



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes – October 2011

Thursday November 3rd, 2011
4:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present: Patrick Kerr, Ann Magnano, Gerry Kumata, Jill Andrews, John Finke, David Ghoddousi,

Other Council Members Present: Gloria Skouge, Bruce Lorig

Staff Present: Ben Franz-Knight, Ryan Yale, Jennifer Maietta, Scott Davies, Teri Wheeler, Elsie Janson, Matthew Holland, Brittany Farrow, John Turnbull, Sue Gilbert Mooers, Zack Cook, Thomas Arnold

Others Present:

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

Administration

- A. Approval of Agenda
The agenda was approved by acclamation.
- B. Approval of October 13th, 2011 Minutes.
The minutes were approved by acclamation.
- C. Announcements and Community Comments
None

II. Marketing

- A. Staff Reports
Ryan reported on marketing and stated that it has been a busy time for the Marketing department while putting together the holiday promotions and advertising. He stated that the Magic in the Market will take place the Saturday following Thanksgiving. There will be a Santa farm truck for picture opportunities as well as Dicken's Carolers for two hours. He added that the Marketing team has been working with Daystall to create a holiday button and stickers to be passed out to the Market community and will be distributed to the visitors to Magic in the Market. The tree lighting will also be held again this year, but we will also be adding a handful of vendors to sell drinks, jams, potted trees to enhance the holiday feeling. He added that they are also working with Daystall to design and hang holiday banners along Pike Place. In addition, the Market Foundation will again provide a gift wrapping service.

Ryan discussed the holiday parking promotion which consists of providing 2 hours of free parking to individuals who spend \$30 or more in the Market. This will occur on the first three weekends in

December and one in January to try to capture visitors that normally would not frequent the Market.

Ryan stated they are working with the advertising agency to support an online message of “handcrafted for the holidays” which will include messaging and ‘click thrus’. He discussed earned media for the month of December including Seattle Weekly.

A discussion of the 2 hour free parking on the weekend followed, which included the possibility of having free parking during the week as well.

John suggested, with the agreement of the committee, that the PDA staff discuss this in further detail and provide more data as to why the 2 hour free parking on the weekend is more beneficial than providing it during the week or perhaps both.

Teri reported on Arcade Lights and distributed a map of the event, which detailed the number of sales for each vendor. She noted that every vendor was very pleased with the event and it exceeded the expectations.

Ben added to Teri’s comments and stated that Arcade Lights was an outstanding effort by all involved and was a tremendous collaboration with PDA Staff and the Market Foundation. He also mentioned that with the success of Arcade Lights, PDA Staff has been looking at having a similar event multiple times per year.

Sue gave an overview of the current marketing effort, which included postcards, posters, and social media alerts.

II. Farm Program

A. Staff Reports

Teri reported on the Farm program and noted that the annual farm report will be presented in January. She commented on the pilot seed program and noted that the intent of the seed program was to target flower farmers or produce growers that would like to diversify. The initial costs was approximately \$172 and a few hours from staff.

Thomas Arnold reported on the seven different types of seeds they distributed to the farmers. He noted that providing them with the squash, it was a chance to show the farmers that they can diversify and explore new opportunities. He noted that next year the Farm program will expand the seed program.

Ann suggested a seed exchange program to enhance the awareness and involvement.

Teri stated that next year there has been discussions to have a meeting prior to the seed program to promote different growing methods with unfamiliar produce in addition to a seed exchange program that is sustainable

Teri commented on the Farmer snapshot she distributed who participated in the satellite markets and noted that the income for some of the farmers increase substantially.

IV. Trademark Licensing Guidelines and Fees

A. Trademark Licensing Guidelines and Fees

Ben introduced the Trademark guidelines and stated that over the past few months we have done a tremendous amount of work on Trademarks and have recouped approximately \$60k from outstanding Trademark fees and royalties.

Sue Gilbert Mooers gave an overview of the current trademark process, guidelines and fees and also presented the proposed fee structure recommended by PDA Staff. The presentation has been included with these minutes.

A discussion of the Trademark guidelines and fee structure followed. It was recommended that a thorough draft resolution be presented to OPSCOM next month for review prior to submitting to the full Council in December. The Resolution should provide Trademark boundaries and also

include set parameters to ensure the preservation of the Market and its brand. These recommendations included the following;

1. Remove the application fee and, upon approval of application, administer a startup fee of \$250.
2. Require applicant to reimburse the PDA for any legal costs beyond one (1) hour for setting up the licensing agreement.
3. Allow staff to approve trademark agreements and licensing fees administratively for advertising and filming categories.
4. Do not allow the use of "Pike Place Market" or "Pike Place" for any additional business name.
5. Do not allow any businesses the use of the PDA logo.
6. Pursue registration of visual mark in addition to existing registration for words for the Pike Place Market sign at the north end pergola

Action Item: Proposed Resolution **11-89:** Authorization for Non-Exclusive Trademark Licensing Renewal/Agreement with the Market Foundation for Rachel Red

Sue presented the resolution and stated that The Market Foundation desires to continue to make use of the Pike Place Market name and logo on a label for their wine called Rachel Red for a 2 year term to begin November 17, 2011 with automatic renewal provided that the Market Foundation comply with all terms of the license agreement. The Market Foundation works with Northwest Cellars (a company that does private label wines for several local firms), who currently sells Rachel Red at local wine stores, restaurants, and hotels. Bottles are labeled upon order and of the \$11 wholesale price, the Market Foundation receives \$2. The Market Foundation agrees that it will not, during the term of this Agreement or thereafter, challenge the title or ownership of the PDA to the name or trademark or challenge the validity of this Agreement. The Market Foundation agrees that it will 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 Rachel Red, and all related marketing of such. It was requested that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement without royalty fees with the Market Foundation for the use of the Pike Place Market name and logo for the product Rachel Red.

The resolution was amended to remove the "automatic renewal" clause and will require renewal after the 2 year term has ended.

Gerry moved, Jill seconded
Approve: Kerr, Magnano, Kumata, Andrews, Finke
Against: 0
Abstain: 0

Amended Resolution 11-89 passed by acclamation

IV. Property Management

A. Residential Property Management Report

John reported on the vacancy report and stated that there are currently approximately 45 units vacant, including 12 in Stewart House that are empty due to renovation. He noted that some units are also being used for staging, packing, etc. Six units in the LB are being used essentially as hotel rooms to house residents being misplaced by the renovation. The amount of vacancies will be apparent in the lost revenue. John added that the majority of the units will be available in January and should be filled shortly due to the amount of individuals that are currently on a waiting list provided that the construction stays on schedule on the west side of the Stewart House. John added that a lot of temporary staff has been hired to work on the cleaning and packing to assist the residents. He noted that the staff and construction crews have been doing a great job in coordinating and assisting with the residents.

Closed session began at 5:16 p.m.

A. Closed Session (RCW 42.30.110 [c])

- i. Review of Lease Proposals
Lease Renewal – Shy Giant, 1500 Pike Place #16
- ii. Review of Delinquency Report
- iii. Vacancy Report
- iv. Current Lease Negotiations

B. Open Session: Approval of Lease Proposals

Closed session ended at 6:14 p.m.

C. **Action Item:** Proposed Resolution **11-90:** Lease Proposals – November 2011: Shy Giant

David moved, Gerry seconded

Approve: Kerr, Magnano, Kumata, Andrews, Schmidt

Against: 0

Abstain: 0

Resolution 11-90 passed by acclamation

V. Items for the Consent Agenda

Resolution 11-89 and 11-90 were moved to the Consent Agenda.

VI. Public Comments

VII. Concerns of Committee Members

VIII. Adjournment

The meeting was adjourned at 6:18pm by John Finke, Chair

Meeting minutes submitted by:
Ryan Yale, Executive Assistant