



Pike Place Market Preservation and Development Authority (PDA)

**MARKET PROGRAMS COMMITTEE
Meeting Minutes**

**Thursday, June 14th, 2012
4:00 p.m. to 6:00 p.m.
Atrium Conference Room**

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

Other Council Members Present: Bruce Lorig,

**Staff Present: Ben Franz-Knight, Kelly Lindsay, Scott Davies, Scott Davies, Sue Gilbert-Mooers
Tamra Nisly, Kelly Forbes-Marshall, John Turnbull, Dianna Goodsell**

Others Present: Ernie Sherman

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

I. Administration

- A. Approval of Agenda
The agenda was approved by Acclamation
- B. Approval of April 12th, 2012 and May 9th, 2012 Minutes.
Ann noted a correction to Section III of the meeting minutes; she had inquired about partnering with the Skagitonians to preserve Farmland.
The minutes, as amended, were approved by Acclamation
- C. Announcements and Community Comments
Bruce B briefly discussed other topics for next month including a review of the Website and the Farm Program. He also noted that In August we will be addressing the Social Services Program to examine the long term goals for Social services and the PDA.

II. Presentations and Discussion

- A. Economy Atrium Demonstration Kitchen
Kelly L had given a preliminary presentation regarding the Atrium Demonstration Kitchen. She noted that the focus of the presentation was not to discuss costs, but rather an overview of programmatic uses for the kitchen. She discussed the objectives for the kitchen as well as potential uses. A summary of the Atrium Demonstration Kitchen presentation is as follows:

The objectives for the kitchen include promoting hands-on food education, providing a venue for food-related events and entertainment and support of other food-related businesses. The kitchen can be multipurpose; there are several potential uses for the kitchen including a commissary kitchen, commercial kitchen, demonstration kitchen, studio kitchen and a space to conduct private catering events. In

reference to use of a commercial kitchen, the space would likely be more appropriate for smaller scale production.

Kelly L also reviewed the needs assessment for the kitchen and noted that there is an overwhelming of support and demand for the kitchen from various Market businesses and Restaurants.

Kelly discussed the next steps for the Atrium Demonstration Kitchen which include: refining the design of the space and developing a construction budget, convene advisory committee of potential uses, Historical Commission approval for the design of the space in July, solicit bids for construction in August, begin marketing and promotion of the space in August, building of the space in September and lastly having a target completion date by mid-October.

John Finke entered at 4:22 p.m.

There was a discussion that followed the presentation. Kelly Forbes-Marshall assisted with responding to several of the questions asked.

Ben Franz-Knight entered at 4:27 p.m.

Ben stated that today we are addressing the kitchen from a programmatic perspective and how it addresses the Market's mission.

Bruce L noted that we must have a financial plan for the kitchen.

Bruce B inquired about the timeline for the kitchen, including the status of the Kitchen business plan and the date for when the business plan would be presented.

Ben stated that getting the kitchen completed is an evolving timeline. He noted that Kelly L was looking at October for the finishing date of the project. He added that we are working out these issues in steps with collaboration from other committees and that we are working on a define business plan before going to Full Council.

Kelly L mentioned having the Atrium Conference Room and Goodwin Library as a space to rent in addition to kitchen; she noted that there would be priority use of those rooms for the PDA staff, council and committee members. She stated that she would like to have rates that were competitive with similar venues. She also noted that she would request restricted hours for the various rooms.

B. Discussion of Program Benefits & Opportunities

There was a discussion regarding operations and maintenance of the kitchen. There were several concerns on who would manage the kitchen and the various meeting rooms.

Kelly L noted that an existing staff member would manage the kitchen and rental spaces, which would be addressed in the 2013 budget.

John F stated that the kitchen is a great advertising piece but did not understand how the kitchen would be operated and managed. He noted that a good business plan will list potential uses and costs of using and cleaning the kitchen.

Ernie Sherman stated that he was really gratified that the demonstration kitchen idea is transforming. He noted the kitchen discussion started over 13 years ago and he is so happy to have this idea come forward again.

Bruce B. commented on several elements with the Kitchen. He first noted that it may make sense in the Kitchen Policies to note priority for Market Uses. He added that in reference to marketing the Kitchen, would the PDA be responsible for coordinating of the marketing of Kitchen and of any of the events. He briefly noted that with pricing for the Kitchen rental space and Atrium conference rooms, there seems to be interesting pricing challenges due to the variety of potential uses. He would like more specifics in regards to pricing that would be less complicated.

Ann stated that she has huge support for the kitchen and thinks the idea is tremendous and exciting for the Market. She added that she would like to give the Market community priority use.

Bruce B was curious to know if there was a way to encourage catering of the Market.

C. Event and Space Rental Operations

This section was incorporated with the Economy Atrium Demonstration Kitchen presentation and discussion above.

III. Marketing Strategy

A. Marketing Strategy Key Recommendations

Kelly gave a presentation overviewing the 2012 Marketing Strategy Key Recommendations. She discussed the key recommendations for the six marketing assessment topics which included: Brand Identity, Key Messages, Communication Vehicles, Special Events, Research and Partnerships. She noted that the Marketing Strategy Review that will be presented to the PDA Council in July will contain both a summary of current practices as well as specific recommendations for refinement or expansion of programs.

There was a discussion that followed the presentation.

Ernie made a suggestion to invite people from around the community to get involved in the Marketing photos.

Bruce L suggested in having more photos of the garage to further promote it.

Bruce B noted that under key messages it could be valuable to mention that parking is accessible and affordable. He also mentioned an idea of having a guilt-based advertising campaign.

Ann noted that with the first bullet under key messages, rather than start off with bars and restaurants reverse the order with fresh food at the top of the list.

Bruce Lorig left at 5:18 p.m.

Ann pointed out an issue with the operating hours of the Market in relation to downtown residents and their work schedule.

Bruce B concluded that Kelly's presentation was great and more than just an analysis. He noted that if there are other changes to include in the Marketing Strategy, they should notify Kelly L.

Kelly stated she would be happy to receive feedback over the next month and revisit the Marketing Strategy one more time before going to Full Council.

IV. Marketing Director's Report

A. Farm Season Marketing Campaign

Kelly L noted that she is two months behind on the planning with the farm season campaign due to the renovation campaign efforts. She added that she is working very hard with her team to get caught up for the farm season campaign. She gave a brief presentation on the Farm Season Marketing. She reviewed the process, objective, audience, strategies, key tactics and next steps for Farm Season campaign. She noted that there will be a series of six "Pop-Up" lunches featuring produce and ingredients from the Market farmers and suppliers launching mid-July, which will be a partnership with Tom Douglas Restaurants.

V. Action Items

None

VI. Consent Agenda-Resolution(s)

None

VII. Concerns of Committee Members

John F commented that he does not fully understand how the Pop Up meal concept is going to work out. He hoped that the Pop-Up meals would not become a main focus for Tom Douglas Restaurants, but rather a concentration for the Market and its ingredients.

Bruce B added that he was nervous about the operational aspect a food truck; he had mentioned getting someone involved who has experience with this type of operation.

Kelly L noted that the food served from the Pop-Up food truck would be prepped prior to serving at a separate space.

Ann noted that Pop-Up restaurants are great; if they are done right they can be very successful. She stated that the Pop-Up concept is a fantastic idea for the Market.

Jill mentioned having a list of farmers, food producers and a map available on the back of the food coupons.

VIII. Public Comment

XI. Adjournment

The meeting was adjourned at 6:03 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator