



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes – December 2011

Thursday December 1st, 2011
4:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present: Patrick Kerr, Jackson Schmidt, 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 November 3rd, 2011 Minutes.
The minutes were approved by acclamation.
- C. Announcements and Community Comments
None

II. Marketing

- A. Staff Reports
Ryan reported on the Marketing and stated that the holiday season kicked off last Saturday with Magic in the Market. As in years past, the event featured pictures with Santa, the Dickens Carolers and was highlighted by the flipping of the switches that turned on all of the decorative holiday lights. This year the PDA also arranged to allow Woodring and Marshland Orchards, Market Spice and others to selling seasonal beverages and plants on the street near the clock and sign. He stated that today the Market's Holiday Parking Promotion began. The program's aim is to support businesses by reaching potential customers with a free parking offer both on weekdays and weekends. From 10a-6p daily, Dec 1-15th, shoppers can receive two hours of free parking at the Public Market Parking Garage by presenting \$30 in receipts from Market businesses at the Market Information Booth. This message has been communicated using: social media networks, paid Facebook advertising, :10 and :15 second radio spots running 12/1-12/15, 20,000 holiday buttons and 15,000 fliers, and 325 posters. Each tactic will be geared to a specific audience with an overall goal to promote holiday shopping by offering potential customers free parking.

Ryan thanked the Daystall community for their assistance attaching 15,000 buttons by hand to 15,000 book marks as well as participating in street teams who canvassed Seattle Monday and Tuesday of this week handing out an estimated 5,000 button/bookmark combinations. I would also like to thank the Daystall staff and front desk office staff for helping to facilitate the passing out of 5,000 button/bookmark combinations to Market businesses and Daystall tenants and Scott Davies who arrange delivery of 5,000 pieces to downtown businesses. The program details have been tweeted by The Seattle Times and Seattle Holidays, Facebook by Edible Seattle and were mentioned in the live KING 5 morning news this morning – just to name a few locations that have picked up our PR. The 2011 winter edition of Pike Place Palate is now on line and features articles about The 30th Anniversary of the Pink Door, cranberries, culinary stocking stuffers, new food and drink around the Market and much more.

- A. Staff Reports
- B. Trademark Licensing Guidelines and Fees

Action Item: Proposed Resolution **11-96:** Authorization of Trademark Policies and Rates

Ben presented the resolution and stated that the PDA pursues enforcement against those infringing on our trademark rights to cease using them in order to protect our trademark rights and the integrity of our marks. It was requested that the PDA Council authorizes the following licensing fees:

Fees by Category:

| | |
|----------------------------|------------------------------------------------------------------------------------------|
| Food Products: | 6 – 10% gross sales; 3 – 5% in-Market sales for current tenants |
| Non-Food Products: | 6 – 10% gross sales; 3 – 5% in-Market sales for current tenants |
| Publishing (Books): | 2 – 5 % gross sales |
| Tours/Services: | 2 – 5% gross sales |
| Advertising: | \$1,500 minimum for commercial filming/photography, per use |
| Filming: | \$500 minimum for non-commercial use; \$1,500 minimum for commercial filming/photography |

In addition, it was also requested that the PDA Council authorizes the following trademark policies:

1. A start-up fee of \$250 will be charged to each trademark application approved for licensing.
2. For each approved licensing agreement, the PDA will pay up to one hour for our legal costs in setting up the agreement; any additional legal expenses must be paid by the applicant.
3. Staff may approve trademark agreements and licensing fees administratively for one-time use in advertising and filming categories.
4. Discourage the use of “Pike Place Market” and “Pike Place” by any additional Market businesses as part of their business name.
5. The PDA logo is reserved for PDA identification and Market-wide advertising; it is not available for any other businesses to use.
6. Direct staff to pursue trademark registration of the visual mark of the Pike Place Market sign at the north end pergola.

Jackson moved, Jill seconded

Approve: Patrick Kerr, Jackson Schmidt, Gerry Kumata, Jill Andrews, John Finke, David Ghoddousi

Against: 0

Abstain: 0

Amended Resolution 11-96 passed by acclamation

Action Item: Proposed Resolution **11-97:** Authorization for Non-Exclusive Trademark Licensing Renewal/Agreement SMS Ceramics d/b/a Pike Place Pigs

Sue presented the resolution and stated that Stephanie Shull, owner of SMS Ceramics, a crafts business on the Market daystalls, desires to use the name Pike Place Pigs for her Market business during the time she

sells here. Sue noted that Stephanie Shull had previously been granted permission to be d/b/a Pike Place Pigs by the PDA Marketing Director in January 2009. Sue stated that Stephanie Shull has agreed to use this name only as long as she continues to operate a daystall business in the Market. Stephanie Shull agrees that she will use the terms related to "Pike Place Market" and the licensed name and trademark in a way that will reflect positively on the Pike Place Market. It was requested that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement without royalty with Stephanie Shull of SMS Ceramics for the use of the "Pike Place Market" name and trademarks as long as she continues to operate as a Daystall permit holder.

Jackson moved, Jill seconded
A discussion of the trademark request followed

The resolution was amended to include the following:

WHEREAS, Stephanie Shull agrees that she will not use the terms related to "Pike Place Market" and the licensed name and trademark for sales conducted outside of the Market or in accordance with any other business not directly related to Daystall sales.

Approve: Patrick Kerr, Jackson Schmidt, Gerry Kumata, Jill Andrews, John Finke, David Ghoddousi
Against: 0
Abstain: 0

Amended Resolution 11-97 passed unanimously

C. Other

II. Farm Program

A. Staff Reports

Teri stated that an annual report will be submitted in January. A new organic cranberry farmer has joined the Market. Attendance was up 12% for farm and 5% for craft. She stated that the new recruitment efforts have resulted in 21 new craft persons, which brings the total to 229.

IV. Property Management

A. Residential Property Management Report

John reported on the Residential Management report and stated that there is a high vacancy rate due to the Stewart House renovations. He noted that next week there will be 9 tenants moving back to the Stewart House, but another 7 will be moving out. He stated that a market study was done on the Stewart House and the approved result was \$2.89 a foot as opposed to the previous \$2.25. He noted that there are currently 3 townhouses available in the Sanitary Market and the goal is to have them rented in January. John noted that the new LaSalle manager has been working out very well in addition to the staff that has been involved with the renovation projects.

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

Jackson moved, Gerry seconded

Approve: Patrick Kerr, Jackson Schmidt, Gerry Kumata, Jill Andrews, John Finke, David Ghoddousi

Against: 0

Abstain: 0

Amended Resolution 11-98 passed by acclamation

V. Items for the Consent Agenda

Resolution 11-96, 11-97, 11-98 and 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