



Market Programs Committee Meeting Agenda

Date: Tuesday, October 4, 2016

Time: 4:00 p.m. – 6:00 p.m.

Location: The Classroom

Committee Members: Betty Halfon (Chair), Patrice Barrentine (Vice-Chair), Gloria Skouge, Ann Magnano, David Ghoddousi and Colleen Bowman

4:00pm	I. Administrative	Chair
	A. Approval of Agenda	
	B. Approval of the Market Programs Committee Meeting Minutes for September 13, 2016	
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4:05pm	II. Announcements and/or Community Comments	Chair
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4:10pm	III. Programs and Marketing Director's Report	
	A. Programs & Promotions Update	Emily Crawford
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4:30pm	IV. Reports and Discussion Items	
	A. Farmers Markets Report	Zack Cook, Leigh Newman-Bell, Alisha Kissell
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5:30pm	V. Action Item(s)	
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5:35pm	VI. Resolutions to be Added to Consent Agenda	Chair
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5:40pm	VII. Public Comment	Chair
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5:50pm	VIII. Concerns of Committee Members	
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6:00pm	IX. Adjournment	Chair



Market Programs Committee DRAFT Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)
Tuesday, September 13, 2016
4:00 p.m. to 6:00 p.m.
The Classroom

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

Other Council Members Present:

Staff Present: Emily Crawford, John Turnbull, David Dickinson, Scott Davies, Zack Cook, Justin Huguet, Dianna Goodsell

Others Present: Howard Aller, Chris Scott

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

I. Administration

- A. Approval of the Agenda
The agenda was approved by acclamation.
- B. Approval of the July 12, 2016 Market Programs Committee Meeting Minutes
The minutes were approved by acclamation.

II. Announcements and Community Comments

Betty Halfon reminded the Committee and Public on appropriate decorum of the PDA Council & Committee meetings.

Howard Aller noted that there was a Farm Program Update planned for this evening's meeting. He was hoping that our Farm Program Manager would be addressing his concerns related to the poor showings of farmers at the Pike Place Market compared to other Neighborhood Farmers Markets. He was also hoping that the issue of why we have seem to disassociate ourselves from the other Farmers Markets would be addressed.

III. Programs and Marketing Director's Report

- A. Programs & Promotions Update
Emily Crawford, Director of Communications presented a summary of recent marketing activities. Emily reported that next week we would be welcoming 60 attendees from the Association of Food Journalists, chaired by Seattle Writer, Nancy Leson. Justin Huguet, Scott Davies and Sue Gilbert-Mooers would be coordinating this conference in place of her absence. She reported that Ben would be providing a presentation for the group, including a tour of the four artisanal vendors for the MarketFront. She thanked her

Marketing team for their work on this front while she is out of office. She separately reported on the work with the Pike Place Market walking guides.

Ben Franz-Knight briefly reported that we will be conducting routine maintenance of the Gum Wall.

IV. Reports and Discussion Items

A. Farm Update

Ben Franz-Knight briefly noted that there were some really good concerns raised during public comment at the last PDA Council meeting. He noted that on the staff level, we have taken a really deep dive in our farm Program and looking at what are the core efforts we undertake that are putting fresh food in people's hands and generating dollars to our farmers. He noted that we are anticipating this topic would be a large part of the full Council retreat and looks forwards to a robust discussion on this front.

Zack Cook provided a brief update for the Farm Program with the Committee. A summary of his update included the following information:

Farmer Express Market:

Pike Place Evening Farmers Market

June - September

Wednesdays 5-8 p.m.

City Hall Plaza Market

May 31- October 11

Tuesdays, 10 a.m.-2 p.m.

South Lake Union Market

June 2 – October 13

Thursdays, 10 a.m.-2 p.m.

First Hill Market

June 3 – October 14

Fridays, 10 a.m.-2 p.m.

Zack reported that we currently have 95 Farmers permitted.

CSA Program:

Total bags for 2016 year – 1567

Farm Visits – 28 and counting

There was brief discussion that followed by the Committee.

Patrice Barrentine asked if she could see the sales of each of the categories of products sold at each of the Express Markets. She was curious to investigate opportunities related to sales for the Express Markets.

Betty Halfon noted that she would like to see information on the cost effectiveness for the evening farmers market.

Patrice Barrentine also inquired for information regarding the cost breakdown per Market so we know how to compare the success of each markets.

David Ghoddousi inquired about the percentage of value added vendors at the Express Markets. Zack Cook noted that we are required to stay within specific guidelines with the percentage of allowed value-added products.

Zack Cook reported that we received a block grant for \$52,000 to assist with our CSA Program. He separately noted that our Farm Development Coordinator, Leigh Newman-Bell has been working with our farmers, including soil testing for crop failure as well as grant assistance for drip lines. He added that Leigh is working with the evening market Farmers, especially assisting with their product displays. He reported on the number of farm visits this year made by Leigh, which was at 28 as of present. He noted that prior to hiring the Farm Development coordinator, we had only conducted a small number of tours compared to presently.

B. Digital Roundup and Farm Map

Justine Hugué, Digital Marketing Program Manager and Scott Davies, Education and Outreach Programs Manager provided a review on the Digital updates and new Interactive Farm Map.

Justin Hugué distributed a snapshot of the homepage under Pike Place Market News and Market Events.

There was a brief discussion that followed.

David Ghoddousi inquired about the lifespan for the Market website homepage. He was specifically inquiring about the seasonal updates featuring some of our vendors and rotating other Market merchants on the homepage.

Emily Crawford noted that we could send out a notice to the merchants if they would like to submit information to our website, especially since there are many newer merchants at the Market.

Scott Davies provided a brief tutorial on the interactive farm map with the Committee which included highlights for twelve of the Market Farmers. He noted that each of the 12 icons for the farmers included with the interactive map were unique. He lastly reported that this new interactive Farm Map would be included under the Farm page on the Market website as well as the Educational page.

Patrice Barrentine noted that she could provide Scott with an update on current information regarding King County with the Education Program Lessons.

C. Holiday Preview and MarketFront/110 Update

Emily Crawford provided an update on the Holiday and MarketFront promotional planning. She reported that next year we would celebrate the MarketFront opening as well as the 110th Market anniversary. She noted that she does not currently have a budget for these two and is working on how we inform the public. She reported that we would be planning to refresh the holiday campaign this year, in which we received great feedback from last year. This campaign refresh would of course include new photos and headlines as well as new creative design. She noted an interesting challenge regarding the photo shoot schedule with the campaign refresh. She had stated that when we actually schedule the photo shoot, the holiday produce would not be in yet. She noted that the photo shoot was scheduled for the second week of October. She separately provided an update regarding the media plan and distributed a draft chart on how the marketing dollars were designated for the revised winter media plan. She noted two distinct differences from last year's media plan noting that the two billboards from last year were no longer part of this year's plan. She added that NPR was included this year which is usually more expensive than regular talk radio.

Betty Halfon commended Emily and her Team for their hard work.

V. Action Items

None

VI. Resolutions to be added to Consent Agenda

None

VII. Public Comment

VIII. Concerns of Committee Members

Patrice Barrentine commented on her recent visit with EcoTrust from Portland.

IX. Adjournment

The meeting was adjourned at 5:10p.m. by Betty Halfon, Chair

Meeting minutes submitted by:
Dianna Goodsell, Executive Administrator