



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

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**OPERATIONS & COMMUNICATIONS COMMITTEE  
Meeting Minutes – August 2011**

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**Thursday August 11, 2011  
4:00 p.m. to 6:00 p.m.  
PDA Conference Room**

**Committee Members Present: Ann Magnano, David Ghoddousi, Gerry Kumata, John Finke, Jackson Schmidt**

**Other Council Members Present: Gloria Skouge, Jill Andrews**

**Staff Present: Ben Franz-Knight, Ryan Yale, Ryan Hostetler, Jennifer Maietta, Scott Davies, Kateesha Atterberry, Teri Wheeler, Elsie Janson, Brittany Farrow, Matthew Holland**

**Others Present::**

The meeting was called to order at 4:04 p.m. by John Finke, Chair.

**Administration**

- A. Approval of Agenda  
The agenda was approved by acclamation.
- B. Approval of July 14<sup>th</sup>, 2011 Minutes  
The minutes were amended to show Jackson Schmidt was in attendance and to denote that Bruce Lorig is not a committee member and should be reflected in the minutes.  
The amended minutes were approved by acclamation.
- C. Announcements and Community Comments  
None

**II. Marketing**

- A. Staff Reports  
Ryan Hostetler reported on Marketing and stated the Marketing has remained constant. The Farm Season materials have all been distributed with our final round of direct mail pieces arriving in homes this week and radio ads are currently playing on radio. He added that in support of the Daystall driven Arcade Lights event, the Marketing team has been working alongside Daystall to create and place marketing materials for the planned October 7<sup>th</sup> event. They have been in contact with KEXP, KPLU, the Stanger, The Seattle Weekly and other advertising opportunities to spread the word about this exciting event. Ryan noted that they will be submitting to the printer the new rack card to be displayed on the ferry system and with the Port of Seattle. These rack cards will contain the look and feel of the website and help to drive interest in the Market in these key traffic driving areas. He added that they have just under a 140,000 likes that are engaged with a message 4-5 times a week and 8,150 twitter fans that are reached 7 days a week with messages from the Marketing and Daystall departments.

B. Trademark Issues/Memo

**Action Item:** Proposed Resolution **11-70:** Authorization for Non-Exclusive Trademark Licensing Renewal/Agreement with Micks Peppouri

Sue Gilbert Mooers presented the resolution and stated that Micks Peppouri 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 Micks Peppouri and Pike Place Pepper Jelly and all related marketing of such. Sue noted that Micks Peppouri agrees to pay the PDA .20 cents per jar sold, with a minimum royalty payment of \$250 per year. For 2011, the non-refundable \$250 will be due upon signing of the Trademark Agreement. Annual reporting and subsequent additional payment, if required, will be due by January 16 of the following year. The 2012 \$250 payment will also be due by January 16, 2012, with annual reporting due the following January 16. Sue requested that the PDA Council authorize the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with Micks Peppouri for the use of the "Pike Place Market" name and trademarks of Pike Place Market for the product Pike Place Pepper Jelly.

Motion to approve 11-70

Ann moved, Gerry seconded

Approve: Schmidt, Magnano, Kumata, Ghouddousi, Finke

Against: 0

Abstain: 0

Resolution 11-70 passed unanimously

**Action Item:** Proposed Resolution **11-71:** Authorization for Non-Exclusive Trademark Licensing Renewal/Agreement with Lantern Press

Sue presented Resolution 11-71 and stated that Lantern Press agrees that it will use the terms and images related to "Pike Place Market" and the licensed name and trademarks 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 Lantern Press and all related marketing of such. She added that Lantern Press agrees to pay the PDA 5% of gross sales for all products featuring the name Pike Place Market or the clock image sold during this 2 year agreement. Initial payment of one-half of the expected first year royalty (\$62.50, based on 2010 sales) is due upon signing of the Trademark Agreement, followed by semi-annual accounting of products sold and additional royalties earned. A pre-payment for the second year of the contract (calculated as one half of the previous year's royalty) will be due one year after the contract begins, with semi-annual reporting to continue. Sue requested that the PDA Council authorize the Executive Director or her representative to execute a non-exclusive trademark licensing agreement with Lantern Press for the use of the "Pike Place Market" name and trademarks of Pike Place Market for souvenir and gift products.

Motion to approve Resolution 11-71

Jackson moved, Gerry seconded

Approve: Schmidt, Magnano, Kumata, Ghouddousi, Finke

Against: 0

Abstain: 0

Resolution 11-71 passed by acclamation

**III.Farm Program**

## A. Staff Reports

Ben reported on recent meetings that have taken place to review the possibility of implementing a mobile application and/or a mobile website. He noted that although it is in its initial phase, the PDA staff feels it will definitely be a possibility moving forward. He added that the potential to expand the Market's presence using such a program/application is something that should be looked at closely.

Teri reported that the overall attendance for the satellite markets is down about 10% this year; however the average sale per farmer has been when compared to the same time last year. South Lake Union is up 25% due to the change in location. City Hall is up approximately 24% and the Street Market sales are up nearly 30%. Teri commented on working with marketing to host the canning across America and there will be live demonstrations that will be hosted on a live webcast. Teri added that they have been part of a pilot program, which involves an 18 month program involving wine tasting and will allow our farmers to participate in wine tastings.

Ben discussed the Farmland and entering into conversations with WSU. Further discussions will be presented to the Council in Sept.

**IV. Property Management**

## A. Residential Property Management Report

Elsie reported on the residential management report and stated they are actively hiring a new residential manager for Market House. She noted they have rented a townhouse in the Sanitary Market for \$1750, which is a Market rate unit. The Livingston Baker furniture will be delivered on Friday for Stewart House residents during the renovation and their relocation. In addition, the Stewart House will have a tenant meeting about renovation updates and the relocation processes. The first batch of tenants will be moving out on August 23<sup>rd</sup>. She noted that the Stewart House sent a notice to HUD for a notification to renew the contract which will expire in August 2012. The residential staff received a notice from the Health and Human Services in order to gain access for tenants on certifications. Elsie stated that they are preparing for the first management review of 2011 and they will be conducting the fair housing training for residential staff.

*Closed session began at 4:32 p.m.*

The meeting went into closed session at 4:44 p.m.

## B. Closed Session (RCW 42.30.110 [c])

- i. Review of Lease Proposals  
Lease Renewal – Pike Market Creamery – 1514 Pike Place #3
- ii. Review of Delinquency Report
- iii. Vacancy Report
- iv. Current Lease Negotiations

## C. Open Session: Approval of Lease Proposals

*Closed session ended at 4. p.m.*

D. **Action Item:** Proposed Resolution 11-72: Lease Proposals – August 2011 for Pike Market Creamery

## E. Approval of Lease Proposals

David moved, Ann seconded

Approve: Schmidt, Magnano, Ghouddousi, Finke, Kerr

Against: 0

Abstain: 0

The motion to move the Lease Proposal passed by acclamation

John Finke motioned to place Resolution 11-72 -Mt. Townsend Creamery on the consent agenda for the June 30<sup>th</sup> PDA Full Council Meeting.

**V. Items for the Consent Agenda**

Resolutions 11-70, 11-71, and 11-72 were moved to the Consent Agenda.

**VI. Public Comments**

**VII. Concerns of Committee Members**

Jackson stated that it currently feels different in the market and getting around in the market has become increasingly difficult, which could possibly be affected by the cruise ships. In addition, the PDA should be concerned that there is a potential change in the market and we should be vigilant to ensure the PDA has control over this potential change.

**VIII. Adjournment**

The meeting was adjourned at 4:45 p.m. by John Finke, Chair.

Meeting minutes submitted by:  
Ryan Yale, Executive Assistant