



Pike Place Market Preservation and Development Authority (PDA)

MARKET PROGRAMS COMMITTEE
Meeting Minutes

Thursday, September 13th, 2012
4:00 p.m. to 6:00 p.m.
Atrium Conference Room

Committee Members Present: Bruce Burger, Ann Magnano, Gloria Skouge

Other Council Members Present: Bruce Lorig

Staff Present: Ben Franz-Knight, Kelly Lindsay, Teri Wheeler, Lillian Hochstein, Scott Davies, Emily Crawford, David Dickinson, Dianna Goodsell

Others Present: Brian Boram, Ernie Sherman, Joan Paulson, Bob Messina, Paul Dunn, Beckie Lindly

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

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the September 13th, 2012 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

Ernie Sherman commented on the linking of the farmers to the Market and why the farmers do not have enough customers. He noted that we should get information from the actual locals on why they are not shopping at the market. He added that he has talked about the farmer market issue in the past. He asked for a brief report to the community and the status from the committee on the farmer market issue.

Bruce Burger noted we are looking at having a retreat next month and looking specifically at the farm program. He added that the farm program and the success of our farmers is a high priority.

Joan Paulson commented on the Pike Place Market Customer/General Population Research report she had submitted to the committee last month. She noted that the report contained a snapshot of how and when people came into the Market back then. She noted the report is a good resource.

III. Marketing Directors Report

- A. Programs and Promotions Update
Kelly Lindsay briefly reported on the Programs and Promotions update. She announced a reminder to purchase tickets for the October 12th Arcade Lights Event. She noted that we are trending slightly behind in ticket sales for Arcade Lights in comparison with April sales figures. She commended Teri Wheeler and her team for their hard work and preparations for Arcade Lights; they recruited 75 vendors for the event,

which had been 15 more vendors than the prior event in April. She briefly discussed the Farm Fresh Lunch campaign and the results from the promotion. She noted there were 6000 bags distributed; combined with the small radio advertisement purchase, there were approximately 3.3 million impressions. She also noted that with the Farm Fresh Lunch campaign, 900 diners were surveyed and coupon redemptions were trending just over \$9000 in September. She gave a brief update on the school program, stating that the school tours days have been extended from Tuesday through Thursday. She noted we are pleased to meet the demand for the school tour program requests along with the exposure kids have to the Market. She added that Scott Davies is in the process of creating a....She lastly noted that we have been marketing American Craft Week, which has been celebrated as a virtual event this year.

IV. Presentations and Discussion

A. Wayfinding Signage Presentation - Conceptual Designs

Brian Boram Principle and Lead Designer from RMB Vivid gave a presentation on the Market Wayfinding Signage project; this project is in conjunction with the Asset Management Committee. Jennifer Maietta gave a brief introduction to the presentation noting that we are heading in a good direction with the wayfinding efforts; there is still much fine tuning to come. A copy of the presentation has been included with these minutes.

There was a brief question and answer period that followed

Bruce Lorig commented on the uniformity of wall background colors throughout the levels down under the Main Arcade; he added the possibility of color uniformity on each floor level.

Bruce Burger mentioned about the Market boundaries and to lead people beyond the Arcade.

Ann Magnano made some comments regarding color and using as indicators. She also commented on tile work- are we stuck on that work. It looks like the bathroom tiles.

Ernie Sherman inquired about the vandalism aspect of the signs and what prevention measures are going to be used.

Brian Boram noted that signs are very modular, ensuring that the materials are not impervious to wear and tear.

There was a brief discussion regarding the term "down under". One business owner commented that there has been much confusion with the term "Arcade"; she would like to still see the term "down under" used to signify the lower levels of the Main Arcade in the Market.

Joan Paulson provided feedback on the presentation and offered several suggestions regarding color and placement of signage in the Market.

Gloria Skouge noted she doesn't want to overdo the Market with signage.

B. Satellite Farmer's Markets- 2012

Kelly Lindsay gave a presentation on the results and comparisons of the Satellite Farmer's Markets for 2012. She noted that we are going to focus on the Satellite markets this month. The presentation has been included with these minutes. A brief summary of presentation noted that there were 15 satellite farmer markets this year, averaging gross sales total of \$115,046. She discussed the figures from the satellite farmer's market from this year in comparison with last year's results.

Teri Wheeler added that the farmers continued to gain success and they are grateful for the opportunity of the satellite farmer's markets.

There was a brief discussion that followed

Ann Magnano noted that it would be helpful to have a 4 year historic comparison of the satellite farmer's markets performance.

Bruce Burger inquired about doing more market research on the satellite customers. He suggested a few questions to ask to the shoppers. He commented about what relationship the satellite markets have with the actual market.

Teri Wheeler noted that many of the satellite market shoppers are aware and engaged with the actual market.

- C. **Definition of Roles and Responsibilities - PDA and The Market Foundation**
Ben Franz-Knight distributed a document summarizing the Roles & Responsibilities with Social Services regarding the PDA and The Market Foundation. A copy of the document has been included with these minutes. He noted that there would be a presentation at the Full Council meeting on Social Services.

V. Action Items

- A. **Action Item: Proposed Resolution 12-80: Authorization for Non-Exclusive Trademark Licensing Agreement with the Market Foundation for Melted Wine Bottles**

Kelly Lindsay introduced the resolution which states that the Market Foundation has an existing trademark agreement for the use of the Pike Place Market name and logo on a label for their wine called Rachel Red for a 2 year term that started November 17, 2011 under Resolution 11-89 and is seeking to extend that agreement to include Rachel Blanc under Resolution 12-75. The Market Foundation now wishes to partner with Market craftsperson Nancy Wilson, who will melt the Rachel wine bottles for use as cheeseboards and serving boards, then affix the labels on the back and seal them. The Market Foundation intends to have Nancy Wilson sell each melted wine bottle for \$38 with the Market Foundation receiving 10% of the price. The Market Foundation and Nancy Wilson will do a first run of 100 cheeseboards to be sold during the fourth quarter of 2012. Each wine label will include the line "Pike Place Market is a trademark of the Pike Place Market PDA and is used under license" and each label will say that 10% of the purchase price goes to benefit the Pike Place Market Foundation. The Market Foundation agrees that it will continue to 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 the Market Foundation and these products, and all related marketing of such; and, the PDA Council recognizes the promotional value of this wine for the Market and its businesses, and supports the Market Foundation in its effort to raise funds for the Market's social service agencies, helping to fulfill our charter responsibilities. It be requested that the PDA Council authorizes the Executive Director or his representative to amend the current non-exclusive trademark licensing agreement with the Market Foundation for the use of the Pike Place Market name and logo for the product Melted Wine Bottles that are made by Market craftsperson Nancy Wilson and sold on the Market's craftline for a period of two years with no royalty rate to the PDA.

Bruce Burger suggested a straw poll for voting. All present Committee members were in favor of Proposed Resolution 12-80 but there was not a quorum.

- B. **Action Item: Proposed Resolution 12-81: Authorization for Continuation and Expansion of Pike Place Market Express- branded Satellite Framers Markets at City Hall Plaza, South Lake Union and One Additional Location in Summer 2013 and Beyond**

Kelly Lindsay introduced the resolution which states that the Pike Place Market Preservation Development Authority (PDA) has worked with Lake Union III, LLC and Amazon Corporate, LLC to produce a weekly farmers market in the South Lake neighborhood at Van Vorst Plaza (410 Terry Avenue) these markets have proven to be popular with both consumers and farmers, with farm participants achieving strong daily sales and regular customer demand and, additional opportunities within the greater Downtown Seattle Area may exist for strategic expansion of this program and, marketing and daystall program staff shall update the PDA Council annually on the status of vendor sales, attendance counts, and operational issued related to all Pike Place Market Express-branded satellite market locations and, these satellite markets are being developed as a supplement to the Pike Place Market's farm sales activities and Pike Place will continue to be the center of focus for farmer-related recruitment and activity in keeping with our "Meet the Producer" mission. It be requested that the PDA Council authorizes the Executive

Director or his representative to continue the execution of between the Pike Place Market Preservation Development Authority, the City of Seattle's Fleets & Facilities Department to create and manage a Pike Place Market Express-branded satellite farmers market at City Hall Plaza between June to October. It be further requested that the PDA Council authorizes the Executive Director or his representative to continue the execution of between the Pike Place Market Preservation Development Authority, Lake Union III, LLC and Amazon Corporate, LLC to create and manage a Pike Place Market Express-branded satellite farmers market at Van Vorst Plaza between June to October and, that the PDA Council authorizes the Executive Director or his representative to identify one additional opportunity for expansion of the Pike Place Market Express-branded satellite farmers market program at a location within a 2.5 mile radius of the Pike Place Market for operation between June and October.

Bruce Burger suggested a straw poll for voting. All present Committee members were in favor of Proposed Resolution 12-81 but there was not a quorum.

Ann Magnano commented that the satellite markets are exciting and is in favor of the resolution.

VI. Concerns of Committee Members

Ann Magnano commented about conducting further research on the local residents of Seattle; a goal from the research would be gaining understanding on what is preventing locals from shopping at the Pike Place Market.

VII. Public Comment

Joan Paulson affirmed Ann Magnano's comment about reaching out to the locals. She noted that we have to look at the issue of farming long-term; farmer's produce food which is one of the three essential things we need to survive. She briefly discussed about alcohol consumption and the fact of less people do not consume alcohol; she suggested that the Market think about non-alcoholic beverages for customers as an alternative to wine.

X. Adjournment

The meeting was adjourned at 5:49 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator