

The Market Insider

Monthly news for tenants of the Pike Place Market PDA

January 2012

PDA Council Restructures Committees for 2012

The PDA Council has restructure Council committees to better align with current needs and staffing. Each committee reflects a distinct focus, with committee chairs reporting directly to the Executive Committee and Full Council.

The committees and their responsibilities are:

- **Waterfront & Redevelopment** - PDA proposals and oversight; waterfront related asset acquisition
- **Asset Management** - leasing, capital projects, operations, and asset acquisition
- **Executive** - strategic issues, oversight and Coun-

cil planning, crisis issues, personnel issues

- **Finance** - budgeting, monitoring financial performance, financing for capital needs, use of reserve funds, cost control
- **Market Programs** - farm and food, daystall, marketing, events, education, and other programs

To support these changes, the organization of PDA staff has been realigned to provide direct support for each committee and engage broader participation of PDA staff in reporting and policy development, including executive staff, directors, and managers.

Co-op Deadline is January 5

Did you advertise your Market business in 2011? Ads from 2011 that qualify for co-op advertising reimbursement should be turned in by Thursday, January 5. Ads are reimbursed at 50% (\$700 per commercial tenant and \$350 per daystall tenant for 2011) while funds remain, and must include "Pike Place Market" (in more than the business name or address). Questions? Contact Sue Gilbert Mooers at 774-5259 or sue@pikeplacemarket.org.

Details about the 2012 program will be sent out later in January, pending the hiring of a new marketing director and their input on the program.

Thanks from the Market Foundation

Many thanks to the Market businesses who supported the Market Foundation's 2011 holiday banner display, raising just over \$6,500.

Thanks to all who donated gifts to fulfill nearly 400 wishes from the Giving Tree.

The Giving Tree would not be possible without the support of the businesses that accepted the many boxes and bags: DeLaurenti, Local Color, Perennial Tea Room, Rotary Grocery and Totem Smokehouse. Thank you all!

In the Market 24/7: Meet Market Security

You see them around the Market in uniform, usually on foot and occasionally on a bike, but how much do you know about the role of Market Security?

"Our main responsibility is to support other departments of the PDA and the Market community as a whole," said Security Manager John Macklin. "When there's an emergency or when other staff isn't on site—for instance, when Residential staff or Maintenance staff has left for the day—our merchants and residents know they can call us."

"We're often the first response, and tenants depend on us," John continued. "An officer needs to have good communication skills, good decision-making skills, and confidence."

The PDA currently has 18 Security officers who patrol the Market on a daily around-the-clock basis in three shifts, walking around the Market, our garage, and our bathrooms. We also employ 15 off-duty Seattle Police Department (SPD) officers, whose role is to be an additional presence in the Market.

Market Security also provides access to commercial and residential tenants who've locked themselves out of their spaces, responds to merchant calls about suspicious activity in their stores or vicinity, and coordinates

Security, on next page



Night shift (above, shown left to right): Vincent RisingSun, Micah Scheff, Fritz Scharer, Vernell Cottrell. Not pictured: Riedwaan Abader.

Day and swing shifts (on the left, from left to right): Front row - Ron Taulung, Mike Hill. Standing - Reginald Wilson, Randy Nash, Jacob Luey, Lakesha Brown, Jeffrey Belanger, John Macklin. Back - Tali Ena. Not pictured: Brandon Clark, Stacey King, Derek Malvern, Kyle Wagner, Japheth Williams.

Security, from front pg

medical care or other assistance when they see an accident or have one reported. It's therefore important for merchants to call Security if they see an incident in the Market.

Market Security assists SPD, Medic One, Seattle Fire Department, the Sheriff's Department, the Port, and other authorities with medical and other emergency calls. "A dispatcher might call us if they've had a report about something in the area—they might ask us to see if it's an actual emergency," explained John. They also provide traffic control for emergency vehicles entering the Market and escort other personnel to the Market's emergency panels.

John emphasized that training is an important aspect of the Security department. Security officers receive training every year for self-defense and every other year for first aid and CPR. In 2012, Security training will focus on team-building and interpersonal communication skills. Such skills are important in any job, but are essential when one's job is often to diffuse an already tense situation.

Security has a number of long-time employees, including one with more than 20 years at the PDA and three with more than 10 years on the job. Some former employees have used their jobs in Market Security as a place to learn and to decide if they want to further their careers in law enforcement. As such, some have gone on to work for the State Patrol and Department of Corrections, become medics, or join the military.

Market Security takes pride in the fact that residents and tenants have said that they feel the Market is the safest place in the downtown core. Making everyone in the Market feel safe—whether they are living here, working here, or shopping here—is a major goal of the PDA and one we couldn't provide without Market Security.

To contact Market Security with a non-emergency question, call the Security office at 774-5258. For emergency calls (including to report any slip and falls you might see), call the 24-hour Security line at 682-2253.

Merchant News

Temporary Signs for Hillclimb Elevator/Lobbies

Temporary signage has been installed in the Hillclimb elevator and lobbies. While future permanent signage will likely identify floors with specific colors and icons, we chose to start with a consistent color theme and Market icons.

The approval process for funding Market-wide way-finding signs has taken longer than expected, but is moving forward. In January, we will

begin the process of identifying a design firm. Designs and pricing will then be determined for the overall project.

Soundview Cafe Reopens

Soundview Café has reopened after a month of construction. Their window frontage along Western Avenue was replaced. They have made other improvements to their space, resulting in a warm and inviting environment. Please stop by and see the changes.

Staff Comings & Goings

Welcome aboard to **Brad Reinke**, Accountant, and **DeWitt Burke**, Custodian.

Daystall Rules/Regs Review Underway

Each year, the PDA conducts a public review process of the Daystall Rules and Regulations, which cover all daystall activities for farmers, craftspeople and performers in the Market. During this time, anyone may submit rule change proposals or comment on other proposals.

Information and materials are available at the PDA office, in the info rack outside the Daystall office, or at www.pikeplacemarket.org/applications_permits/rulesreview.

To submit a rule change proposal, please complete and return the Rule Change Proposal Form to the PDA office by Friday, January 6.

Public meetings about the Rules Review begin on January 16 and conclude at the PDA Council meeting on March 29. The January schedule is listed below.

For more information, contact David Dickinson at 774-5224 or davidd@pikeplacemarket.org

2012 Daystall Rules Review Schedule - January

Friday, January 6 - Rule Change Proposal Deadline

Friday, January 13 - Copies of proposals available at PDA Front Desk.

Monday, January 16 at 5:00 pm - Daystall Community Meeting, PDA Conference Room. *Daystall staff will present the rule change proposals and listen to initial community feedback.*

See the complete Rules Review Schedule at www.pikeplacemarket.org/applications_permits/rulesreview

Mark Your Calendars

PDA Meetings & Events

All meetings are in the PDA Conference Room.

January 3	<i>Waterfront Redevelopment:</i> 5:00 p.m.
January 9	<i>Asset Management:</i> 4:00 p.m.
January 12	<i>Market Programs:</i> 4:00 p.m.
January 17	<i>Finance:</i> 4:00 p.m.
January 18	<i>Executive:</i> time to be determined
January 26	<i>PDA Council:</i> 4:00 p.m.

Downtown Conventions - January 2012

January 5 - 8
Modern Language Assoc. of America Annual Convention
8,900 attendees

January 14 - 17
Urban Expositions Winter Gift Show
6,000 attendees

Need more info?

Call the PDA office if you have questions or need more information.
206.682.7453
pikeplacemarket.org

