

Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA) Tuesday, August 11th, 2015 4:00 p.m. to 6:00 p.m. Elliott Bay Room

Committee Members Present: Betty Halfon, Patrice Barrentine, Gloria Skouge, Ann Magnano,

David Ghoddousi

Other Council Members Present: Patrick Kerr

Staff Present: Ben Franz-Knight, Emily Crawford, Scott Davies, Sue Gilbert-Mooers, Holly

Southern, Dianna Goodsell

Others Present: Howard Aller, Nancy Sherman

The meeting was called to order at 4:02p.m. by Betty Halfon, Chair.

I. Administration

A. Approval of the Agenda

Under Section IV, Item A. Impacts of the 2015 Drought on WA Farmers was moved after Item B. Holiday Messaging and Magic in the Market Discussion

The agenda, as amended, was approved by Acclamation

B. Approval of the July 14th, 2015 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

Emily Crawford, Acting Director of Marketing & Communications presented a brief overview on recent Market media relations as well as programming activities in the Market.

Ben Franz-Knight spoke on an exciting grant opportunity for the Market. He noted that the Tacoma Kingdom had retired their bonds earlier than expected with a 20 million surplus in funds redirected to arts, cultural and heritage programs. The organization would help deliver the grants to qualified applicants such as non-profit organizations, public agencies and stewards of landmark properties. He provided a brief summary of the

grant program details. The Cultural Facilities Funding grant could be used for capital projects, including the purchase, construction and/or remodeling, that can utilize awarded funds within 36 months of the final funding approval. Award amounts would range from \$10,000 to over \$2,000,000 with roughly 40% of the projects applying receiving some funding. Ben noted that we would leverage existing dollars from the MarketFront project to qualify for the grant. We would seek a grant under the category of Projects with budgets over \$10 Million, awarding up to 5% of total project budget. He had asked the Committee if they would be interested in pursuing this grant opportunity to benefit the Arts & Crafts community in the Market.

Ann Magnano asked about qualifying factors in terms of what types of projects that can be funded with the grant opportunity. She included the idea of extending the Pike Place Market Atrium Kitchen to the MarketFront site to serve as a culinary arts components that could be funded with the grant.

Ann Magnano and David Ghoddousi noted that they would like to further participate with the discussion on the art grant opportunity.

Ben Franz-Knight and David Dickinson spoke of the grant application process including the final deadline to submit our application. The next steps would be to meet with interested community members of the Market and staff to brainstorm ideas with what the grant could be used for. Ben and David would return to the September Market Programs Committee with the final application to review, lastly submitting the application the next day to 4Culture.

IV. Presentation and Discussion Items

A. Holiday Messaging and Magic in the Market Discussion Emily Crawford discussed the Holiday Messaging campaign with the Committee. A summary of the Holiday Messaging discussion was as follows:

Expect the Unexpected 2015 Holiday Campaign Working Idea: Save the Cookie Cutter for Cookies! Unexpected, beautiful, unique, whimsical items from PPM

Messaging direction includes the following:

Specialty Foods

Pike Place Market is where Seattle comes "home" for the holidays. From fresh baked pastries, decadent desserts and pies to locally sourced seafood and hand-cut meats, the Market has everything you need for your holiday celebrations/entertaining.

Gifts

At Pike Place Market, we believe in saving the cookie cutter ... for the cookies! Find original artwork, handmade crafts and gifts from independent shops that will delight and surprise your loved ones this holiday season. Expect the unexpected and discover the holidays at Pike Place Market.

Event Related Holiday Activities

- Santa on the street at MITM / Cookie Decorating / Lighting ceremony
- Roving Ukulele band / small choirs
- Santa possibly in the L.L. or the Atrium Kitchen on Dec. Saturdays
- Welcoming other jazz bands/choirs to perform with Figgy Carolers from 1-4:30 p.m. at MITM
- Bringing in a bell choir into the Atrium
- Holiday decorating contest kicks off MITM
- Representing other faiths/backgrounds in celebrations

Patrice Barrentine mentioned the idea of jazz bands in the Atrium, including rotating sets of bands.

Ann Magnano mentioned the idea of the inviting the Seattle men's chorus to perform in at the Market.

Betty Halfon mentioned in having the Figgy Pudding choir perform in other locations in the Market than their usual. She also mentioned that in the past though the Merchants Association, there were signs in various languages that said happy holidays.

Ann Magnano mentioned the idea of activating the patio at Roberto's to help draw people to his business.

B. Impacts of the 2015 Drought on WA Farmers

Leigh Newman-Bell, Farm Development Coordinator presented on the Impacts of the 2015 Drought on Washington State Framers. A copy of the presentation was included with the PDA Council records. Leigh reviewed a map of the United States signifying the severity of the drought impact across the country; many of the Western states including Washington State indicated extreme drought. She provided a snapshot of the farmers at the Market and their accessibility to water; currently nine of the farmers west of the Cascades had no access to water. Some effects noted from the drought for farmers with access to water included; the lack of efficiency for irrigation, limited access, sharing wells, crop loss, lower yields and increased pests. Draught effects noted for farmers without access to water included: extreme difficulty in growing vegetables, potential loss of expensive bulbs, crop loss and stunted growth, newly planted seeds not germinating, shortened season, dropping market days, but not markets and increased pests. Leigh discussed potential short term and long term opportunities in aiding the farmers at the Market including delivery of water, relief funding, investment in irrigation efficiencies, educational workshops, strategic partnerships, more stable, long-term leases with water rights and crop insurance. Follow up included continuing gathering information from the farmers, King County Grant proposal, explore financial options for infrastructure improvements, scheduling of soil building workshops in the fall and potential Climate change summit with regional farmers and affiliated organizations.

There was a discussion that followed the presentation.

David Ghoddousi mentioned the idea of including a chart that could list the impacts and needs for Farmers on some type of rating system.

Leigh Newman-Bell talked about a grant opportunity for farmers who have been affected by the 2015 drought.

Ann Magnano noted that since many of farmers lease their farm from landowners, it would be good to talk to the land owners about possible motivation to improve their land for future renters.

There was some discussion regarding the idea of providing water to the farmers.

Leigh Newman-Bell noted a challenge with utilizing water trucks including the lack of equipment required by the farmer in the delivery of the water; many of the farmers do not have a large enough storage tank to be able to accept the delivery of water.

Ann Magnano cautioned the delivery of water to underground wells due to the nature of the water reabsorbing back into the ground.

Patrice Barrentine mentioned about asking for 10-20k in grants and also testing out irrigation systems for the farmers before having to invest in the system.

V. Action Items

A. **Action Item:** Proposed Resolution **15-53:** Authorization for Contract Authority - DEI Creative, Inc. for PDA Website Move to New Platform

Emily Crawford introduced the resolution which states that the Pike Place Market website is the single most viewed PDA sponsored resource used by future and current visitors to plan visits to and learn about the history, charter, vendors and current events at the Market through multiple rich content pages, special highlights on the homepage, an up-to-date vendor directory and event calendar; and,

Whereas, in December, 2009 the PDA issued a Request for Proposal from qualified agencies and individuals to provide consultation/web design services in relation to Pike Place Market's website; and,

Whereas, after receiving nine proposals and interviewing four finalists, the PDA had selected DEI Creative, Inc. to act as the Market's web design firm with the adoption of Resolution 10-13; and,

Whereas, in 2013, the Market's website design was updated to improve user experience, better position the Market businesses and streamline navigation including highlighting most visited content pages, including farmers markets, crafts, specialty foods, shops, restaurants, and directions and parking, creating a blog feed to the homepage, a calendar

list view with specific event detail pages, and special feature callouts on the home page and interior pages to highlight specific vendors and areas of the Market; and,

Whereas, the PPMPDA has determined that a migration of the website to a new server and open-source content management system (CMS) framework from its current, custom built framework will decrease downtime on the site, reduce maintenance costs, and position the website to better thrive in the future as the current server and CMS framework has begun to deprecate and be unsupported; and,

Whereas, the PPM PDA has sought a proposal from our current web design firm DEI, Creative, Inc. to research and select a new server, move the HTML coding for each unique website layout, setup SEO (search engine optimization) for website content, move all content, including text, images and vendor directory, conduct extensive testing on multiple browsers and launch the site on the new platform; and,

Now, therefore be it resolved that the PPMPDA Council authorizes the PPMPDA Executive Director or his designee to amend its contract with DEI Creative, Inc. an amount not to exceed \$20,000 for the "migration of the current www.pikeplacemarket.org website and all content from its current custom built platform to a flexible, fully supported and secure framework.

The funds for this project will be drawn from the Account: Website Development 487065-00.

Gloria Skouge moved, Ann Magnano seconded

There was a brief discussion that followed.

Ann Magnano inquired about the contract details with DEI Creative and the PDA including the potential lifespan of the proposed work being sought. She had asked about the upgrades to the website from five years ago, and if, in another five years, we would have to conduct an upgrade again.

For: Betty Halfon, Patrice Barrentine, Gloria Skouge, Ann Magnano, David Ghoddousi

Against: 0 Abstained: 0

Resolution **15-53:** Authorization for Contract Authority - DEI Creative, Inc. for PDA Website Move to New Platform was passed unanimously by the Committee by a vote 5-0-0.

VI. Resolutions to be added to Consent Agenda

Resolution **15-53:** Authorization for Contract Authority - DEI Creative, Inc. for PDA Website Move to New Platform was added to the Consent Agenda.

VII. Concerns of Committee Members

None

VIII. Public Comment

Howard Aller commented on being careful with the aiding the Farmers, specifically the idea of transportation and providing water to their farms by water trucks. He had expressed his concerns in regards boundaries with the PDA and their role with supporting the farmers.

Ann Magnano replied to Howard's comments, clarifying what had been discussed during the meeting including the actual actions being proposed to help our Farmers.

Ann Magnano asked about what had happened to the historic Cherry Tree at the Inn in the Market.

Ben Franz-Knight noted that the tree had unfortunately died and had to be removed due to safety concerns.

Ann Magnano noted her concerns of the removal of the Cherry Tree at the Inn at the Market. She stated that the tree was historic and was very important to many people. She had thought that could have been other options explored rather than cutting down the tree.

IX. Adjournment

The meeting was adjourned at 5:23 pm by Betty Halfon, Chair

Meeting minutes submitted by: Dianna Goodsell, Executive Administrator