

November 20, 2018
Constituency General Assembly draft minutes
6:00 p.m.

Attendance: Jerry Baroh, David Ghoddousi, Ali Mowry, Mark Brady(?), Betty Halfon(?), Sara Patton, Nick Setten, Bob Messina, Katya Landau, Russell Monroe, Mark (?), Todd (?)

Jerry called the meeting to order at 6:02 p.m.

Minutes

No minutes available to approve.

PDA Council Committee Reports

David reported on the Market Connections Committee. He said there was a presentation on taking down the Viaduct. They hope that the tunnel will open in late January. Work on removal of the Viaduct will begin in early January. It was advised to work from home and to take the bus.

Ali reported on the Market Programs Committee. She described the Magic in the Market programming and advertising. This year there will be a Sasquatch on the Third Level of the DownUnder, with a costume made by a Market craftsperson. There will also be snowflakes projected in the DownUnder.

Mark(?) reported on the FAM, which he said was all about the budget. There will not be an increase in rent for the daystalls yet, but it will be reviewed again in February or March. There was a discussion about the impacts of the Viaduct's demolition on the Market.

Guest Speaker - Sara Patton

Nick introduced Sara Patton, a longtime member of Friends of the Market who serves as Chair of its Advocacy Committee. She served three terms on the Pike Place Market Historical Commission. He explained that Friends of the Market is building a coalition to save the Showbox.

Sara explained that Friends of the Market is interested in the "glass boxes" proposed on First Avenue, to replace the Hahn Building and the Showbox. She said that they were blindsided by the zoning change related to affordable housing, which now allows for 14 and 44 story buildings across from the Market. Friends of the Market has been talking with people that work at the Showbox, Historic Seattle, Pike Place Merchants Association. The City Council has passed an ordinance to include the Showbox in the Market Historical District temporarily. Sara believes the Council just wanted to stop the process long enough to find another solution. Friends of the Market would like to see if

there is political support to expand the district from Pike to Union. It would bring that area under the Pike Place Market Historical Commission. It would not have the same restrictions at the Market but would provide some protection for the Market's border.

There was a discussion about the Hahn Building and the plans to replace it with a 14-story boutique hotel. Sara said that the design review board has reviewed it and requested changes, but it still looks like a glass box.

Sara explained that the city was currently studying the Showbox area. Ali asked if the Showbox were added into the Market Historical District, could they still sell the air rights? Sara answered that she believed that they could.

There was a concern expressed about how a 44-story structure on the Showbox site would cast a shadow on the Market for a significant amount of the day. Sara agreed, and said talked about a study done by the UW Integrated Design Lab that showed it would block the sun. She thinks that the developer would have to do an EIS for the project, and this study would be part of it.

There was a discussion about ways to protect the Showbox, including finding a buyer, and fundraising.

Ali asked about including the Showbox in the historic district permanently. She said that the PDA Council had already pushed back on it, and that Mary had written a letter warning against it. Sara said it was confusing because the Showbox would not be the responsibility of the PDA if it were in the district permanently. Ali said that there have been some misconceptions and that the PDA Council has been adamantly against having PDA responsibilities expanded because of the Showbox. Sara said there would be a lot of responsibility for the Market Historical Commission because of the expanded jurisdiction, but no costs associated with it. Ali asked Sara if she could make a presentation before the PDA Council, and Sara said she would be happy to, or even just meet with Mary. It was suggested that she meet with Mary first.

Sara said there will be a Friends of the Market Advocacy Committee meeting that will include other coalition members.

Nick asked Sara what the Constituency could do to help. Sara asked for a point person from the Constituency and to know if the Constituency wants to stay engaged on this issue. There will be a meeting later this month of the informal coalition.

Jerry suggested having Nick be the contact and to have Ali join. There was a discussion about avoiding a conflict of interest. The matter will be further discussed at the Executive Committee.

As an fyi, Sara said that Friends of the Market is reaching out to Colleen Echohawk because some tribal representatives are objecting to the totem poles in Victor Steinbrueck Park. Councilmember Bagshaw proposed to remove the park from the district as a solution. Sara said, in answer to questions about the poles, that Professor Marvin Oliver (Quinault - Coast Salish) designed the poles but didn't carve them. Sara said she hopes they can work out a solution.

(Unknown) said that there was funding passed by the City Council to study all the Native art in Seattle. Sara said she hoped it would be a fair and balanced study.

Sara explained that the park is going to be renovated and that the membrane between the park and the garage below has to be replaced. She said that there have been discussions during the planning about adding Coast Salish art, and that the idea to remove the totem poles came from that.

Nick said it seems like there's some assumptions that the boundaries of the district are more malleable than they have been in the past.

Ali expressed a concern that Seattle's image had been manipulated to seem more Tlingit rather than Coast Salish. Sara said that the Duwamish had not been brought into the discussion. Discussion ensued. Sara explained that the plan by Victor Steinbrueck and Rich Haag to put the totem poles in the park didn't have anything to do with the gold rush.

There was a question about the heritage sign project. Nick explained that it's a joint project between Friends of the Market and the Market Foundation. A consultant has done an inventory and is synthesizing the information. It will have to go through the Market Historical Commission. Bob said he would like to know more about the project, and to have the information shared with the public. There was a discussion about where the heritage displays at the Heritage Center had been relocated.

The Constituency thanked Sara for her time.

Katya Landau, Constituency at-Large Board member, distributed materials related to her storytelling and social media campaign for the Constituency. She has brainstorming ideas to create a more intentional culture in the Constituency on how to tell the story of the Market. She read Thomas Reville's speech that dedicated the Market. She went through her plan to expand the Constituency's reach through both paper and digital media. She suggested sending out information to advertise events at the Market. She discussed using Facebook and Twitter as platforms. Nick asked for clarification on who would curate the Rachel Twitter feed. Katya explained that it would be a partnership between the Foundation and the Constituency. She suggested using Instagram to show experiences you can only have at the Market.

Russell asked how the expansion would interact with the Constituency itself. Katya said the Constituency would get the credit and there would be links to the Constituency website.

Katya went on to explain the use of social media to create a media blast to highlight events at the Market. She felt that it would be a good way to keep constituents up to date. She pointed out that using social media - Facebook, Twitter and Instagram - would not require any expenditure.

She said it would be a big undertaking. She first needed approval, which she was seeking this evening. She would form a committee to develop content for the next three months. She felt all the posts should be approved by the Constituency and the Foundation. Twice a month, the next three months' posts would be put forward to the Constituency for approval. She would like to start in January 2019. It would be one to two posts a week.

There was a discussion about how to deal with differing Constituency opinions on what is posted. Russell suggested assigning two people to social media. He pointed out the amount of responsibility to promote both Constituency and also Foundation events. He suggested just a Facebook page for the Constituency.

David said this sounded like a marketing campaign. Jerry said there used to be a secretary that helped out; maybe that person could help out with it.

Ali suggested that it could be done during the meetings, since meetings often last just an hour. She reminded that it was a community builder.

Mark, a new member who volunteers with the education program at the PDA(?), pointed out that the PDA and the Foundation have their own social media. He has found it frustrating that the social media for the Market isn't all tied together. He suggested determining how social media for the Constituency would work with the other two Market organizations and if they should be tied together.

Jerry said next month's General Assembly meeting will be December 11 and the Executive Committee will be December 20. Sometime next month, the calendar for the full year will be sent out.

Meeting adjourned at 8:01 p.m.