



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, Betty Halfon, Gloria Skouge

Other Council Members Present:

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

Others Present: Sandra Dunn, Joan Paulson, Ernie Sherman, Joseph Sparacio, Tricia Madden

The meeting was called to order at 4:00p.m. by Ann Magnano, Vice-Chair.

Bruce Burger entered in at 4:02 p.m.

I. Administration

- A. Approval of Agenda
The agenda was approved by Acclamation
- B. Approval of August 9th, 2012 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

Joan Paulson from the Market Constituency presented an Executive Report from November 10th, 1999 regarding the Pike Place Market Customer & General Population Research. The report has been included with the minutes.

Ernie Sherman commented on the acoustics of the Atrium Conference room. He noted it would be easier to hear if everyone would speak more loudly and clearly in the future.

Joan Paulson commented about the lighting of the Atrium Conference Room and the difficulties in seeing the people and presentations.

Kelly Lindsay noted that a consultant has been hired to address the acoustic and lighting issues of the Atrium Conference Room.

III. Marketing Directors Report

Ben Franz-Knight entered in at 4:10 p.m.

- A. **Programs and Promotions Update**
Kelly Lindsay introduced Emily Crawford to the Marketing team as the new Marketing and PR Specialist. She gave a brief update on the Marketing Programs and Promotions. She noted the completion of the 5th and final farm fresh lunch series. She provided an update to the 105th Market Anniversary celebration; despite having wonderful contacts with several celebrities, an alternative program is planned for the Market Anniversary observation. The reframed campaign instead will feature three viral video segments from the Market community. The viral videos will launch in October to coincide with the Crafts week. The first series of videos in October would feature the craftspeople, the second series in November would feature the food and vendors and the last series in December would feature some of the Market businesses. She added that we have launched an interactive feature on the website of the timeline of the Market's history. She lastly noted we have kicked off our holiday campaign program with Coppacino.

IV. Presentations and Discussion

- A. **Social Services: Roles & Responsibilities**
Ben Franz-Knight briefly presented a summary from last month's conversation regarding the roles and responsibilities of the PDA and Market Foundation. He discussed the specific roles and base responsibilities of the PDA and Market Foundation, noting that the PDA does not have the capacity of donating cash. He added that the PDA is reactive to the needs of the social services programs while the Market Foundation is proactive. He noted that it would be appropriate to start asking questions, including identifying the emerging needs of the foundation to help build a stronger connection between the PDA and The Market Foundation. He lastly noted, as far as the process goes, we are entering the budget cycle in which we are looking to build capacity and addressing the needs for social services of the Market.

Ann Magnano noted that in the past there was a separation between the Council and Market Foundation; this is a new approach to have more collaboration between the two entities.

Bruce Burge noted that after the renovation there has been some time, money and energy leftover to focus on other things. He added that in the recent years we have not had the time and opportunity to focus on the social services of the Market. The biggest question to the foundation is what are the needs that are not met by the agencies as well as other organizations involved downtown?

Ernie Sherman commented on The Market Foundation and its roles with the agencies in the Market. He noted that the Foundation should supervise or have some oversight over the other agencies in the Market to ensure that the agencies are efficiently reaching their goals using the money raised by the foundation.

Ben Franz-Knight noted that we are coming up for a renewal for services with the Market Foundation. He added that this year there has been more questions from the Council regarding the social services and roles of both the PDA and The Market Foundation.

Bruce Burger had inquired about if and how the Foundation informally advises the various agencies in the Market. Lillian Hochstein stated that there is some form of partnership which happens to be an annual review/grant of the involved agencies. She added that the Foundation certainly serves as an advocate for the agencies and helps maintain their efficiencies.

- B. **Social Services: Capacity Building**
Lillian Hochstein discussed options in building capacity for social services in the Market to help build a better community. She noted that one of the biggest needs from the agencies is staffing; this need goes across all of the agencies. She discussed the idea of having a centralized person to help coordinate and volunteer throughout the various agencies. This volunteer coordinator would also be a resource for the PDA and Market Foundation.

Ann Magnano noted that she does not believe the PDA should be paying for the Market Foundation employees. She added that it is important for the foundation to be able to support their employees. She thinks we should only be paying one employee which would be the Foundation Executive Director.

Bruce Burger inquired about the basis for funding the two specific Market Foundation positions, the Market Foundation Executive Director and the Special Events Coordinator.

Gloria Skouge noted that the Special Events Coordinator position was originally going to be funded for one year and then reviewed in the next budget.

C. Social Services: Housing Health Outreach Team (HHOT)

Lillian Hochstein gave an introduction to the Housing Health Outreach Team (HHOT). She noted that since 1993 we have been supporting the resident advocate program. She added that as we began progressing through time the resident advocate position has evolved. She discussed the idea of an addition of a HHOT to the market, which could help the agencies as well as the PDA staff and tenants. She had Sandra Dunn briefly describe her role as the Resident Advocate in the Market.

Joseph Sparacio, the Development Director for the Medical Clinic distributed a handout regarding the background of the HHOT and its function.

Tricia presented an overview of the Housing Health Outreach Team (HHOT) program. She discussed the specifics of the program and the nurse's roles and responsibilities within program. She added that the nurses try to focus on the people to help maintain their housing and age in place appropriately.

There was a brief discussion that followed.

Ben Franz-Knight noted that we have an increased aging population on our resident side. The residential staff does not have the appropriate training and experience to be handling some of the elderly and/or medical issues.

D. Farm Program: Overview & Analysis Objectives

Kelly Lindsay gave a presentation on the Farm Program Development Strategy Introduction. The presentation has been included with the minutes.

There was a brief question and answer period that followed. The purpose of the discussion was suggestions of investigated avenues, not solutions.

Ann Magnano noted that the Pike Place Market was one of the original farmer markets for Seattle. She stated that we need to build upon what we have since this is the premier farmer's market.

Ben Franz-Knight noted to take a critical look as continuing to be a leader and doing everything we can to support the farmers.

Ann Magnano commented on the barriers of the Market and the reasons farmers do not come to sell at the Market. She also inquired about the shopping data from PDA employees and the chances of them shopping at the farmers market.

Bruce Burger inquired about a summary of retention rates for other farmer's markets compared to the Pike Place Market.

Ann Magano left at 5:59 p.m.

V. Action Items

A. **Action Item:** Proposed Resolution **12-75:** Authorization for Non- Exclusive Trademark Licensing Agreement with the Market Foundation for Rachel Red/Billie Blanc

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 on November 17, 2011 under Resolution 11-89. The Market Foundation now wishes to produce and sell a white wine named Billie Blanc. The Market Foundation works with Northwest Cellars (a company that does private label wines for several local firms), who currently sells Rachel Red and Billie Blanc at local wine stores, restaurants, and hotels. Bottles are labeled upon order and the Market Foundation receives \$2 per bottle. The Market Foundation would like to pursue a partnership with other local wine makers. 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. 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 Rachel Red to include Billie Blanc, and to reflect that the wines may be produced by Northwest Cellars or another local winery.

There was not a quorum present to vote. The Proposed Resolution will be presented at the Full Council meeting.

VI. Concerns of Committee Members

Betty Halfon commented that she received her annual report from the foundation in the mail and noted it was very wonderful.

Joan Paulson commented on her administrative approach to problem solving. She noted it would be nice to have some data on the housing and historical perspective from the 1990's initiative. She added that in regards to programming issues, the programs should be looked at from a 2-4 year cycle.

Kelly Lindsay reminded the public that the Arcade Lights Event is approaching in October.

Teri Wheeler mentioned that a Rapid Market Assessment (RMA) will be conducted for the Farmer's Markets at Pike Place Market this upcoming Saturday. She has asked for volunteers for the RMA.

VII. Public Comment

None

X. Adjournment

The meeting was adjourned at 6:06 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator