



**Market Programs - Meeting Agenda**

**Date:** Thursday October 11<sup>th</sup>, 2012

**Time:** 4:00 p.m. – 6:00 p.m.

**Location:** Elliot Bay Conference Room (Top of the Economy Building)

**Committee Members:** Bruce Burger (Chair), Ann Magnano (Vice-Chair), Betty Halfon, John Finke, Jackson Schmidt, and Gloria Skouge

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<b>4:00pm</b>	<b>I. Administrative:</b>	<b>Chair</b>
	A. Approval of Agenda	
	B. Approval of the Market Programs September 13 <sup>th</sup> Meeting Minutes	
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<b>4:05pm</b>	<b>II. Announcements and/or Community Comments</b>	
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<b>4:10pm</b>	<b>III. Programs and Marketing Directors Report</b>	<b>Kelly Lindsay</b>
	A. Programs & Promotions Update	
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<b>4:20pm</b>	<b>IV. Presentations and Discussion</b>	<b>RMB Vivid, Inc. Kelly Lindsay &amp; Teri Wheeler Ben Franz-Knight</b>
	A. Wayfinding Signage Presentation - Conceptual Designs	
	B. Satellite Farmers Markets – 2012 Results and 2013 Operations	
	C. Definition of Roles and Responsibilities – PDA and The Market Foundation	
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<b>5:40pm</b>	<b>V. Action Items</b>	<b>Kelly Lindsay</b>
	A. <b>Action Item:</b> Proposed Resolution <b>12-80:</b> Authorization for Non-Exclusive Trademark Licensing Agreement with The Market Foundation for Melted Wine Bottles	
	B. <b>Action Item:</b> Proposed Resolution <b>12-81:</b> Authorization for Continuation and Expansion of <i>Pike Place Market Express</i> -branded Satellite Farmers Markets at City Hall Plaza, South Lake Union and One Additional Location in Summer 2013 and Beyond	<b>Kelly Lindsay</b>
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<b>5:50pm</b>	<b>VI. Concerns of Committee Members</b>	
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<b>5:55pm</b>	<b>VII. Public Comment</b>	
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<b>6:00pm</b>	<b>VIII. Adjournment</b>	<b>Chair</b>

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Pike Place Market Preservation and Development Authority (PDA)

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**MARKET PROGRAMS COMMITTEE**  
**Meeting Minutes**

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**Thursday, September 13<sup>th</sup>, 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 9<sup>th</sup>, 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 10<sup>th</sup>, 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 Pike Place Market PDA Marketing team as the new Marketing and PR Specialist. She gave a brief report on the Marketing Programs and Promotions progress. She noted the completion of the 5<sup>th</sup> and final farm fresh lunch series. She provided an update to the 105<sup>th</sup> Market Anniversary celebration; despite having wonderful contacts with several celebrities, an alternative program is planned for the Market Anniversary observation. She stated that the reframed campaign 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 mentioned 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 The Market Foundation, noting that the PDA does not have the capacity of giving cash. He added that the PDA is typically 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 or 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 shape 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 purpose and functions. A copy of the Health Housing Outreach Team Overview handout has been included with these minutes.

Tricia presented an overview of the Housing Health Outreach Team (HHOT) program. She discussed the history and 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 reviewed components of the farm program including: farm permits and attendance, farm program growth cycle, sales influencers for farmers, farm recruitment & retention, programs & amenities, product assortment and regulating agencies. The presentation has been included with these minutes.

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

Ann Magano 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 Magano 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 for the PDA. 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 had inquired 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



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**Pike Place Market Preservation and Development Authority (PDA)**

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**PROPOSED RESOLUTION: 12-80**  
**Authorization for Non-Exclusive Trademark Licensing Agreement with**  
**The Market Foundation for Melted Wine Bottles**

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**October 2012**

- WHEREAS, the Pike Place Market Preservation and Development Authority (PDA) is the owner of all rights, title, and interest in and to certain trademarks and graphical representations of the Pike Place Market name and trademark; and,
- WHEREAS, 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 November 17, 2011 under Resolution 11-89 and is seeking to extend that agreement to include Rachel Blanc under Resolution 12-75; and,
- WHEREAS, The Market Foundation now wishes to partner with Market craftsperson Nancy Wilson, who will melt the Rachel wine bottles for use as cheeseboards and serving boards, then affix the labels on the back and seal them; and
- WHEREAS, The Market Foundation intends to have Nancy Wilson sell each melted wine bottle for \$38 with the Market Foundation receiving 10% of the price; and,
- WHEREAS, The Market Foundation and Nancy Wilson will do a first run of 100 cheeseboards to be sold during the fourth quarter of 2012; and,
- WHEREAS, Each wine label will include the line "Pike Place Market is a trademark of the Pike Place Market PDA and is used under license" and each label will say that 10% of the purchase price goes to benefit the Pike Place Market Foundation; and,
- WHEREAS, 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; and,
- WHEREAS, 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.

NOW, THEREFORE, BE IT RESOLVED 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 Melted Wine Bottles that are made by Market craftsperson Nancy Wilson and sold on the Market's crafts line for a period of two years with no royalty rate to the PDA.

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Gloria Skouge, Secretary/Treasurer

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Date

**Date Approved by Council:**

**For:**

**Opposed:**

**Abstained:**



Pike Place Market Preservation and Development Authority (PDA)

**PROPOSED RESOLUTION: 12-81**

**Authorization for Continuation and Expansion of Pike Place Market Express-Branded Satellite Farmers Market at City Hall Plaza, South Lake Union and One Additional Location in Summer 2013 and Beyond.**

**October 2013**

- WHEREAS, in ongoing efforts to support Washington state farmers and enhance recruitment of farmers who may sell at *Pike Place Market Express*-branded satellite markets, as well as extend the brand of Pike Place Market the Pike Place Market Preservation Development Authority (PDA) has worked with the City of Seattle to produce a weekly farmers market at City Hall Plaza (600 4<sup>th</sup> Avenue) on Tuesdays in June through October since 2009 and,
- WHEREAS, the Pike Place Market Preservation Development Authority (PDA) has worked with Lake Union III, LLC and Amazon Corporate, LLC to produce a weekly farmers market in the South Lake neighborhood at Van Vorst Plaza (410 Terry Avenue) on Thursdays since 2011 and,
- WHEREAS, these markets have proven to be popular with both consumers and farmers, with farm participants achieving strong daily sales and regular customer demand and,
- WHEREAS, additional opportunities within the greater Downtown Seattle Area may exist for strategic expansion of this program and,
- WHEREAS, marketing and daystall program staff shall update the PDA Council annually on the status of vendor sales, attendance counts, and operational issued related to all *Pike Place Market Express*-branded satellite market locations and,
- WHEREAS, these satellite markets are being developed as a supplement to the Pike Place Market's farm sales activities and Pike Place will continue to be the center of focus for farmer-related recruitment and activity in keeping with our "Meet the Producer" mission.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or his representative to continue the execution of between the Pike Place Market Preservation Development Authority, the City of Seattle's Fleets & Facilities Department to create and manage a Pike Place Market Express-branded satellite farmers market at City Hall Plaza between June to October and,

BE IT FURTHER RESOLVED that the PDA Council authorizes the Executive Director or his representative to continue the execution of between the Pike Place Market Preservation Development Authority, Lake Union III, LLC and Amazon Corporate, LLC to create and manage a Pike Place Market Express-branded satellite farmers market at Van Vorst Plaza between June to October and,



BE IT STILL FURTHER RESOLVED that the PDA Council authorizes the Executive Director or his representative to identify one additional opportunity for expansion of the Pike Place Market Express-branded satellite farmers market program at a location within a 2.5 mile radius of the Pike Place Market for operation between June and October.

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Gloria Skouge, Secretary/Treasurer

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Date

**Date Approved by Council:**

**For:**

**Opposed:**

**Abstained:**