



Pike Place Market Preservation and Development Authority (PDA)

MARKET PROGRAMS COMMITTEE
Meeting Minutes

Thursday, August 9th, 2012
4:00 p.m. to 6:00 p.m.
Atrium Conference Room

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

Other Council Members Present: David Ghoddousi

Staff Present: Ben Franz-Knight, Kelly Lindsay, Teri Wheeler, Scott Davies, Sue Gilbert Mooers, Dianna Goodsell

Others Present: Lillian Hochstein, Jill Andrews

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 July 12th, 2012 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

None

III. Marketing Directors Report

A. Farm Season Promotion

Kelly Lindsey reported on the farm season promotion. The farming promotions are continuing with the addition to weekly email updates to the community. She noted that the staff is gearing up for the 3rd event for the farm fresh lunches. With the previous experiences from the farm fresh lunches, there has been increased production and expectations for the lunches. She briefly discussed the progress of the SNAP/EBT program and the acceptance of debit and credit card in the market. She concluded that the key element in the continued success of the satellite markets is the SNAP/EBT program.

B. Bing App Update

Kelly Lindsay reported on the progress of the Bing App. She noted she had a recent meeting with the Bing team and that the App is currently in the process of approval from Apple. She stated that we are working on a communication program with the vendors. She also mentioned that Bing has set aside a promotional budget for the App Launch which designated staff from their team to help the users. She concluded that next month she can give a live demonstration of the Bing Application.

There was a brief discussion that followed

Bruce Burger inquired about the tracking and analysis of the data from the Bing App use.

IV. Presentations and Discussion

A. Marketing Strategy Follow-up

Kelly Lindsay provided an opportunity to discuss the Marketing Strategy Review, which was presented at the Full Council Meeting last month. She distributed a copy of the Marketing Strategy Review for additional assessment.

B. Education Program

Scott gave a presentation on the Education Program in the Market. He presented an overview of the history of the program and the functions and goals of the program. The mission of the Education Program is to educate the next generation of Pike Place Market Stewards about the importance of the Pike Place Market as a diverse and historic retail and residential community in the heart of downtown Seattle. A summary of is as follows:

2011-12 School Year:

- 69 Tours were give to 73 Classes
- 1,633 Students participated in the Education Program
- 22 Public Schools & 16 Private Schools participated in the Education Program
- 57 Presentations were done in the schools
- Grade levels included: 1-2 split - 1 class, 2nd grade - 34 classes, 2-3 split - 4 classes, 3rd grade - 24 classes, 3-4 split - 5 classes and 4th grade - 5 classes
- In addition, Scott Davies taught lessons about the Market as the region's "food basket" to three high school classes. He also spoke to a Seattle University Urban Planning class.

There was a brief discussion that followed.

Betty Halfon inquired about the possibility of offering summer tours of the Market for various organizations.

Bruce Burger inquired about the incorporation of the demonstration kitchen to the Education Program; this could open more opportunities for learning for various ages.

C. Social Services

Ben Franz-Knight presented an introduction regarding the relationship of the PDA with the Market Foundation. He provided clarity of the agreement with the PDA and Market Foundation. He concluded that the basic line of responsibility is with the way the PDA utilizes funds; we cannot give money away, which is why the foundation exists.

Lillian discussed the Social Services Strategy in which she distributed a handout for the discussion. She mentioned that the availability of dental services is a huge issue for the residents in the Market.

Lillian Hochstein distributed a handout reviewing the current support from the PDA for the Market Humans Services and options for ideas in the future. She noted that the various agencies in the Market are suffering from overuse and increased demand. She concluded that the best thing the PDA can do is to help capacity since the social services needs have grown. A summary of the ideas for the future with the PDA and the Market Foundation is as follows:

Ideas for the Future

Operating Ideas

I. Reduce all agencies' rents. – Particular focus on Food bank as % of rent to budget is highest. Increase food procurement fund– accomplished by cutting rent in half

2. Fund specific programs at agencies. Examples: expand Resident Advocate program (social workers from Senior Center & Clinic that assist PDA residential tenants) to include additional social workers, fund SC & Preschool's meal programs, etc.
3. Increase support to the Market Foundation. PDA currently supports 2 FTEs (FY 2012).
 - a. Funding all 5 salaries and benefits would significantly increase MF net to be given to agencies and cost the PDA \$328,700 in FY 2012.
 - b. Funding new Volunteer Coordinator / Event Assistant – common to all
4. Increase funding for Market Fresh coupons (currently approx. \$33,000).
5. Fund the Rent Loan program (currently Market Foundation raises funds to cover 1 month's rent to enable PDA tenants in financial emergency to stay housed). Cost is ~\$2,000/year OR create a Hardship fund
6. Offer tech consulting and/or website hosting as a shared contract

Capital Projects

- I. Space for new programs to go into development on PCIN

There was a discussion that followed.

Bruce Burger mentioned having various organizations in relation with the Market Foundation social services to attend future meetings. He noted that between now and next month we will figure out which people to invite and have a brief report from Lillian Hochstein next month.

David Ghoddousi mentioned about options for affordable housing for working artists in the Market.

V. Action Items

None

VI. Concerns of Committee Members

None

VII. Public Comment

None

X. Adjournment

The meeting was adjourned at 5:32 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator