



Pike Place Market Preservation and Development Authority (PDA)

MARKET PROGRAMS COMMITTEE
Meeting Minutes

Thursday, November 8th, 2012
4:00 p.m. to 6:00 p.m.
Elliott Bay Room

Committee Members Present: Bruce Burger, Gloria Skouge, Betty Halfon

Other Council Members Present:

Staff Present: Ben Franz-Knight, Kelly Lindsay, Teri Wheeler, Scott Davies, Emily Crawford, David Dickinson, Zach Cook, Lillian Hochstein, Matt Holland, Patricia Grey, Dianna Goodsell

Others Present: Kat Allen

The meeting was called to order at 4:04p.m. by Bruce Burger, Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the October 11th, 2012 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

None

III. Marketing Directors Report

A. Programs and Promotions Update

Kelly Lindsay discussed the Market programs and promotions update, specifically focusing on the upcoming holiday season and the promotion campaign. She noted that we are working with our advertising agency Copacino + Fujikado with the holiday campaign. She gave a brief presentation on the 2012 Holiday Campaign Strategy, which has been included with the minutes. For the 2012 Holiday Media Planning, the objective is to convey that the Market is an appropriate, relevant and compressive choice for all holiday buying needs. The target audience for the campaign includes women between the ages 34-54 with a household income of \$50,000 or more in the Greater Seattle Area. The theme for the 2013 holiday campaign is the "Year of the Thoughtful Gift". There will be media placements throughout several local avenues including radio stations, online news sites, social networking sites and online E-Newsletters. Kelly discussed other promotions during the 2012 Holiday season including Magic in the Market on November 24th, card making & gift wrapping, extended hours in the Arcade & DownUnder and other various holiday activities.

There was a brief discussion that followed.

Ben Franz-Knight commented that the idea of extending the hours in the Arcade could seed the potential of a night Market. He noted that there are many successful night markets around the country and the world. He acknowledged Kat Allen and her critical role in communicating the value of extended hours in the Arcade to the daystall community.

IV. Presentations and Discussion

A. Social Services Strategic Review

Ben Franz-Knight briefly reviewed the Social Services Strategic Review, which includes an overview of the PDA's social services goals and status of those goals. The goals include strengthening specific agencies and services, increasing general support to agencies, adding new services and managing the PDA's social services role. The document has been included with the minutes. The document also included the PDA's goal of negotiation for a new Services Agreement with the Market Foundation; this would help facilitate greater alignment of programs and goals. He stated that the idea of the social services strategic review is to take the document as the basic framework for the PDA. He noted that we would come back with a resolution in December that supports all the work that has been done to date and takes the recommendations and presents them to the council; this would be a roadmap for us to continue collaborative efforts and alignment with social service needs in the market on an on-going basis.

There was a discussion that followed regarding addressing the social service needs and the objective of increasing funding for the Market Foundation and its programs.

Ben Franz-Knight noted that addressing social services will need to be on an on-going basis. He added that realistically if we are going to increase funding for social services, we would want to do that with our annual budget cycle.

B. 2013 Marketing Plan

Kelly presented the draft 2013 Communications and Marketing Plan document. The document has been included with the minutes. She noted that we would need to leave room in the marketing plan for opportunities to add during the year. She gave recognition to the Marketing department staff for their efforts and teamwork in crafting the Marketing Plan. Kelly stated that the Marketing Strategy Review and Assessment has served as a guide in developing the 2013 Communications and Marketing Plan; important drivers included the recommendations regarding brand identity, target audience(s) and key messages.

There was a brief question and answer period that followed.

Betty Halfon commented on how to make the City of Seattle recognize that the Pike Place Market is the heart and soul of Seattle: she does not feel that the Market is portrayed that way.

Bruce Burger inquired about the next steps for the draft 2013 Communications and Marketing Plan based on the feedback received. He noted that there would be a Council vote in December regarding the adoption of the 2013 Communications and Marketing Plan. He requested to have the draft document included with November's Full Council packet for review by the Council members before the December vote.

C. Parking Promotion

Kelly gave a presentation on the Public Market Garage Promotion. The presentation has been included with the minutes. Kelly discussed an overview of the 2012 Holiday Parking Promotion which is including one hour of free parking when entering the garage between 10am and 2pm. The promotion will be held seven days a week from Friday, November 23rd through Monday, December 24th. The logistics for the parking promotion will involve a parking attendant distributing parking validations as cars enter the garage at both Western and Alaskan Way entrances. The promotion redemption instructions will be printed on the validation ticket. The validation ticket will have \$3 off of any parking fee and the tickets will only be valid for the duration of the promotion. The 2012 Holiday Parking Promotion will also include parking-specific messaging with the 2012 holiday campaign as well as promotional partnerships with other organizations including: SDOT, WSDOT and the DSA.

Bruce Burger had asked if there could be a quick entrance survey given to customers during the parking garage promotion; he would like to ask if the customer's knew about the promotion prior to entering the garage and what zip code the customer had traveled from.

Betty Halfon inquired about measuring the success of the Market's promotional events; she would like to see more analysis of the various Market promotions in the future.

V. Action Items

A. Action Item: Proposed Resolution 12-84: Authorization for Non-Exclusive Trademark Licensing Agreement with Paisley and Parsley Designs

Kelly Lindsay introduced the resolution which states that Paisley and Parsley Designs, a home-based business located in Vancouver, WA, desires to make use of the Pike Place Market design mark (Public Market Center sign as depicted on the PDA trademark license application) and the name Pike Place Market in connection with 4x4" travertine coasters and 6x6" travertine trivets that they have sold to five gift shops and offer for sale on their website; and, PPMPDA and Paisley and Parsley Designs have agreed that in accordance with the terms and conditions of this Agreement, Paisley and Parsley Designs may use the Pike Place Market design mark and name in the production and promotion of coasters and trivets that are made-on-demand when ordered (made by Portland Vital Signs located in Portland, OR) and sold on a wholesale basis (\$3.50 per coaster and \$7.00 per trivet) to gift shops and at a higher retail price (\$7 per coaster and \$14 per trivet) on the Paisley and Parsley Designs website; and, Parsley and Paisley Designs agrees that they will not during the 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; and, Paisley and Parsley Designs agrees that they 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 their coasters and trivets and all related marketing of such; and, Paisley and Parsley agrees to pay the PDA a start-up fee of \$250 and a royalty rate of 10% of gross sales for all licensed items sold during the duration of a two-year licensing agreement, and agrees to pay 10% of gross sales on infringing items sold before the agreement becomes valid. The start-up fee will be due upon signing of the Trademark Agreement. Quarterly reporting and payment will be due throughout the term of the licensing agreement, with dates specified in the agreement. It be requested that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with Paisley and Parsley Designs for the use of Pike Place Market trademarks in the production and promotion of coasters and trivets that feature the Market clock.

Bruce Burger suggested a straw poll for voting due to an absence of a quorum. Bruce Burger and Gloria Skouge were in favor of Proposed Resolution 12-84. Betty Halfon was not in favor of the Proposed Resolution 12-84.

B. Action Item: Proposed Resolution 12-85: Authorization for Non-Exclusive Trademark Licensing Agreement with Seattle Public Library

Kelly Lindsay introduced the resolution which states that The Seattle Public Library desires to make use of the Pike Place Market design mark (Public Market Center sign as depicted on the PDA trademark license application) and the name Pike Place Market in connection with a series of six colorful new library cards featuring images that reflect Seattle history and culture. The PPMPDA and The Seattle Public Library have agreed that in accordance with the terms and conditions of this Agreement, The Seattle Public Library may use the Pike Place Market design mark and name in the production of library cards and promotional materials throughout the Library's 27 locations and on their website at spl.org; and, The Seattle Public Library agrees that they will not during the 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; and, The Seattle Public Library agrees that they 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 their library cards and all related marketing of such; and, the PDA Council recognizes the promotional value of

the library card to the Market and its businesses, and supports The Seattle Public Library in its effort to reflect Seattle history and culture. It be requested that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with The Seattle Public Library for the use of Pike Place Market trademarks in the production and promotion of library cards that feature the Market clock and sign.

Bruce Burger suggested a straw poll for voting. All present Committee members were in favor of Proposed Resolution 12-85 but there was not a quorum.

VI. Concerns of Committee Members
None

VII. Public Comment
None

X. Adjournment
The meeting was adjourned at 5:44 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator