

CONSTITUENCY GENERAL ASSEMBLY MEETING

Tuesday, October 15, 2024, 6:15 p.m.

Attendance: Bruce Rutledge, Chris Weaver, Craig Eidsmoe, Heather Pihl, Chris Scott, Gabriel Lowery, Madinah Slaise, Pamela Hinckley, Emily Pike, Christine Vaughan, Babak Zirjaknejad, Jonathan Berner, Alex Rasmussen, Erik Pihl, Gina Karaba, Linda , Joan Paulson, Lori Brankey, Russell Monroe, Graham Marmion, Janis Jordan.

Vice Chair Jonathan Berner called the meeting to order at 6:34 p.m.

Agenda: Approved by acclamation.

Minutes: June 18, 2019 and August 20, 2024 minutes approved by acclamation.

Presentation: Upcoming Figgy Pudding event - Pamela Hinckley

Pamela introduced herself. She is the Executive Director of the Food Bank and the Senior Center in the Market. She served on the Board of Directors for eight years before she became a staff member. She talked further about her background and her interest in civic engagement and social services. She had previously worked at Delaurenti's and had been involved in starting a Merchants' Association.

Pamela explained that most of their funding comes from City and County contracts. She explained further about how the Food Bank and Senior Center are funded, including significant funding from the Market Foundation. Additionally, in-house fundraisers are held throughout the year, including the Stone Soup luncheon in the spring, and the Great Figgy Pudding Caroling Contest. This will be the 39th year of the Contest.

Figgy Pudding was previously held at Westlake Center but it never successfully linked that to raising awareness about the social services in the Market. During the pandemic it was held virtually. Last year it was moved to the Market.

The event will be Saturday December 7 in the daytime. Previously it was held at night, but this year it's being tried out as a daytime event, while the Market is open. The stage, sponsored by KNKX, will be set up under the Market Clock and will have one of their DJ's as the event's host. The teams will be spread down Pike Place.

The fundraising is done by the teams. Registration is underway, with the goal of recruiting 20 teams. So far, ten teams have registered. Team members get their family and friends to give money and to vote for them. This year there will be an information tent for shoppers to learn about what's going on in the Market and to be able to contribute to the event if so moved.

Nick talked about the teams and the experience during last year's event.

Pamela handed out a flyer about the event. The event will be from noon to 2:30 on Saturday December 7.

Alex offered to organize a team for the Constituency. Emily, Jonathan, Gina, Nick, Christine and Heather are interested.

Nick made a motion to create Constituency choir for the purpose of participating in Figgy Pudding Choir, led by Alex. Seconded by Alex. Passed unanimously.

Chris said he'd like to have Pamela come back in 2025 to speak to how her organization works. Pamela suggested maybe the Constituency could meet at the Senior Center. Discussion ensued.

Old business:

Budget: Jonathan said it's his understanding that we will be presenting a finalized budget. Christine said there was a line item for \$16,500, for the Constituency budget, that was presented at the Council FAM Committee, and there was no objection to it. Bruce presented the budget. He expressed appreciation for Babak's help in preparing it. He ran through the budget request, line by line. The Constituency is seeking additional support for brochure printing, outreach committee, listening committee and office supplies in addition to administrative costs, for a total of \$21,130.50. Babak said he put in an emergency contingency fund but wasn't sure about the amount. Nick said there will be a couple more PDA Council meetings where the Constituency's budget can be discussed. He said regarding the \$16,500 line item, Sabina at the PDA told him the Constituency didn't even come close to spending that much last year. Bruce agreed that so far about \$13,500 spent this year. He said when they asked for a computer last year, a line item, the PDA gave one to the Constituency. There was a discussion about website search optimization.

Jonathan asked Emily to talk about how the Outreach Committee could use the money. Emily explained that brochures and online registration would help, and they are already listed elsewhere in the budget. She said that otherwise, money could be used for holding events with food, materials to set up.

There was a question about having the PDA pay for the Constituency's Figgy Pudding fee. It was added to the budget.

Emily had asked for \$500 for the Outreach Committee to use for outreach to the Market community. Jonathan said he had suggested \$500 for the Listening Committee, for brochures crafted differently for that purpose, and for snacks. He sees the Committees focused on different purposes. Chris suggested a large sign.

Babak asked who would track the budget. Bruce confirmed that he will be doing that as Secretary-Treasurer. Chris suggested that Bruce make a brief presentation about the itemized budget at the next FAM meeting. Christine suggested sending an email to the PDA Council with the itemized budget and then asking in person. Chris said it fits in with the Master Plan, that it is what is needed for the Constituency to be active. Christine said the online registration is going to have to be coordinated with the PDA. Gina suggested a plaque in the bathrooms so that people in the Market know about the Constituency.

Nick made a motion to adopt the draft budget as presented today, October 15, with the intention of bringing it to the PDA Finance and Asset Management Committee for a brief presentation by our Secretary-Treasurer in November, and will be reporting back on this at November GA. Emily seconded.

Discussion: Babak asked if it's possible to incorporate suggestions tonight. Jonathan asked if there was a motion for a friendly amendment to include the line items from tonight. Gina made the motion. Babak read the line items for the Outreach and Listening Committees, and for the Figgy Pudding fee - incorporated into the Listening Committee budget. Nick accepted the friendly amendment. Emily confirmed that she still seconded.

Nick made a motion to adopt the draft budget as *amended during discussion* today, October 15, with the intention of bringing it to the PDA Finance and Asset Management Committee for a brief presentation by our Secretary-Treasurer in November, and will be reporting back on this at November GA. Emily seconded. Passed by acclamation.

Pike Place: Nick updated on the suggestion by Greenways to install a local access only sign to reduce traffic on Pike Place. He said he learned from the PDA that it would require a high degree of partnership between the PDA and SDOT, and that he thought it should wait until there is a new director. Gina said they close the other end of Pike Place for the farmer's market and used to do it all the time, so she didn't see why it was so difficult to put together. She said they already have the sign on a sawhorse. Nick said that they've put them up in the past only to have SDOT take them down. Alex suggested that they wait till the new director is hired. Christine said there are two different issues - one is the closing of the street whenever it's needed, vs. a permanent sign. Gina said it used to be done all the time, citing the example for crafts overflow. Now it's closed every street. Christine provided history on the Market Historical Commission's approval of crafts overflow in the street. She agreed that things are different now. Heather said the once monthly seasonal farmers market is the only time when the block is closed to traffic. It was clarified that the Pike Box closes parking spots weekly, not the street. Gina said she's hoping that if things are different now, there can be some changes.

There was a discussion about removing Pike Place as a standing item on the agendas. It was clarified that the new director would be announced shortly, so it should remain on the agenda.

New business:

Outreach - Chris said there is an opportunity for the Outreach Committee. Amy Wallsmith said the online merchant directory has about 40% of the merchants listed. Chris thought the Outreach Committee could help by volunteering to help get businesses in the directory and could do outreach for the Constituency at the same time. Alex said it coincided with the goals of the Listening Committee.

Farmers - Heather extended an invitation to Friends of the Market's annual meeting on November 12 from 5:30 – 7:30pm at Folio. She said there will be a panel discussion featuring three Market farmers, moderated by Michele Catalano. It will be an opportunity to hear about what it's like to be a farmer at the Market and what constitutes a red carpet for a farmer to sell at the Market. Friends of the Market is presenting a farmers summit in early December for interested farmers to learn about the history of farmers at the Market, rules and how to apply to sell at the Market, and to provide social time for the farmers. Finally, she mentioned that the Seattle Art Museum will present an exhibition in Fall 2025, "Farm to Table", featuring impressionist art about farmers, food and feasts.

Market Historical Commission - Heather said there are three vacancies on the MHC: 1) Market resident - must live in the boundaries of the historic district; 2) Market merchant - includes farmers and crafters; 3) At-Large - anyone devoted to preserving the character of the Market. She said if someone is interested, they should send a brief letter with a resume to MHC Coordinator Minh Chau Le.

New Director - Joan encouraged people to think about starting fresh in dealing with a new director, specifically: 1) PDA Office needs to be reopened, which has been closed since March 2020, to serve both the merchants and the public; 2) Virginia Inn, established in 1903, will most likely close November 8 if there's not a resolution to keep the business open. They will have to sell their fixtures, the two bars there, and then the PDA would have to find a new tenant for the space. She encouraged the Constituency to bring up these issues.

Outreach to Market alumni: Davin asked if there is a way to reach people who used to work at the Market. He said that he encounters people all the time that used to work at the Market. Jonathan said there are groups on Facebook for both current and alumni Market community members. Gina suggested Instagram. Emily suggested organizing a Market family reunion. Heather suggested that Davin keep reaching out to people, that they are probably on the Constituency's list and other lists kept by Market-related organizations. She thought a reunion would be a good idea, too, because people love reunions.

PDA Council Committee reports: Gina reported on the FAM Committee; she said there are tenants moving out, new tenants moving in; the PDA making sure there is still a rummage hall;

discussion of the Overlook Walk. She wanted to tell Amy that marketing for the crafts line had really improved. Russell reported on Market Programs, which he chairs. He said the bulk of the meeting was on the Q3 report. He said the presentation is available on BoardDocs. Key takeaways: foot traffic down from this time last year; this year was more like 2022 - neither good nor bad. He said the Market was featured on the Bachelorette, however; he summarized Produce on Pike - the seasonal farmers market; daystall rules review is coming up next month; Sunset Supper was in August. He named off six more special events between now and December.

Daystall Rules: Gina expressed a concern about the previous rules review, that it was shown once and not again. She talked about how much things had changed during the pandemic. People should still be able to show up the same day and get a table. She said the Zoom roll call disenfranchises people that are not tech savvy. There are empty tables. We need to try other things. She asked Mary about it before she left - she wanted to know what happened to the rules and where do we go to for these rule changes we are requesting - that vehicle is not available to us anymore. Christine said she believes that the rules appeared in the sheet- PDA said they were procedural and the PDA Council agreed. Christine said recommendations can be made, but it doesn't mean that they are accepted. It's up to the PDA Council to decide if they are operational rules, which the Council doesn't deal with, or if it is policy, which the Council does. She said this is a partial answer to Joan's concern about the Virginia Inn. The PDA Council does not negotiate leases; the PDA does. Nick said that with an extra month of feedback for the rules, maybe there's time for noise to be made. Gina said the roll call rules are out of reach. Nick encouraged giving feedback on what has worked and what has not.

Joan said that the rules for crafts, farmers and buskers are all tied to the Hildt-Licata Agreement. She said that originally the business community was speaking up to the administration in order to create a better business environment. That has been absent from her view, in what's been happening in changes pre-Covid, during Covid, after Covid. She said David Dickinson was supportive of bottom-up changes, but what is happening now is top-down changes, which then become administrative changes, not part of the Hildt-Licata Agreement. This is a result of people at the PDA wanting more control. She said the Hildt-Licata Agreement has to be upheld in process, just like the PDA needs to uphold its own charter.

Christine reported on the Budget Committee. She said they went over the budget, over expenses. She said the whole budget is on BoardDocs. There were six leases pushed through to be on the consent agenda, also on BoardDocs. Nick listed the six lessees: 3D Wood Puzzles, Bonnie B Peppers, Cheese Box, Michou, Market Information Booth (Visit Seattle), ATM machine.

Jonathan thanked the Constituency representatives to the PDA Council for the time they spend in the extra meetings.

Public comment:

Chris talks up a new Merchants Association wherever he goes. He brought it up to the full PDA Council last month. After the Programs meeting, he spoke to Amy about hosting a workshop on creating a merchants association. He said she was receptive but it would be next year. He said the owner of the Virginia Inn was threatening and that Market security had to be in attendance at meetings.

Madinah Slaise introduced herself. She is a resident at the Market. She has a show, Madinah in the Market and produces a radio show on Saturday mornings She was invited by Bob Messina. Retired to Seattle in 2018 from the Army. She moved to a residence across from the Market, fell in love with the Market, learned how to do radio production, then moved to the Market. Her website is <https://www.madinahslaisedia.org/>. All her services are free. She suggested that the key to outreach is a good website.

Meeting adjourned at 8:10 p.m.