



Pike Place Market Preservation and Development Authority (PDA)

MARKET PROGRAMS COMMITTEE
Meeting Minutes

Thursday, May 9th, 2013
4:00 p.m. to 6:00 p.m.
Elliott Bay Room

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

Other Council Members Present: David Ghoddousi

Staff Present: Ben Franz-Knight, Kelly Lindsay, Tamra Nisly, Zack Cook, Scott Davies, Melissa Balding, Lillian Hochstein, Matt Holland, John Turnbull, Dianna Goodsell

Others Present: Steve Evans, Bob Burns, Tom Neir, Sally Otten

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 March 13th, 2013 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

None

III. Programs and Marketing Director's Report

- A. Programs & Promotions Update
Kelly Lindsay presented the Programs and Marketing Directors Report. She provided several brief updates on the monthly metrics. She noted that farm attendance and Craft attendance was slightly down compared to April; both had attendance rates had been up in March so trends are being monitored. With the Education Program, there were 10 tours of the market, servicing 230 students and with contribution from 12 volunteers. Under Social Media, there are now roughly 190,000 plus likes for the Market's page with a weekly reach of 423,548 impressions. The Market website had also 63,249 unique visits this month. She noted several April activities under Programs and Events including events hosted by Seattle Chefs Collaborative, Washington Community Alliance for Self Help, Unexpected Productions, Creative Business Solutions, BB Ranch, NeighborCare and others as well. She reported on the recent Arcade Light's event which successfully hosted over 1,100 people and raised more than \$11,000 for the Market Foundation. She lastly noted that there was MHC approval for room Economy event room improvements including glad door frosting, drapes, blinds, acoustic paneling and lighting.

IV. Presentations and Discussion

A. Pike Place Market Website: Design and Functionality Update

Kelly Lindsay gave a presentation on the Pike Place Market 2013 Website Refresh. A copy of the presentation was included with the meeting minute's record. She overviewed current website visitor figures, guiding principles, design objectives and measurable results in the presentation. A summary of the presentation is as follows:

Website Analytics

- Of 78,000 total website visits, 79% are new or unique visitors
- 54% of total visits to the website lasted 10 seconds or less
- 87% of all new visitors are from the U.S, 44% of those visitors are from Washington State, 22% are from the Seattle area
- The homepage, map, hours, directions, parking and event info are the most viewed pages, followed by explore the Market section
- 33% of users are using iPhone, iPad or other mobile devices to view the site

Guiding Principles

- Present the Market as the world-renowned public market that it is
- Showcase the Market's unique character; people and history
- Represent the various stakeholders such as farmers, merchants, crafters, restaurants, buskers, residents and community members
- Create user-friendly navigation, web-friendly fonts and graphics that assist all visitors in curating their Market experience

Design Objectives

- Convey the whimsy, charm and fun of the Market
- Keep the values of the Market: authentic, local, handmade, historic, lively, community based
- Create separate portals for site visitors, stakeholders and PDA administration
- Use clear, clean design to organize locations and stakeholders
- Create user-friendly, updated directory of Market businesses
- Leverage elements from the way-finding project
- Create an event calendar to feature Market happenings

Measurable Results

- Increased total web visitors
- Increased number of return visitors
- Increased page views and time on the website
- More engagement by Seattle and WA residents
- Better understanding of the Market by visitors, more views of the pages of farmers, crafters, shops, restaurants, etc.
- Further diversity of pages viewed
- Increased traffic to the site from Google searches and recommending sites

There was a brief discussion that followed.

Bruce Burger noted that we need to look at the following items in regards to the website refresh: Making it easier for local residents to do the shopping at the Market and to help people discover other parts of the market if they are not aware of it. He provided helpful advice for the website including a request to include the Market businesses website link.

Ann Magnano inquired about the costs of the website redesign and about how often would we need to go through a redesign process.

B. 2013 Strategic Plan: Farmland Preservation and Access Opportunities

1. Current Farmer Business Models

2. Tall Chief Golf Course Operational Model

Ben Franz-Knight gave an introduction to the Tom Neir and Sally Otten and briefly overviewed a background of the couple interested in privately investing in the Tall Chief property for farmland preservation. A background of the couple was as follows; Tom Neir strongly supports the effort to bring local healthy, sustainability food and skills to our community. He is a native of Kirkland and has worked and lived in a number of places across the US and internationally. He has a background in business with degrees from the University of Washington (Economics) and the University of Virginia (MBA). Tom has worked on a number of boards over the years and is currently a member of Seattle Tilth and the Kirkland Transportation Commission. Tom has corporate experience in finance, sales, marketing, and planning. He is also a proven entrepreneur who founded and grew a successful business in Hong Kong, which gave him significant experience in brand development & management and retail operations. His partner Sally Otten grew up in Edmonds and has also worked and lived in a variety of places in the U.S. and abroad. She went to Whitman College and has a degree in Economics. Sally's corporate background is in banking and finance with experience in retail banking, corporate banking, investment banking, risk management, marketing & communications in both domestic and foreign markets. Sally does volunteer work supporting both local private & public schools. She is also currently on the board of Athletex for Kids and is an Overseer of Whitman College. Tom and Sally's Tall Chief Property Business Planning discussion including preliminary review of: Profit & Loss, Balance Sheet, Cash Flow, People and Assets Purchases.

There was a brief discussion that followed.

3. Collaborative Agreement with King County and City of Seattle
Kelly Lindsay discussed the opportunities with preservation of farmland regarding partnership with King County and City of Seattle. There was a draft resolution presented as follows.

V. Action Items

- A. **Action Item:** Proposed Resolution **13-29:** Approval of Goals for the Preservations of Farmland in the Puget Sound Region and Strategic Partnership with City of Seattle and King County to Evaluate Opportunities for Action.

Ben Franz-Knight introduced the resolution which states that WHEREAS, on October 7th, 1907 the Seattle City Council adopted ordinance No. 17187 establishing Pike Place as a public market for the sale of "fresh fruits, vegetables, berries and other farm and garden products, and accept also butter, eggs, cheese, poultry, meats, lard and preserved fruit and vegetables raised, produced or manufactured by the person selling or offering the same for sale"; and, WHEREAS, the PDA Charter states: "the PDA, as a public trustee with the mission to ensure that the traditional character of the Public Market is preserved, is authorized to perform renewal, rehabilitation, preservation, restoration, development, and non-profit management of structures and open spaces in the above-described areas in a manner that affords a continuing opportunity for Public Market farmers, merchants, residents, shoppers, and visitors to carry on their tradition of market activities. In addition to upgrading structures and public amenities in and around the Market Historical District, the PDA will initiate programs to expand food retailing in the Market Historical District, especially the sale of local farm produce..."; and, WHEREAS, access to markets within a reasonable driving distance is a significant factor in the profitability of small and mid-sized farmers who sell directly to consumers, and; WHEREAS, the Puget Sound region has lost more than 58% of its farmland since 1950, and; WHEREAS, in 1979, King County voters approved an initiative authorizing the county to preserve rapidly diminishing farmland, resulting in the Farmland Preservation Program, which has acquired the development rights on 13,400 acres of high quality farmland, and; WHEREAS, on February 28th, 2013 the PDA Council approved Resolution 13-12 identifying Strategic Goals and Programs ("a-f") Intended to Increase Farmer Profitability and Enhance Support of Small and Independent Farmers at Pike Place Market, and; WHEREAS, Strategy "e" - Investigating opportunities for the PDA to participate in farmland access, preservation and to include a farmland trust land has been the subject of detailed study by PDA staff and the Market Programs Committee, including review of opportunities for purchase of land with the PCC Farmland Trust, management agreements for property with King County, potential strategic partnerships, analysis of current market farmer needs and status in relation to land access, and review of detailed business analysis for sustainable farm operations, and; WHEREAS, King County, the City of Seattle and Pike Place Market have identified shared goals for the preservation of farmland, specifically to:

- Increase production of food in King County/Puget Sound to meet rising demand for fresh food products

- Preserve farmland for the production of fresh food in King County and Puget Sound
- Increase the profitability of small and mid-size farm operations
- Increase the number of small and mid-size farm operations and total acres in production
- Provide access to land for emerging farmers, immigrant and low-income populations
- Support easier access to consumers through farmers markets and aggregation
- Increase access to healthy foods for children, seniors and low-income populations
- Strengthen institutional and wholesale relationships to small farm operations (hospitals, schools, restaurants)
- Support a robust and healthy regional food network, and;

WHEREAS, King County, the City of Seattle and Pike Place Market are interested in developing a collaborative partnership to identify the actions that would be most effective in preserving farmland in King County sufficient to meet shared goals, examples of which may include but are not limited to the following: a new Farmlands Preservation bond or levy; increased Transfer of Development Rights; purchase of Development Rights; agricultural legacy development credits; conservation easements; food levy; purchase of land to lease to new farmers; other financing mechanisms and regulatory approaches.

NOW THEREFORE BE IT RESOLVED; that the PDA contribute an amount not to exceed \$10,000 towards a jointly funded effort between the PDA, King County and the City of Seattle with the objective of developing a joint farmland preservation strategy to identify financing and regulatory mechanisms that King County, City of Seattle and Pike Place Market PDA can act upon and/or support that would be most effective for preserving farmland in King County, and;

AND BE IT FURTHER RESOLVED; that the PDA Council will continue to review opportunities with early action potential for achieving the shared goals through strategic partnerships, property management agreements, land acquisition, or other activities on a case-by-case basis that are consistent with the PDA Charter and operating rules and regulations.

Ann Magnano moved, John Finke seconded

There was a discussion that followed.

John Finked noted that that he is in high favor of the resolution. He mentioned the possibility of making a similar presentation on Farmland Preservation opportunities with the Market Foundation. He added that money from Market charitable donations would be ideal to funds this type of efforts.

Ann Magnano noted that she finds the opportunity very exciting and supports the resolution.

David Ghoddousi mentioned his concern about leaving land, or buying land outside the historical district.

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

Against: 0

Abstain: 0

Resolution 13-29 passed unanimously

Ann Magnano left at 6:04pm

VI. Items for the Consent Agenda

None

VII. Concerns of Committee Members

David Ghoddousi noted shared concerns with the Tall Chief property and the use of pesticides on the property previously; he would like to look into having soil testing performed at the interested property.

VIII. Public Comment

None

IX. Adjournment

The meeting was adjourned at 6:10 pm by Bruce Burger, Chair

Meeting minutes submitted by:

Dianna Goodsell, Administrative Services Coordinator