

PIKE PLACE CONSTITUENCY MINUTES*September**October**November**December***Executive Committee Meeting****9 /26 /2006****Attending: Board Members**

Tom Graham, Chair

Teagan MacDonald, Vice Chair

Gloria Skouge, PDA Council Rep.

Ben Kirchner, PDA Council Rep.

Theresa Alexander, PDA Council Rep.

David Ott,

Secretary: Dale Kennedy

Public:

Meeting was called to order by Chair, Tom Graham at 6:03 p.m.

Vice Chair, Teagan Macdonald discussed a letter that was poorly distributed requesting tenant input regarding market renovations to be held September 28th at 3:00pm. This letter was not distributed to all tenants. Ms. Macdonald reports Carol Binder called this a community meeting. Zack from Jasmine says they receive no notice of anything. Stores with doors have had almost no notice. T. Alexander is of the understanding that there will be three separate meetings for crafters, residents and stores with doors.

This led to concerns regarding budgeting meetings that no one is aware of and that there would be. . .

T. Graham – constituency was not

Invite Susanne Stevens to meeting on the 31st of October to discuss budgeting meeting on November 17th. This may afford the constituency time enough to form a rebuttal as opposed to the trend of receiving the new information on the spot. T. Graham also expressed his concern that the meetings the PDA often schedules are at times that a day-staller cannot open up shop and attend as well.

Discussed study of market infrastructure: Happens

PDA Council Representative, Theresa Alexander moved that the October executive committee meeting of constituency be convened at 6:00 pm, October 24th in the PDA Conference room. The motion was seconded by Teagan MacDonald.

General Constituency Meeting

10 /17 /2006**Attending: Board Members**

Tom Graham, Chair

Teagan McDonald, Vice Chair

Gloria Skouge, PDA Council Rep.

Michelle Mukai, Member at Large

Ben Kirchner, Member at large

David Ott, Member at large

Secretary: Dale Kennedy

Public:

Suzanne Stevens, PDA

Sharon Mukai, DTA

Jill Andrews

Geof Logan

Claudia Kelly

James Haydu, PDA (Marketing)

Meeting was called to order by Chair, Tom Graham at 6:03 p.m.

Motion to approve agenda by acclimation.

Community reports:

- Sharon Mukai: DTA Meeting on the Rainer hardware discussion, rules review and budgeting.
- Teagan McDonald: 1985 Midwood Management Company document in reference to Rainier Hardware. Too many actions happen without community information. These spaces are meant to incubate new “mom & pop” shops and not create the “mall” mentality. These issues may be better addressed to the Historical Commission before these issues October 25th at 4:30 pm.

Suzanne Stevens: Budget process for '07.

Schedule for Budget meetings distributed and discussed. S. Stevens encouraged the body and community to attend and participate. She emphasized the meeting on November 21st and December 5th. Comment sheets will be distributed next week. T. McDonald commented that Homeland Security has contributed nothing to Pike place and much to other public places.

James Haydu: Marketing.

J. Haydu Hopes to present a “scaled down” marketing plan from the next three years to a 12 to 15 month plan. This will be distributed in the next few days. He feels as though the outreach that marketing does doesn't reach enough of Seattle. Utilizing Metro Transit, TV and Print Marketing hopes to remedy this. Eighty Metro Busses will carry ads for the market. Eighty five-second spots will be run after Thanksgiving till December 23rd on K-TV. Centennial Specific Events are being planned as well. J. Haydu hopes to enlist help and council from the constituency for these. The community response was that traffic and parking are the greatest deterrents for local interest in the Market. This spurred concern about the potential Viaduct construction and how much worse that may make things. The Stranger has offered the Market little or no support.

T. McDonald suggests that marketing pursue an outreach to neighborhood papers as a means to “bring the market closer to home.”

J. Haydu will be speaking to many local journalists about the Centennial and the plans we have for the events.

C. Kelly voiced concerns regarding online store and that it may be discouraging people from buying from vendors. She also suggests a birthday cake for the market.

J. Haydu feels this is a media friendly event. He is concerned that if this idea is over used, it may delude the fun of it.

C. Kelly suggests advertising through bags.

Tom Graham mentioned that advertisement on the inside of the bus may bring people into the Market. He also suggests a pumpkin farmer, a tree farmer for the holidays.

CSA Program: (Community Supported Agriculture)

Home delivery of produce and other farmed goods. Pike place has participated in this for nearly a decade. This was previously run in house. This kind of venture is a money-looser. In the last five seasons it has cost approximately \$61,000. The loss came from high premium the farmers are paid and the cost of administrating the program

The PDA has elected to outsource this to Abby Little (Abby’s NW.) This has not gone well. Farmers claim that Abby was lax in the administration regarding this program and complaints from the Farmers Have been common.

- Canceled fundamental meetings
- Not listening to concerns or complaints
- Contracts were not committed to personally
- Abby’s instabilities in price.

Potential Plans for CSA

- A. Abby’s runs it again
- B. PDA Administers the front end with the farmers
- C. Return the CSA control to the PDA
- D. ?

How do we accommodate the farmers, CSA, and the community herein?

C. Kelly is concerned with the costs of CSA and the potential to discourage shoppers from coming to the market.

Where are the losses with this issue?

Evening events at pike Place and its effect on business.

September 14th issue for WSU. J. Haydu feels there is more that the PDA can do as an institution to plan these events around the community so as not to put out day-stallers in the spaces used.

What kind of compensation can be offered tenants asked to move or leave early for these events. Will there be better notice of these events.

T. McDonald asked for a Calendar of these events to be used to inform the community better of these events.

J. Haydu suggests the day-stall community appoint another representative to act as liaison for the Event Committee.

G. Logan feels there is not only a lack of communication between management and the community, but also a lack of concern for the *need* of this communication.

J. Haydu concurred and calls this "a fire that needs to be put out."

S. Mukai questions if these events may be against the Charter.

How can we make sure that these events are more compatible with the existing businesses and community?

Creation of a website committee and discussion of content:

Geoff Logan moved "That the Pike Place Market Constituency forma standing committee to create and manage a website for and about the Pike Place Market Constituency."

The motion was seconded by Claudia Kelly.

Motion passed by acclimation (11:0:0)

Tom Graham to head this committee composed of:

- Tom Graham
- Dale Kennedy
- Claudia Kelly
- Geoff Logan
- Michelle Mukai

G. Logan says that the PDA Council claims to be working on a website that contains all minutes and present business conducted by the PDA Council. We need one too. Perhaps we can beat them to this.

Officer's Reports and New Business:

T. McDonald mentioned that we need easier access to PDA Minutes and records.

G. Logan asked what are our attendance requirements and the enforcement thereof. Despite a few weaknesses herein, overall attendance has improved.

Jet Blue Report:

G. Logan brought a copy of the Jet Blue Report, written by the PDA's own council, Preston, Gates & Ellis. The PDA's executive director calls this "an appropriate corporate incentive." Our concern is

regarding the ethics of the PDA receiving Jet Blue ticket vouchers as compensation for hosting their event. Beyond this, however, there was an incident of theft regarding four of the ten vouchers given the PDA. The PDA has yet to decide whether or not to prosecute the two persons suspected of the crime. (see ¶ 20 of *Jet Blue Report*.)

New PDA Council member appointed by the Mayor's office. James Savitt is an attorney with experience in ethical review. G. Logan feels it would be in our best interest to formally introduce this body to him.

Meeting adjourned by chair at 8:05 p.m.

Executive Committee Meeting

10 /24 /2006

Attending: Board Members

Tom Graham, Chair

Teagan McDonald, Vice Chair

Gloria Skouge, PDA Rep.

Therese Alexander, PDA Rep.

Michelle Mukai, member at large

David Ghoddousi, member at large

David Ott, member at large

Secretary: Dale Kennedy

Public:

Meeting was called to order by Chair, Tom Graham at 6:10 p.m.

Budgeting and Finance:

- Suzanne Stevens presented PDA budget worksheets, highlighting community-pertinent business. She recommended public comment meetings and committee meetings as the best for this body to attend. Ms. Stevens stressed that this is a preliminary budget.
- A 6.5% increase in revenue is expected for 2007.

Motion for the approval of minutes:

Chairman, Tom Graham moved that the executive committee minutes be review and approved for the following dates:

- July 25th
- August 29th

- September 26th

Motion passed by acclimation.

All minutes were reviewed individually and approved by attending board members.

Motion for community awareness mailing:

Therese Alexander moved that:

The executive Committee authorize an extra membership mailing to send the proposed "Strategic Plan Document" to all members. Document may also be sent, if appropriate, with a regular mailing.

Motion passed by acclimation.

Attendance Requirements:

Chairman expressed his concern regarding executive members' lack of attendance for many general meetings in 2006. Mr. Graham did note that attendance for many executive meetings has been consistently good.

November agenda:

- Website Update
- Constituency By-laws update
- Office supplies
- Showing of Michael Yeager's new market documentary
- Proposed constituency budget

Meeting adjourned by chair 7:48 p.m.

General Constituency Meeting

11 /21 /2006

Attending: Board Members

Tom Graham, Chair

Teagan McDonald, Vice Chair

Ben Kirchner, PDA Council Rep.

Theresa Alexander, PDA Council Rep.

David Ghoddousi

Public:

Claudia Kelly

Donna Rae Davidson

Patrick Kerr

Michael Yeager

David Ott

Jim Savitt

Secretary: Dale Kennedy

Meeting was called to order by Chair, Tom Graham at 6:23 p.m.

Motion for the approval of the agenda by Teagan McDonald.

Approved by acclimation.

Community Reports:

Donna Rae Davidson will have a reading of "the North Arcade," a musical based on the market on December 11th at the market theatre.

Claudia Kelly reported that advertising for the Market's centennial will be on radio and television. She offered to bring more details at a later meeting.

Market documentary by Michael Yeager:

The assembly screened a 30 minute documentary and was well received by all. Discussion ensued as to the marketability of the DVD.

Introduction of new Mayoral Appointee to the PDA Council:

Jim Savitt, a lawyer with extensive community involvement, introduced himself to the body. He exhibited great enthusiasm for his new appointment. The body encouraged him to review governing documents. The Ms. McDonald voiced her concern regarding Rainier Hardware and the precedent the PDA's involvement may have set therein. Mr. Savitt faced all these concerns with dignity and cordiality.

Attendance Issue:

This issue was tabled as the quorum dissolved.

Budget Issue:

This issue was tabled as the quorum dissolved.

Meeting adjourned by chair 7:48 p.m.

Executive Committee Meeting

11 /28 /2006

This meeting was canceled due to poor weather.

General Constituency Meeting

12 /19 /2006

This meeting was canceled due to the holiday.

Executive Committee Meeting

12 /26 /2006

Attending: Board Members

Tom Graham, Chair

Teagan McDonald, Vice Chair

Michelle Mukai, member at large

David Ghoddousi, member at large

Secretary: Dale Kennedy

Public:

Sharon Mukai

Meeting was called to order by Chair, Tom Graham at 6:08 p.m.

Budget Increase

Chairman, Tom Graham reported that the constituency budget has been increased by \$1470; total sum being \$6400.

Motion to officially thank the PDA

- Passes unanimously

Michele Mukai reported that will be resigning due to her move to Hawaii. The body wished her well. Aloha, Michelle

January Agenda

1. Review of the constituency budget to decide if the body wishes to maintain the secretary position as paid.
2. Agenda Item for Michelle Mukai's official resignation.
3. Mary-Kay Sherwood has officially resigned by informing the chair, Tom Graham of her intentions. Elections for this position will be held in January or February to replace Ms. Sherwood's seat.
4. Discussion of amended requirements via the by-laws and guidelines.
5. Discuss the PDA strategic plan for the next 4-10 years.

Meeting adjourned by chair 6:28 p.m.
