



Market Programs Committee Draft Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)
Tuesday, August 8th, 2015
4:00 p.m. to 6:00 p.m.
The Classroom

Committee Members Present: Betty Halfon, Patrice Barrentine, Gloria Skouge, David Ghoddousi

Other Council Members Present: Patrick Kerr

Staff Present: Ben Franz-Knight, David Dickinson, Scott Davies, James Cornell, Dianna Goodsell

Others Present: Howard Aller, David Kenagy, Miranda Marks, Sharon Shaw

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

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the August 11th, 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
Ben Franz-Knight briefly discussed the recent media relations and programming activities for the Market in place of the Marketing Director's absence.

IV. Presentation and Discussion Items

- A. Review of Magic in the Market and Saturday Holiday Activities
Betty Halon, Chair of the Committee reviewed the holiday preparations in the Market including Magic in the Market and Saturday festivities. She briefly reviewed an outline of the activities scheduled around the holiday season. A summary of the holiday activity schedule was as follows:

Magic in the Market Holiday Activities on Saturday, November 28
("Small Business Saturday")

- Free cookie decorating for kids/families in Atrium Kitchen

- Figgy Pudding caroling teams at busker spot under clock and sign
- STRUM ukulele acoustic band in Atrium
- Santa and elf on cobblestones
- Market Spice, Indi chocolate and other commercial tenants TBD with booths on street
- Farm table or two on street, TBD
- Market Carrot and Strawberry roaming Market together, passing out pins made by craftsperson Graig Anderson, stickers for kids and handout with Magic in the Market activities
- Tree lighting ceremony with Santa at 5 pm

Saturdays in December Holiday Activities

- Free holiday themed cooking demos in Atrium Kitchen with 4 different chefs
- High school Jazz band quartets in Atrium
- Possibility of Sasquatch photo booth Atrium
- 2-4 p.m., Sasquatch makes rounds in the Market, passing out pins made by craftsperson Graig Anderson, stickers for kids, taking pictures/selfies! with visitors
- Sasquatch hopefully inhabited by an Unexpected Productions improvisation artist
- Marketing to create holiday gift guide featuring gift/specialty foods – available at Info booth, distributed electronically and available on website

Getting the word out:

- Activities/events will be promoted through traditional media via Richmond PR
- Social media platforms
- Homepage of Pike Place Market.org will feature all activities
- General Advertising campaign will also direct people to homepage where they will see activities
- Posters and postcards will be made available to PDA tenants to post/distribute in store

B. Behind the Table Community Event Update

Miranda Marks and Sharon Shaw provided an update on the Behind the Table Community Event which is scheduled to take place on Friday, October 23rd, 6:00 p.m. in the Economy event spaces.

Sharon Shaw provided a background of the genesis of the event. She said that there were 32 people who have already accessed the Safety Net with \$18k distributed throughout the Market community.

Sharon said that the Behind the Table event is one of the first events that actually involves the entire Market. She added that Folks that access the funds come from all facets of the Market.

C. Building for Culture: Arts Cultural Facilities Grant Application

Ben Franz-Knight presented a review of the Arts Cultural Facilities Grant Application including an opportunity for committee members to ask specific questions surrounding the concept and future of the art program at the Market. The grant request would be roughly \$224,000 which would support the infrastructure for the art concept. The grant application included a glass blowing station concept which artists could demonstrate their craft.

David Dickinson discussed the opportunity of having an artist demonstration station at the Market as well as potential ideas to incorporate into the program.

Sharon Shaw vocalized her ideas in involving the art grant project as a means to help support the Community Safety Net as well.

Patrice Barrentine noted that this is a very nice space to add. She mentioned the idea of having an enclosed studio space to utilize on a rainy day. She was concerned with the weather impacts with the current location of the space though and keeping the art space activated.

David Ghoddousi said his concern with the art concept was with the location and blocking the walkway on the plaza.

V. Action Items

None

VI. Resolutions to be added to Consent Agenda

None

VII. Concerns of Committee Members

Patrice Barrentine asked about the status of the recent Marketing Specialist position posted at the Pike Place Market PDA.

David Ghoddousi asked about the current PDA Marketing Director functions and keeping it aligned with the Daystall and farm oversight.

VIII. Public Comment

None

IX. Adjournment

The meeting was adjourned at 4:44 pm by Betty Halfon, Chair

Meeting minutes submitted by:
Dianna Goodsell, Executive Administrator