



Pike Place Market Preservation and Development Authority (PDA)

**MARKET PROGRAMS COMMITTEE
Meeting Minutes**

**Wednesday, May 9th, 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:

Staff Present: Ben Franz-Knight, Kelly Lindsay, Lillian Hochstein, Scott Davies, Teri Wheeler, Scott Davies, Sue Gilbert Mooers, Tamra Nisly, David Dickinson, Dianna Goodsell

Others Present: Alexander Cristoff, Christian Schmidt.

The meeting was called to order at 4:03 p.m. by Bruce Burger, Chair.

I. Administration

- A. Approval of Agenda
The agenda was approved by the Committee Members who were present.
- B. Approval of April 12th, 2012 Minutes.
The minutes were not approved as a quorum of the committee was not present.
- C. Announcements and Community Comments

II. Presentations and Discussion

A. Social Services

Bruce Burger introduced Lillian Hochstein, the new Executive Director for the Market Foundation. Lillian gave a brief update and summary regarding the Market Foundation. She stated it has been week number six for her at the Foundation. She noted the Foundation recently gave away their annual distribution close to \$700,000, which was comparable to last year's annual contribution. She added that the needs of the Market Foundation programs continue to rise; she raised the question of how do we sustain our future so that we can support the efforts of the PDA and Social Services of the Market. She stated that one of her goals as the Executive Director is to build upon the Foundation that Marlys had created and build onto the future.

Bruce had inquired about the figures from the 2012 annual distribution from the Market Foundation. Lillian stated estimates from the 2012 annual distribution which included roughly \$258k to the Medical Clinic, \$55k to the Food Bank, \$145 to the Senior Center and \$168 to the Preschool. She added the Foundation helps support other smaller programs and funds including the Market Fresh coupons, Residential assistance, the Market fund and Farmer Relief fund.

B. Services Bing Application

Christian Schmidt from Bing gave a presentation regarding the progress of the Market Bing App. His presentation incorporated the Buyer and Vendor experience updates including: what's new page, map and market info, availability product lists and edits in the Vendor profile. In the upcoming weeks he noted that the Bing team will be planning to do a vendor trial; afterwards focusing on the organizer flow and program features of the App.

Christian had demonstrated the Pre-Alpha Bing App for the audience to visually experience. He stated that the App currently runs faster using Wi-Fi than with 3G technology, in which they will have to work through the kinks. He noted as of now the App runs on the iPhone platform.

Alexander Cristoff concluded the presentation with two key updates for the Bing App:

1. Tactically we need to figure out the operational refund program for the phones and also working with third parties vendors.
2. We are 80% done in terms of use. We are finishing addressing privacy policies with the App in which there are many privacy implications.

Alexander stated that after introducing the Vendor trial and receiving the results, there will be a Consumer and Vendor Launch aimed for July.

There was a brief question and answer period that followed.

Bruce had asked if we would be able to see all three Market floors on the Map for the App. He had also inquired if there would be a way to display feature products, convey inventory for the vendors and list the farm day's schedule with the App.

Ann had asked if the Bing App would be only for Farmers. Kelly stated she would initially start with the Farmers, then phase to the Craft tenants, eventually leading towards the other businesses. Kelly noted it makes sense to focus around food for the App.

C. SNAP Program

Kelly presented a brief update on the SNAP program and implementation of merchant services in the Market. She stated she is encouraging the farmers in implementing credit card/EBT services individually. She said we will be committing in getting SNAP in the Market and the Satellite markets as well.

Bruce Burger inquired about the success and use of token payments in other neighborhood markets. Teri stated we have not tried the token program yet. She added she was in agreement with what Ryan Yale was proposing in allowing the individual farmers to control their own merchant service devices. She noted there was a pilot program last year involving 10 individual farmers who experienced difficulties with the token program. Teri stated that Kelly and she would have to fast track the process; ultimately there will be implementation of SNAP at the Market.

III. Marketing Strategy

A. Communication Vehicles. Special Events and Partnerships

Kelly gave a presentation overviewing the 2012 Strategic Issues Marketing Strategy. Her presentation concentrated on the remaining three Marketing Strategy assessment topics which included Communication Vehicles, Special Events and Partnerships. Listed below is a summary of her presentation:

I. Communication Vehicles:

The combinations of audience, message and communication vehicles are what make a marketing program successful. With this in mind, listed is some of the key communication vehicles used with the Market:

- Advertising
- Direct Mail

- Website
- Social Media
- Media Relations
- Publications

Kelly stated that the website currently does not provide a good navigation tool for users. Her recommendation at this point is to not do an entire website design. She added there needs to be improvement with the way users navigate through the website, effectively streamlining the user experience.

II. Special Events:

The Market currently has 11 separate events on the annual event calendar. Feedback from both committee and community discussion about events consistently echoes that we do not need to add programming in the summer months when attendance at the Market is already at its peak. Event programming should be used as a way in activating the spring and fall shoulder seasons, and to attract new and diverse audiences.

Kelly noted that there will be a Craft focused event for the calendar in October.

Bruce commented on bringing more people to the Market after hours, referencing the success of the Arcade Lights Event.

III. Partnerships:

Establishing strong ties with organizations and associations with similar missions and audience are key. Listed are the top five organizations with whom we will focus on developing relationships with 2012 and 2013:

- Downtown Seattle Association/ Metropolitan Improvement District
- Seattle's Convention and Visitor Bureau
- Central Waterfront Committee
- City of Seattle Office of Film and Music
- Concierge Guild of Seattle

Ann commented if we should have a partnership with the Skagitonians to Preserve Farmland, especially since the decrease in the number of farmers at the Market.

There was a discussion that followed the presentation.

Bruce had commented that Kelly's ideas appear to be more developed in the Marketing Strategy assessment than prior. He added that she should use this opportunity to make recommendations and to really provide her standpoint on things.

Bruce had also inquired about the next two months in planning with the 2012 Marketing Strategy. He directed Kelly in creating a plan for the Market's Marketing Strategy.

IV. Marketing Director's Report

A. Arcade Lights

Kelly briefly updated the committee on the initial results from the Arcade Lights Events. She stated that the advance ticket sales were three times higher than of last year's advanced sales and that 4000 additional tokens were purchased. She added that there were more people at the event (1100) than from last year, (900) and about the same amount of vendors. She concluded, overall everyone had a great time.

B. Thank You Seattle Campaign

Kelly stated on May 10th there will be a breakfast to give thanks to the community for the Renovation success proceeded by appetizers and desserts later in the evening. She noted as a way of saying thank you, there will be four commemorative pins given out, designed by David Dickinson. She noted that the installations will come done after Memorial Day and that the "Thank you Seattle" Video will be shown at

one of the Sounders soccer game. She concluded that said we were very pleased with the media coverage from the Renovation Recap.

C. Mother's Day Parking

Kelly cited the value of partnerships, referencing current relationships with the Waterfront. She stated that many businesses downtown have suffered lower sales performance due to the impacts of construction and street closures. Ben noted that the Mother's Day parking promotion is one event we are participating in along with four other parking garages. Ben added that the parking promotion is an opportunity for us to partner with the Waterfront; there is also opportunity to track usage and capacity in the garage to accommodate both the Market and Waterfront customers.

D. Wayfinding

Kelly noted that Wayfinding will be going through Asset Management. She stated the last time we addressed issues with wayfinding was around 2001/2002. She noted there was never an opportunity to take further action with the wayfinding project due to limited funding; with some capital funds available now, we can go back and accomplish some goals.

Ben stated that one thing we need to not do is desensitize the Market experience in regards to way finding; one of the things that signify the Market feeling is getting lost.

E. Farm Cooler

Kelly lastly discussed about the farm cooler. She said attracting and attaining the farmers is a critical goal for the market. She stated we had lost about a third of cooler space for the tenants. She explained many of the farmers and merchants come from across the state to sell their products and they need to be accommodated.

V. **Action Items**

A. **Action Item:** Proposed Resolution **12-27:** Authorization for Non-Exclusive Trademark Licensing Agreement with Starbucks Coffee Company

Ben introduced the resolution which proposes that Starbucks Coffee Company wishes to renew their trademark licensing agreement for Pike Place Roast (set to expire January 17, 2013), that allows them to make use of the Pike Place Market name and trademark in connection with a Pike Place Market coffee blend named Pike Place Roast. Starbucks Coffee Company agrees to pay the PDA \$150,000 to be paid in annual installments of \$30,000, with the first payment due on the effective date of the Agreement and the remaining payments due one calendar year from the date upon which the previous payment was made; and Starbucks Coffee Company further agrees to make a donation of \$50,000 to the Market Foundation which will be distributed in an annual donation of \$10,000 to the Pike Place Market Farmer Relief Fund, with the first payment due on the effective date of the Agreement and the remaining payments due one calendar year from the date upon which the previous payment was made. Starbucks Coffee Company will meet with the PDA and the Market Foundation annually or more to discuss possible marketing activities, communications strategies and partnership opportunities that are mutually relevant and beneficial and that will create substantial PR or marketing value for the PDA. It be requested that the PDA Council authorizes the Executive Director or her representative to execute a non-exclusive trademark licensing agreement with Starbucks Coffee Company for the use of the "Pike Place Market" name and trademark in conjunction with Pike Place Roast.

Ben stated Starbucks has invested a large sum of money in legal fees and for trademark protection of the Market's name. He disclosed Starbucks current promotion; \$2 proceeds from any designated Starbucks cups sold will be donated to help the Market Foundation.

Bruce B, Ann and Gloria were all in favor for Proposed Resolution 12-27 but there was no quorum to vote.

Ann stated she has attended the Starbucks Annual meeting, in which the Pike Place Market has received significant publicity. She stated Howard Schultz, CEO of Starbucks, has done a great job at promoting the market.

VI. Consent Agenda-Resolution(s)

None

VII. Concerns of Committee Members

Ann wanted to reiterate her recommendation with partnering with the Skagitonians to Preserve Farmland. She concluded with the phrase, "No farms, No Food".

VIII. Public Comment

XI. Adjournment

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

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator