

Pike Place Market Constituency Executive Committee Meeting 9/26/19

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

Other members present: L. Johnson, Colleen Bowman, Mary Bacarella

Board members absent: David Ott, Betty Halfon

Jerry calls meeting to order at 6:03.

Unanimous approval of GA 9/17/19 minutes.

Agenda

1. Mark's Survey
2. Holiday Meeting Schedule
3. Budget Finalization

Agenda Item #1: Mark's Survey

Mark will be going through all the survey question by question.

1. *How is your business doing financially? Specifically in the last two years?*

Joan suggests that response items should say less decrease, same, increase.

Ali suggests responses should be universally based ie: on a Likert scale.

Mark would like the survey to only be given to small business owners, however the metric to decide what constitutes a small business is not clarified.

Shari suggests that there should be a question identifying the type of business the respondent runs.

Colleen brings up that excluding larger businesses is not advisable because it publicly describes the financial situation of a certain set of market businesses.

Consensus that the question should be put on a 5-point Likert scale. New rewording: 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.

2. *What is the age group that spends the most money?*

15-20 20-25 25-30 30-35 35-40 40-45 45-50 50-55 55+

Consensus that the age question should be broken up into 5 categories. (15-25) (26-35) (36-45) (46-55) (56+)

3. *Are you ready for the Economic Downturn? YES/NO*

Nick suggests that there should be some context around "the Economic Downturn." Ali suggests that the question should ask how, not are. **New rewriting: "On a scale of 1-5 how prepared is your business for a possible economic downturn; 1 being absolutely unprepared, 5 being extremely prepared."**

4. *What can the PDA do to help your business?*

General understanding that there should be examples of what small businesses would like to see, ie: subsidized parking, help with social media/marketing, tax help, etc.

Consensus is that the qualitative aspect of the question is acceptable, but that there should also be some examples listed. List of potential examples with an other answer.

5. *What role(s) do you see the Constituency doing in this day and age?*

What role should the Constituency be doing in this day and age?

6. Do you feel the PDA should be involved in the OVERLOOK WALK?

Nick believes this should be a question on a completely different survey. **Consensus is to remove this question.**

Agenda Item #2: Holiday Meeting Schedule

For November, our GA meeting will take place on the 12th and ExCom meeting will take place on the 21st.

For December, our GA meeting will take place on the 10th and ExCom meeting will take place on the 19th.

Agenda Item #3: Budget Finalization

Remaining 2019 budget of \$2,464.31.

Projected expenses for Q4:

RA: \$1,100

Phone Bill: \$300

Minutes: \$360

Lights: \$75

Podcast: \$500

Contingency: \$453 (10% of budget)

Total: \$2,235

2020 Annual Budget Review

<u>Line items:</u>	<u>Cost:</u>
Secretary:	\$1,080
Website upgrade (Laurie):	\$2,000
Insurance:	\$550
Legal:	\$550
Lights: \$300	
Phone:	\$400
Archive files:	\$500
Social:	\$600
Office improvements: \$200	
RA (L. Johnson):	\$4,987

Contingency: **\$1,120 (10% of 11,200)**
Total: **\$11, 057**

Motion to ratify 2020 Budget:

Aye: 8

Nay: 0

Motion passes unanimously.

Agenda Item #4: Setting Agenda for GA Meeting

1. New survey questions.
2. Jerry Antush/Podcast

No new business or public comment.

Jerry adjourns meeting at 8:00pm.