

May 21, 2019

Constituency General Assembly draft minutes

6:17 p.m.

Attendance: Nick Setten, Mark Brady, Ali Mowry, David Ghoddousi, David Ott, Joan Paulso, Joe Read, Liz Hughes

Nick Setten chaired the meeting.

Minutes: No minutes to review.

PDA Council Committee Reports:

Programs: Ali said there was a report from Zack Cook about the Express Markets. They set some new goals for the number of farmers they are supporting. The CSA program is expanding. The Market Foundation is subsidizing CSA boxes for low income people. They received a report on marketing from Amy on the programs put on for the holidays. The PDA thinks it's been successful. Ali said the response from businesses, based on what she herself has heard, has been mixed. She said the owner of Tandoozy came to give public comments. They wish to be more a part of the community. Mark said he is disappointed that the advertising is all going into Facebook and Instagram. He doesn't think that reaches all people. He said they are already maxed out for the summer and don't need any more people then. David Ott said that the PDA does highlight small businesses in the Market. Joan said in the summer, people need to be spread out through the Market, and that could be done through marketing. There needs to be a special effort October-May to bring locals. The emphasis should be on the people, not the photographs. David said that the PDA is trying to draw interest throughout the Market, such as with pop-up murals.

Nick asked if any action was to be taken at this time. Mark suggested that incubator businesses be put at the front of the line for advertising. Nick asked if it could be brought up at the next Programs Committee meeting. Mark cited how Betty's comments were shut down the last time. He said now it's just slide

Unidentified member of the public: Could someone put forward a motion to form a committee? Ali explained that the PDA has a programs committee and that it's the Constituency's role to bring comments to the Programs Committee. Joan confirmed that the PDA has money in its advertising budget for this idea.

Joe Read asked if there is an expert who could help. He said there is a marketing problem and high tech isn't solving it.

David Ott said there is a natural cycle of shops coming and going. He said word of mouth works pretty well for the Market.

Ali asked people present to indicate if they follow Pike Place Market on Instagram. She cited

posts by the PDA concerning businesses in the Market. She suggested that people keep up on what is being advertised on Instagram. Mark said most of the shops in the DownUnder are not represented. Nick asked Mark to talk more about the Market concierge program. Mark said usually middle to high end shops are represented in the program, but not small, mom n' pop stores.

Market Connections: David Ghoddousi reported on the heritage displays. The PDA Council was asked to review them, because there are changes proposed. Viaduct demolition: June or July, the viaduct will be removed in front of the Market. There is some compensation for the garage. Joan added comments about the heritage display. She said this is Phase I. It's still in process. She suggested that they put in the designation of the historical district so that people know what it is.

Budget: Mark said the PDA is over budget, meaning not overspent. There was a closed session regarding the LID and all the problems. Market Optical sold to a new owner, and the Mexican grocery has been sold. There was a discussion about audits and the Constituency's role. David Ghoddousi said that the Constituency ratifies the hiring of the company that does the audit. Joan said it doesn't preclude the Constituency from commenting on the audit.

Old Business:

Merchants Association: Discussion postponed. Mark said that Megan Lee is trying to keep regular office hours 11-2 four days a week.

Elections: Nick said he has not received any responses from the newsletter sent out. There was a write-up in the Market News. Nick and Mark will meet to talk about the election process. There has been a discussion about a voting banner. Ali confirmed that it would say "Constituency Election Today." There was a discussion about what kind of signage is needed. Joan suggested a sign that would just say "Constituency."

Bylaws: Nick summarized the last Executive Committee meeting. There was a discussion about including the word "public" or following the example of the PDA and dropping it. There was consensus that they could change it if they wanted to do so. Nick suggested that it stay the way it is. The bylaws will be voted on at the next Executive Committee meeting.

New Business:

Evan Clifthorne from Rise Up Belltown has been working with Friends of the Market and Friends of the Showbox. He wrote a letter last week. Nick invited Evan to speak. Evan explained that Rise Up Belltown represents small businesses and residents in Belltown, and is centered on keeping Belltown affordable. He talked about the city's outreach about the Showbox. First, there was supposed to be a meeting May 1 with stakeholders, but that has changed to an online survey instead with perhaps some in-person interviews. It has given rise to groups of neighbors working on advocacy, and he suggested that the groups work together. He read aloud a letter to the PDA from Belltown RiseUp, offering to help with advocacy around saving the Showbox. They

offered to do the organizing, and to work with community groups if the PDA can't help.

David Ghoddousi asked Evan how much it would cost to buy the Showbox. Evan said that the owner is asking \$40 million. The owner has brought a lawsuit against the City of Seattle because he thinks the city has prevented him from getting his value out of the property.

David asked further about the intention of the letter, sending it to the PDA. Evan confirmed that it was to see if the PDA would agree to help. David said that because of the current lawsuit, the PDA is not able to help. David said he thinks they can support it as individuals, but not as a group.

Mark said they had to forward any emails concerning the Showbox to the PDA as part of the lawsuit.

Evan said the same thing happened with the Historic Seattle PDA. He explained that the idea is just to get together to understand the challenges with having the Showbox in the Market Historical District. It matters to the neighbors to understand what the PDA is doing, so that it can be understood how to support the PDA.

Ali said that the Constituency's role is to bring the community's concerns to the PDA Council and that there isn't anyone who doesn't think this is an important issue.

Joan expressed a concern that the Seattle City Council does not understand the details of the Market Historical District.

There was a discussion about what constitutes a conflict of interest.

Nick reported that a resident on 2nd Ave has organized a District 7 City Council candidate forum for June 11 at 6 p.m. in the Melbourne Tower Building.

Ali said she would like to have the Constituency have a discussion about administering the Orca Card program.

Meeting adjourned at 7:59 p.m.