including inappropriate place-saving and scuffles in lines that often begin to queue at 7:30 A.M. for 10:00 A.M. openings. She noted that the Food Bank is working on better screening for eligibility and increasing volunteer staffing—particularly needed on Tuesdays and Thursdays, and asked those in attendance to spread the word. During discussion, the following comments were offered:

- better and multi-lingual signage may help;
- the Food Bank is as subject to Market Security as any other tenant;
- the new head of the Food Bank needs the Constituency’s support and every chance to settle in to his new duties.

Member-At-Large Jill Andrews reported a missed marketing opportunity that came to her attention recently: the Suquamish-based Washington State Farmers Market Association has published a directory brochure, and Pike Place Market is not included. She expressed the intent to place a call to WSFMA’s executive director and the hope that would lead to a meeting. During discussion, the following comments were offered:

- percentage of budget spent marketing the Market to local residents exceeds that spent marketing to visitors;
- the formerly printed Pike Place Market map brochure is a missing vital marketing link, and its lack makes the Washington State Ferries an even greater missed marketing opportunity;
- outreach to the Concierge Guild should be considered;
- ferry greeters should be considered;
- the Market information kiosk now run by Washington State Convention & Visitors Bureau is stocked full of attractive brochures, but not a Pike Place Market brochure; and
- the Market’s marketing has always been weak, but is showing improvement under the current marketing director.

Chair concluded discussion with the suggestion of development of a multi-purpose map brochure as a topic for future consideration since the *Pike Place Market News* map is inadequate as a marketing tool.

### **ADJOURNMENT**

Upon motion made and seconded, the Constituency General Assembly voted (unanimously) to adjourn at 7:39 P.M.

Respectfully submitted,

Liza Jayne Couchman  
Acting Secretary