



Pike Place Market Preservation and Development Authority (PDA)

**MARKET PROGRAMS COMMITTEE
Meeting Minutes**

**Wednesday, March 14th, 2013
4:00 p.m. to 6:00 p.m.
Elliott Bay Room**

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

Other Council Members Present: Bruce Lorig

Staff Present: Kelly Lindsay, Teri Wheeler, Scott Davies, Emily Crawford, Zack Cook, David Dickinson, Melissa Balding, Dianna Goodsell

Others Present: Bob Messina, Haley Land

The meeting was called to order at 4:00p.m. by Bruce Burger, Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the February 13th, 2013 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

Haley Land gave thanks to the PDA Staff for the 2013 Daystall Rules Review. He noted that the process this year has been of high standards. He spoke briefly on proposal # 26 which addresses the off-season points system.

III. Programs and Marketing Directors Report

- A. Programs and Promotions Update
Kelly Lindsay presented the Programs and Marketing Directors Report. She presented a quick overview with the Metrics. She reported that the social media numbers continue to increase and that our message is getting out to more people. She noted that we are going to start tracking filming and trademark applications. She noted that this month there was 4 trademark application requests and two requests for filming; there is anticipation for the filming request to increase with the warmer weather. She discussed several updates including the fourth iteration of Arcade Lights on April 19th, progress of the Education Program and the graceful exiting process of the Edibly App. She noted that the Market Edibly App will gracefully exit due to the ending of sponsorship funding from Microsoft. She lastly reported on the Market Agency review and gave an overview of the firms appropriately selected to partner with the Pike Place Market PDA.

IV. Presentations and Discussion

A. 2013 Daystall Rules Review - Presentation of Recommendations

Bruce Burger noted to start the motion for Resolution 13-21 since the Committee members were familiar with the proposed rule changes from recent committee meetings. David Dickinson explained the process of the 2013 Daystall Rules Review and reported the updated and final recommendations regarding the Daystall Rules Proposals. A copy of the 2013 Daystall Rules Review Final Staff Recommendations was included with the meeting minute's record.

There was a brief discussion that followed.

David Dickinson noted that in the 9 years he has participated in the Daystall Rules Review that this particular rules review included increased participation and community engagement.

B. Trademark Usage Guidelines Revision

Kelly Lindsay gave an overview on the Trademark Usage Guidelines Revision. The revisions included the following:

1. The licensed design or product originates from an existing Market tenant, merchant or vendor.
2. The licensed product is consistent with the use permits granted by the Pike Place Market Historical Commission for merchandise sold within the Market.
3. All products using Market trademarks are manufactured in compliance with the Prohibition of Sweatshop Conditions and free of hazardous materials. Upon request, applicant will disclose the names and locations of factories, and information about wages and working conditions, for all products using Market trademarks.

There was a discussion that followed

Bruce Burger asked about what is not covered under the guidelines from the MHC. He noted that there was some sentiment about what was allowable for the crafts line. He didn't know if having regulations under the MHC would be useful.

Bruce Lorig was concerned over third parties and what kind of controls and limits they have in regards to the trademark usage.

Kelly Lindsay noted that based upon the feedback this evening we would ideally like to bring back a resolution next month along with the tabled trademark resolutions.

Bruce Lorig noted he did not believe the MHC guidelines were restrictive.

Betty Halfon made a suggestion to analyze the Historic Commission guidelines and existing trademark rules as a committee further. She noted that the PDA needs a list of specifics from the committee and needs to provide a list of options of categories to prohibit from the trademark usage.

There was recommendation to revise the language in the current trademark guidelines to Originate change to "Contains significant component from" With a preference of items that comply with the crafts guidelines.

Bruce Burger wanted a show of hands for members who would potentially vote on this. Betty Halfon would like more restrictions with the current trademark usage guidelines. Gloria Skouge was acceptable with the updated current guidelines. Bruce Lorig would like more restrictions and Ann Magnano noted that she would like to defer to people with stronger opinions on the issue.

The direction was to bring back the Trademark Guidelines next month with further recommendations to the committee. Bruce Burger noted that with speaking with Jackson Schmidt, he would like the guidelines to be more restrictive.

C. 2013 Strategic Plan: Farmland Preservation and Access Opportunities

Kelly Lindsay discussed the 2013 Strategic Plan regarding Farmland Preservation and Access Opportunities. She gave a presentation that outline potential opportunities for the PPM PDA to pursue in regards to Farmland Preservation and Access Opportunities. A copy of the presentation was included with the meeting minute's record. Options and opportunities included; Direct purchase and Management of Farmland, Purchase of Development Rights, Management Agreement with Public Agency and Farm Incubator.

There was a discussion that followed.

Bruce Lorig noted that he would love to get some sense if the farm land available to purchase is a good deal compared to comparable pieces of other farmland.

Ann Magnano noted she had a problem with the restrictive model of PCC land trust option. She noted that we need to have the ability to create our own model; she has a problem with restricting only organic farmers.

There was a brief discussion on which options the Committee was interested in pursuing. The plan was to come back next month with a few presenters from various agencies to discuss the options in more detail.

V. Action Items

A. Action Item: Proposed Resolution 13-21: Adoption of Daystall Rules and Regulations

Kelly Lindsay introduced the resolution which states that the PDA conducts an annual review of the Daystall Rules and Regulations; and the PDA solicited and received suggestions from the Daystall community regarding rule changes; and the PDA staff has held Daystall community meetings regarding the potential changes and have altered the initial proposed changes to Daystall Rules and Regulations based upon those meetings; and on March 14th, 2013 the Market Programs Committee held an open public meeting that discussed and considered rule changes with opportunity for public comment; THEREFORE BE IT RESOLVED that the PPMPDA Council hereby approves the following 2013 changes to the Daystall Rules and Regulations as noted on Exhibit A.

Ann Magnano moved, Betty Halfon seconded

For: Ann Magnano, Gloria Skouge, Bruce Burger, Betty Halfon

Against: 0

Abstain: 0

Resolution 13-21 passed unanimously

VI. Items for the Consent Agenda

None

VII. Concerns of Committee Members

None

VIII. Public Comment

Haley Land noted that there was a reference made in his support regarding the buskers performing on Saturdays. He would like to know if this year would be a year of experimentation. He would like to see some movement on this and believes it would be worth an experiment.

Bob Messina commented on the farmland opportunities. He noted on a subjective level that we generally know that farmland is decreasing. He noted that farmers markets are in demand; the satellite markets are telling us that there is an up ramp up of farmers. He stated that we should incubate farmer and look at all options.

X. Adjournment

The meeting was adjourned at 6:04 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator