

June 18, 2019

Constituency General Assembly draft minutes

6:22 p.m.

Attendance: Jerry Baroh, Amy Wallsmith, Nick Setten, Betty Halfon, Joan Paulson, Mary Bacarella, Russell Monroe, Ali Mowry, Mark Brady, David Ghoddousi, Lauri Johnson

Guest Speaker: Amy Wallsmith, PDA Director of Marketing

Amy said she was here to answer questions, but would be happy to speak on a particular topic. Nick asked Amy to explain the strategy for 2019. Amy explained that their main campaign this year is "Make it a Market Day." She said the primary focus is reaching out to local residents. They are reaching out to over ten condo buildings to have a happy hour about the Market at each building. She said there was a good turnout so far and summarized the results. She said they brought along representatives from Sosio's, Pike Place Fish, Barques Bronte and the Market Foundation. They had door prizes that were products from the Market. The PDA worked with building concierges to target locals.

Amy said the night market was a success so now they are targeting locals. 25 crafters selling and five food vendors and non-profits. The goal is to attract the newer local younger audience that lives downtown. Next week Uli Sausage will be there and named off other businesses that would be represented. Buskers will be added for entertainment.

Amy went over the advertising - social and digital. Also, there will be tracking of people's phones in the Market via apps to determine how well the digital advertising is working.

Betty asked about advertising during the shoulder season. Amy said she has three people helping her and Scott is analyzing how curriculum could be worked into the schools. She described staff roles in advertising. Amy said the website needs to be redone because it's not global friendly. She also noted that people are looking at it on their phones. Amy went over upcoming festivals and events that will be advertised. She said they do advertise during shoulder seasons but want to be consistent with branding and messaging.

Jerry asked about the Fourth of July. Amy said the PM Market (Producer's Market) will have themes. There will be a ceremony for the Fourth and decorations will reflect the holiday.

Amy spoke about the temporary mural program, which has the goal of drawing people through the Market.

Joan suggested making it clear that the Market is open 363 days a day, the hours - when it opens and closes. She said the general public doesn't know those two facts. She also suggested that the website include a list of 12 areas to go in order to expand their comfort level, or "secrets of the Market" that would be changed seasonally. She said it could be age-sensitive or interest-driven for the time of year. The website doesn't do that. Amy said these are all things they have been talking to web developers about. They are working to make the website

inspiring.

Mary said they want people to explore the Market and come to the DownUnder. She supported Joan's comments about the website. She said there are all these technologies that will support it. Amy and Mary summarized other marketing strategies to attract locals.

Russell asked about the timing of the new website launch. Amy said their goal is the end of October this year. She explained that the existing content can't just be copied and pasted and described the work that is involved in recreating the website.

Nick asked how they developed the strategies, for example, the suggestion for the night market came from the crafts line. Amy referenced the Market Insider, as a way to target tenants so they know what is coming up. She explained other methods of outreach to the Market community. She said businesses along Western were interested in working together and the PDA supported their efforts. Amy talked about small business workshops the PDA conducts that teach the use of Instagram, for example. Mary emphasized that it's important that people know there is something going on all the time at the Market.

Nick asked Amy to speak to challenges. Amy said they are years behind in using technology.

Nick asked how the Constituency could help. Amy asked that the Constituency get involved - make suggestions. She suggested signing up for the Market Insider. She spoke to the help volunteers can provide.

Jerry asked if the Constituency could get the information ahead of time to help recruit volunteers.

Joan agreed with Jerry's request and added some suggestions. She expressed concern about attracting locals while focusing on making the Market "World Class." Mary said the goal is to get the locals here all the time. Joan asked for more transparency. Mary explained that they are starting with the project downtown.

Ali asked about small projects and decorations. Amy summarized. Ali expressed concern about exploiting the community with capitalism. Mary summarized outreach. Discussion ensued about the relative politics.

Mark said he would like to see celebrations in the Market and suggested that the Constituency could help with that.

Joan said the first and only flag was on the Corner Market, in 1912, before World War I. "Our Community" should be better defined. She suggested fundraising by letting visitors know they can contribute, providing a list of Market organizations, and inviting them to become part of the Market community. Joan asked Amy if they are doing wayfinding. She said the kiosk signs are too small to read. She suggested larger temporary signs so people can find the bathrooms.

Nick asked Amy if she had any interaction with the Merchants Association. Amy said she had not been approached. There was a discussion about the Merchants Association.

PDA Council reports:

David reported on the Market Connections Committee. He said representatives from the Senior Center and the Food Bank attended, and Jeannie Falls gave a great presentation. He summarized the increase in food bank's distributions and the senior center's services. The staffing at the senior center has been doubled. Betty asked about the clientele. David said they have to be from downtown. He said the food bank is looking at ways to expand their service hours - increasing the food purchasing budget, converting it to a grocery model, and expanding their home delivery program.

Betty reported on the Marketing and Programs Committee. She discussed the Farm Program. She summarized the work by Zack Cook and David Dickinson.

David continued his report, about the Overlook Walk. He said it's supposed to open in 2020. Betty noted that they've been talking about it for seven years. Discussion ensued about the planning of the Overlook Walk.

Mark gave a report from the Financial Committee. He said the PDA was assessed \$3 million for the LID supporting the cost of the Overlook Walk. He reported on the financial health of the Market. He said the skybridge will be redone. He summarized the residential report.

Nick said he was approached by Market security recently about the lack of parking for the security staff, forcing them to park on the street. Mark said the swing shift was able to park in the garage, whereas the daytime security could not. The parking in the garage has been taken away.

Discussion ensued about parking for PDA staff, and the subsidized Orca cards.

Joan suggested to Mark that the investment policy should have a date on it.

Old Business:

Jerry said that he found out that the Constituency does not make decisions that it is liable for. Joan said that it needs to be in writing, and dated so that it doesn't come up again. Discussion ensued.

Elections:

Nick said there are announcements in the Market News and in the Market Insider. He asked Laurie if she could follow up with an announcement about the election timing. He went over the timeline. He will make sure the election information makes it into the Market Insider. Betty said that Market Insider wants to do bullet points. Nick talked about leads for candidates. He

said candidates can also be nominated from the floor. He said that they can't be nominated without their consent. Discussion ensued. Nick said he would like to have a special election mailer sent out before the end of the month.

Showbox:

Nick said the City Council Committee voted to move along the temporary extension of the historic district. A week later the Landmarks Board voted to landmark the inside and outside of the Showbox. The city has begun its outreach, and Nick and Christine met with the PR firm regarding the boundary of the historic district expansion. They interviewed Friends of the Market, Friends of the Showbox and other groups, and surveyed them about it. Nick would like for the Constituency membership to have an opportunity to fill out the survey. He said a couple of the City Council members spoke to the difficulty of saving more than the Showbox. Discussion ensued. Joan said that the Market gains economically at night from the Showbox. She researched low income housing in the area.

Meeting adjourned at 8:03 p.m.