

**Pike Place Market Constituency  
General Assembly Meeting Minutes  
June 16th, 2026**

**Attendance:**

Julia Beabout  
Chris Weaver  
Cory Hutton  
Chris Scott  
Gina Karaba  
Davin Stedman  
Christine Mitchel  
Rachel Lichtenberg  
Austin Godwin  
Janis Jordan  
Graham Marmion  
Xanna Vegsundvaag  
Emily Pike  
Heather Pihl  
Eric Pihl  
Alex Rasmussen  
Rachel Powell

**Opening**

Janis Jordan opened the meeting by presenting the agenda, which included approval of minutes, open comments, membership renewals, a session with Rachel Ligtenberg, election updates, discussions on TIP and Sip and Savor, Treasury reports for Quarters 1 and 2, and committee reports. Austin Godwin requested a Merchants Association update, which was unavailable and thus removed. The agenda was approved by acclamation. Janis noted that minutes had not yet been posted and would be brought back for approval next month before opening the floor for member comments. Janis reminded members that all memberships through 2026 expired as of April 30th and emphasized the voting eligibility deadline for the upcoming election.

**Guest Speaker: Rachel Ligtenberg**

Rachel Ligtenberg shared her recent visit with pioneer farmers in Woodinville,

particularly the Hmong farming community established in 1986, highlighting the county-leased farmland dedicated perpetually to farming and its importance to the market's identity. She clarified the farm's location near Redmond and confirmed that most of Xee Yang's flower crops are sold at the market, which is essential to sustaining her farm.

Rachel then discussed upcoming World Cup-related events, including the largest night market planned for Thursday and a watch party for the U.S.-Australia match. She noted effective city communication discouraging driving on game days, contributing to quieter market conditions during some matches, and detailed comprehensive emergency management plans. Rachel expressed cautious optimism about the economic impact on small businesses, citing mixed tenant reports and visitor estimates between 500,000 and 750,000. She explained data tracking methods involving flight arrivals, hotel occupancy, and short-term rentals, and noted her role on Visit Seattle's advisory board for accessing comprehensive data. Gina Karaba added that weather, particularly high temperatures, also affects attendance. Davin Stedman shared his positive experience at the Senior Center during a Mexico match, highlighting the lively atmosphere.

Rachel provided an update on the 2024 Master Plan implementation, identifying 46 discrete initiatives for Strategies 1 and 2, with similar numbers anticipated for Strategies 3 and 4. She noted most strategies have 5-year roadmaps, except Strategy 3, which will span 10 to 15 years due to infrastructure focus. Rachel highlighted productive discussions with the Strategic Planning and Programs Committee and emphasized cautious pacing of changes given recent major projects. She reported a tentative public funding initiative scheduled for November 2028, with ongoing preparations and meetings with city officials and council members. Key partner organizations have been engaged for economic impact assessment, communications strategy, and project management. New 2024 initiatives include an expanded Produce on Pike program, growth of community-supported agriculture, and a new event strategy featuring participation in the downtown Seattle Art Walk from July 23 for four months, culminating in a Dia de los Muertos celebration on October 23. Gina Karaba expressed concerns about potential competition with other events, which Rachel addressed by noting extended market hours. Graham Marmion inquired about political advocacy roles; Rachel clarified official campaigning will begin only after City Council approval in August 2028, with guidance from advisor Jerry Johnson.

Chris Scott affirmed limited additional influence on the supportive City Council and cautioned about public campaigning. Rachel and the PDA Council will maintain clear positions. Austin Godwin asked about Art Walk success metrics; Rachel

emphasized building local engagement habits and data collection on visitor origins and artist feedback. She confirmed vendor participation prioritizes market artisans within existing agreements. Chris Scott expressed hope for Merchants Association sponsorship of future arts events and envisioned year-round Arts Walk-style programming.

### **Election Updates**

Janis transitioned to election updates: Cory Hutton accepted nomination; Adora remains interested despite medical issues; Diego shows interest. Nomination and questionnaire deadlines were reviewed, with discouragement of candidates prohibited. Voter eligibility deadline is the coming Sunday.

### **Sip and Savor Discussion**

The meeting moved to an open discussion on Sip and Savor. Alex Rasmussen reported the event was well-managed but noted vendor challenges due to full street closures requiring multiple trips to transport supplies amid heat. Rachel explained street closure decisions are data-driven and involve weekly reviews with partners, emphasizing ongoing support for farmers and continued dialogue with community groups. Gina Karaba raised concerns about pavilion access restrictions, displacement of craftspeople by alcohol vendors, and signage clarity, while acknowledging responsible participant behavior. Emily Pike shared a delivery partnership facilitating vendor logistics during closures, which was appreciated by Alex and Rachel. Graham Marmion described a positive personal experience with the program, noting increased market engagement.

Rachel emphasized the program's rationale amid challenging economic conditions for bars and restaurants, detailing extensive stakeholder engagement and Market Historical Commission approval. She acknowledged change management challenges and the need for repeated communication. Questions from members included low foot traffic in some areas, economic impact on order values, and program legal authorization through 2027 with discussions on extension underway. Additional enforcement staff have been hired, and data collection on sales and incidents is ongoing. Gina Karaba advocated restoring storage for aging and disabled crafters and questioned program costs versus revenues; Rachel confirmed financial evaluation is in progress. A follow-up session was suggested for November after data collection concludes.

### **Budget Report**

Janis presented the current budget overview: a \$21,830 approved budget covering printing, website updates, and administrative costs, with approximately \$12,449 spent to

date and anticipated expenses remaining. Minor discrepancies will be verified. Julie Baldrige inquired about SEO goals, which Janis described as increasing website visibility and preventing newsletter spam issues. Austin noted unnecessary open house supply expenses and suggested using PDA supplies to reduce costs. Chris Scott praised budget management and Janis's role. Christine Vaughan asked about administrative personnel and expenditure approval; Janis explained Emma's duties and the approval process involving PDA representatives. Fiscal year alignment with the PDA was confirmed, with open house planning to begin in August. Access to filing cabinets for digitizing was also confirmed.

Janis noted the Treasury Report is on schedule, with the next report aligning with budget preparations. Alex Rasmussen summarized PDA Council Committee activities: strategic planning discussions, participation in the Torchlight Parade on July 25th, resumption of Southlake Union and First Hill Markets, and a new policy prohibiting farmers from selling prepared foods at Pike Place Market to focus on traditional farm vendors. Quarterly social services summits have launched to foster collaboration. Graham Marmion sought clarification on the prepared foods policy; Gina Karaba confirmed the ban in tents and explained the rationale, with some vendors potentially seeking permits. Karaba shared survey results on market perceptions and outlined partnership and infrastructure efforts, including plans to re-envision Heritage House and applications to host the 2029 International Market Conference. Media coverage noted farmers extending hours due to impacts.

### **PDA Council Reports**

Christine Vaughan reported from the Finance and Asset Committee that the market remains financially positive despite below-budget revenues, offset by expense savings and postponed projects. Residential occupancy declined slightly due to elevator issues and resident care needs. Upscale renovations of market-rate apartments aim to increase revenue without affecting low-income housing. Lease renewals and new tenants were noted. Methune has been contracted for new signage and wayfinding improvements, with user input emphasized. The Sunrise project is on track for Historic Commission review in July.

Emily Pike updated on the Engagement Committee: progress on the Busker Buttons project, a pause on process improvements until after elections, and the next meeting scheduled for July 1st featuring PDA partnership discussions.

### **Historical Commission Report**

Austin Godwin provided a financial perspective on projected tourist impacts, noting budget flexibility and potential postponement of projects to mitigate shortfalls. He reported on two recent Market Historical Commission meetings, summarizing approvals for seasonal outdoor seating, a pilot for ready-made food vending with restrictions, new storefront signage, and temporary activations. The PDA received approval for new waste receptacles with anti-graffiti coating and international symbols. Commission vacancies and the Sip and Savor pilot's requested data briefing were noted. Upcoming agenda items include Jack's Fish Spot expansion, a new artisanal food business, and temporary market artwork. Clarifications on space use for crafters were provided.

### **Non-agenda Comments & Closing**

Janis opened the floor for non-agenda comments. Christine Vaughan proposed moving elections from July to June to better align with mayoral and council appointments, suggesting future discussion. Chris Scott supported the idea, noting it requires a bylaw amendment and recommended adding it to a future agenda. Davin Stedman shared plans combining Buskerama with a singing tour guide business to support buskers, emphasizing the need to revive a tipping culture amid digital payments and recounting inspiring generosity stories. Gina Karaba highlighted the need for more ATMs to facilitate cash tips and suggested developing additional busking spots with seating to encourage audiences. Janis thanked participants, acknowledged the time, and adjourned the meeting.