



Pike Place Market Preservation and Development Authority (PDA)

MARKET PROGRAMS COMMITTEE
Meeting Minutes – February 2012

Thursday February 9, 2012
4:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present: Bruce Burger, Jackson Schmidt, Jill Andrews, John Finke, Ann Magnano, Gloria Skouge

Other Council Members Present:

Staff Present: Ben Franz-Knight, Kelly Lindsay, Ryan Yale, Scott Davies, Teri Wheeler, Scott Davies, David Dickinson, Ryan Hostetler, Tom Arnold, Zack Cook, James Cornell

Others Present: Ernie Sherman

The meeting was called to order at 4:00 p.m. by Bruce Burger, Chair.

I. Administration

A. Approval of Agenda

The amended agenda was approved by acclamation.

B. Approval Market Programs Minutes of January 12, 2012 Minutes.

The minutes were approved by acclamation.

C. Announcements and Community Comments

None

II. Farm

A. 2011 Annual Daystall Report

Bruce stated that the 2011 Report will include a discussion of 2011 overview, 2012 projections, and long-term challenges for the Farm program and farming.

Teri gave an overview of the 2011 Daystall Annual Report, which is included as an attachment to these minutes.

A question and answer period followed

III. Daystall

A. Daystall Rules Review: Update & Timeline

David presented the current Rules and discussed the current proposals of PDA staff, which is included as an attachment to these minutes.

A question and answer period followed

IV. Marketing

A. Staff Reports

Ryan discussed the Marketing campaign and stated that SCVB's 2 Days in Seattle campaign continues in San Francisco, Portland and Vancouver and provides the Market with \$115,000 of exposure. As part of this campaign select social media influencers and bloggers within the food, wine, arts and cultural industries from the three cities were brought to Seattle to experience all the city has to offer. These select individuals were brought to the city with free flights, hotel stays, and provided spending money to enjoy the city without an itinerary. Meaning they were free to seek out attractions, shows, dining and shopping on a personalized level. The idea is that these influencers would blog about, Tweet and Facebook about their experience with a personal connection to their interest. He noted that they have monitored social media channels with these individuals and can say that each and every influencer came to or mentioned Pike Place within Tweets, Facebook posts or have since written about the Market within the blogs they run providing even more value to the Market. He added that staff will continue to engage with the SCVB, Market tenants and directly with these influencers to keep the Market top of mind.

B. Bing App Update

Ryan discussed the Bing mobile application and stated that he, Ben, and Kelly met with the Bing team and are working closely with them to further development conversations in order to roll out plans for the Market's App. He added that the development work is tracking on time and Bing is working to develop ways to incorporate our suggestions. He noted that the PDA is also working on a contract commitment to provide this free of cost to the Market and to tenants, provide technical code ownership of the app to the PDA, include a historical perspective and way finding and parking information. They will also work to utilize current our website content and not run outside ads or monetize this service to the PDA or tenants.

V. Events

A. Arcade Lights

Kelly updated the committee on Arcade Lights and stated the vendor applications have been sent and currently there are 30 vendor commitments. She added that they are also working on the rollout of the marketing campaign. She noted that there will be a centerpiece to the campaign that will be a collectible item.

John Finke left at 5:33pm

VI. Market Programs – Metrics for Success Presentation

Ben gave an overview of the Metrics for Success to be distributed to the Market Programs committee, which included Farm & Food, Daystall, Events, Marketing, Education, and Market Programs. The chart is included as an attachment to these minutes.

A discussion of the Metrics followed the presentation

VII. Action Items

Resolution 12-10: Authorization for Non-Exclusive Trademark Licensing Renewal/Agreement with Kim Drew

Sue presented the resolution, which state that Kim Drew desires to make use of the Pike Place Market name (word mark as defined on the PDA trademark license application) and design mark (Public Market Center sign as depicted on the PDA trademark license application) in connection with 8x10 matted prints, 9x12 calendar and 5x7 greeting cards of his original artwork for a 3 year term to begin March 1, 2012. The PMPDA and Kim Drew have agreed that in accordance with the terms and conditions of this Agreement, Kim Drew may use the Pike Place Market name and design mark in the production and promotion of 8x10 matted prints, 9x12 calendar and 5x7 greeting card of his original artwork. Kim Drew agrees that he will not during the 3 year term of this Agreement, or thereafter, challenge the title or ownership of the PDA to the name or trademark or challenge the validity of this Agreement. Kim Drew agrees that he will use the terms and images related to "Pike Place Market" and the licensed name and trademark in a way that will reflect positively on the Pike Place Market. The PDA has the right to approve or disapprove of any potential design or marketing plans involving the marks,

likenesses or trademarked name(s) owned by the Pike Place Market PDA in relation to Kim Drew and 8x10 matted prints, 9x12 calendar and 5x7 greeting cards of his original artwork and all related marketing of such. Kim Drew agrees to pay the PDA a startup fee of \$250 and a royalty rate of 7% of gross sales for all licensed items sold. The start-up fee will be due upon signing of the Trademark Agreement. Annual reporting and payment will be due by March 15 of 2013, 2014, and 2015. It was requested that the PDA Council authorize the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with Kim Drew for the use of the "Pike Place Market" name and trademarks of Pike Place Market for 8x10 matted prints, 9x12 calendar and 5x7 greeting cards of his original artwork

Jackson moved, Ann seconded

Approve: Bruce Burger, Jackson Schmidt, Jill Andrews, John Finke, Ann Magnano, Gloria Skouge

Against: 0

Abstain: 0

Resolution 12-10 passed unanimously.

VIII. Items for the Consent Agenda

None

IX. Public Comments

None

X. Concerns of Committee Members

XI. Adjournment

The meeting was adjourned at 6:05pm by Bruce Burger, Chair

Meeting minutes submitted by:
Ryan Yale, Executive Assistant