



Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)

Tuesday, December 1, 2015

4:00 p.m. to 6:00 p.m.

The Classroom

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

Other Council Members Present:

Staff Present: Ben Franz-Knight, Emily Crawford, David Dickinson, Scott Davies, Sue Gilbert-Mooers, Justin Huguet, James Cornell, Dianna Goodsell

Others Present: Howard Aller, Joan Paulson

The meeting was called to order at 4:05p.m. by Betty Halfon, Chair

I. Administration

A. Approval of the Agenda

The agenda was approved by Acclamation

B. Approval of the November 3rd, 2015 Meeting Minutes.

The minutes were approved by acclamation.

II. Announcements and Community Comments

Joan Paulson referenced the latest Seattle Met magazine noting an article of 49 things to do in Seattle, which the Pike Place Market was not listed as part of that program. She suggested an idea with creating a program such as 50 reasons to come to the Market in the winter. She noted that this program idea could help activate those slower months from January through May; she further added that you can emphasize the businesses, activities or specific events in the Market with this opportunity. She secondly noted that that if we can plan the schedule ahead of time for the upcoming year, this information can be included as part of the calendars available for sale at the Market, which could also be free advertising for the Market.

III. Programs and Marketing Director's Report

Ben Franz-Knight had David Dickinson briefly provide a background on the Craft Application and Screening process, which was a subject at the recent November PDA Council Meeting.

Colleen Bowman noted it would be helpful to distribute the handouts seen today to PDA Councilmember Jim Savitt, who had originally inquired about the arts and crafts screening and selection process.

Patrice Barrentine briefly spoke on what Jim Savitt was inquiring about at the November PDA Council meeting. She was curious on a scoring process and if could be a useful tool for staff.

David Dickinson said that with many neighboring craft markets, artists are screened separately during individual shows. He noted that the Market artists are screened only once for their career which can be dissimilar than with external screening processes.

A. **Programs & Promotions Update**

Emily Crawford presented an update on the current programs and promotions for the Pike Place Market PDA. She reported that we are celebrating all things holiday related in the Market, including Magic in the Market. She noted that the recent Magic in the Market event was fantastic, recognizing the great work from her Marketing team. She noted that there were thousands of people who had signed up in anticipation of Magic in the Market which could have been a halo effect from the recent Gum Wall PR efforts. She briefly discussed the newly created Holiday Food Gift Guide for the Pike Place Market which was distributed to the public along with free one hour parking validations this last weekend. She lastly distributed a few Market related articles to the Committee.

Ben Franz-Knight noted that it was a record crowd during Magic in the Market. He added that if we anticipate this level of activity for next year, we will have to hire off duty officers to assist with safety.

David Ghoddousi noted that this year's Magic in the Market was a great event with a large turnout. He separately noted that the newly created residential housing pamphlet was a fantastic idea.

Ben Franz-Knight acknowledged David Ott and the facility crew who coordinated the holiday lighting the Market. He noted that the lighting makes the Market really pop in the holidays.

Colleen Bowman inquired regarding the Residential Housing pamphlet and the availability of receiving copies of them.

IV. Presentation and Discussion Items

A Strategic Ideas Discussion for 2016

Emily Crawford opened the discussion regarding Strategic Ideas for 2016. She spoke about efforts and opportunities with the MarketFront programming for 2016 including exploration of a night market concept and further promotion efforts for food and farm.

There was a discussion that followed by the Committee.

V. Action Items

None

VI. Resolutions to be added to Consent Agenda

None

VII. Concerns of Committee Members

None

VIII. Public Comment

Joan Paulson commented on reaching the locals noting that messaging can include “Come back to the Market in the winter during the slow season”.

IX. Adjournment

The meeting was adjourned at 5:18 pm by Betty Halfon, Chair

Meeting minutes submitted by:

Dianna Goodsell, Executive Administrator