

Pike Place Market Constituency General Assembly Meeting 10/15/19

Board members present: Nick Setten, Russell Monroe, David Ghouddousi, Ali Mowry, Mark Brady, Gordie McEntyre, Shari Curiel, Joan Paulson

Other members present: L. Johnson, Jerry Antush, Colleen Bowman

Board members absent: Jerry Barroh, David Ott, Betty Halfon

Nick calls meeting to order at 6:15pm.

Russell calls for approval of ExCom 9/26/19 minutes amended with Joan's additional survey questions, answers and summary. Passed by acclamation.

Agenda

1. Jerry Antush/Pike Place Market Podcast
2. New questions for Mark's survey
3. Setting Agenda for ExCom Meeting 10/24/19

Agenda Item #1: Jerry Antush/Pike Place Market Podcast

Jerry Antush is the host of the Pike Place Market Podcast. With the approval of our 2020 annual budget and \$500 allocated to the podcast, Jerry will be explaining where those funds go; along with some information about the podcast. He would like to begin with a focus on what the Constituency is, does, and its history. He would like to have a Constituency spokesperson on the podcast in order to fulfill these goals.

The podcast produces weekly podcasts (52/year) and currently have 72 episodes recorded. Gordie asks what the range of listeners are. Jerry responds that listeners encompass 40 states and 15 countries; with 13,000 downloads over 32 platforms. Jerry says a goal for this year is to get more regular sponsors for the podcast. Our financial contribution assures us that the Constituency and its message will be regularly represented.

Nick inquires as to what the next steps would be. The board needs to let Jerry know a date in advance and have a spokesperson ready. Jerry will ask a range of questions (some of which will be his boilerplate questions, ie: "What about the Market makes you smile?").

Mark brings up that the budget still needs to be approved before we can commit funds to the podcast. Ali responds that the final 2020 Constituency budget will be reviewed at full PDA Council on 11/21/19. Jerry says that if the board wants, we could get a headstart on content in advance of the first of the year. Nick suggests that we could take some time during out November meetings to work on this. Jerry emphasizes that we need to have a message formulated.

Laurie states the importance of the entire Constituency board being included in the creation of the podcast's content; and that a professional product be put out. To this end, she believes that a script should be created in advance.

Side-topic: ORCA card program

David brings up the issue of the budget as it relates to Ali's ORCA card program. Ali responds that we are still early in the process of the program's creation and that the budgeting of the program does not apply to our 2020 budget.

Agenda Item #2: New questions for Mark's survey

Review of questions from last meeting. Regarding Q1 (On a scale of 1-5 how is your business doing financially, specifically over the last two years? 1 being poorly, 5 being very well), Nick believes there should be an identifying marker regarding the type of business. Mark disagrees, thinking people will not fill out the survey if asked that question. Mark states that the purpose of the PDA's survey is to identify smaller, less profitable businesses with the goal of bringing in new businesses in order to maximize revenue.

Shari suggests that finalizing the survey question after the PDA Council retreat. Consensus reached on questions Q1-Q3.

Colleen raises the issue about referencing the PDA as done so in Q4 (What can the PDA do to help your business?); with the suggestion that there should be a clear disclaimer at the top of the survey indicating that it is not being issued by the PDA itself.

Several members think Q5 (What role should the Constituency be doing in this day and age?) should be reworded into a couple different questions including whether or not the respondent knows about the Constituency. New wording: "What role can the Constituency play to benefit the community and/or your business/organization going forward?"

Questions as they currently stand:

Q1: On a scale of 1-5 how is your business doing financially, specifically over the last two years? 1 being poorly, 5 being very well.

Q2: What is the age group that spends the most money at your business?
(15-25) (26-35) (36-45) (46-55) (56+)

Q3: On a scale of 1-5 how prepared is your business for a possible economic downturn; 1 being absolutely unprepared, 5 being extremely prepared.

Q4: What can the PDA do to help your business?

Q5: What role can the Constituency play to benefit the community and/or your business/organization going forward?

Agenda Item #3: Setting Agenda for ExCom Meeting 10/24/19

1. Formulate message and plan for Pike Place Market Podcast
2. Finalizing Mark's survey

No new business or public comment.

Nick adjourns meeting at 8:00pm.