



# Market Programs Committee Meeting Agenda

**Date:** Tuesday, November 1, 2016

**Time:** 4:00 p.m. – 5:00 p.m.

**Location:** The Classroom

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

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<b>4:00pm</b>	<b>I. Administrative</b>	<b>Chair</b>
	A. Approval of Agenda	
	B. Approval of the Market Programs Committee Meeting Minutes for October 4, 2016	
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<b>4:05pm</b>	<b>II. Announcements and/or Community Comments</b>	<b>Chair</b>
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<b>4:10pm</b>	<b>III. Programs and Marketing Director's Report</b>	
	A. Programs & Promotions Update	<b>Emily Crawford</b>
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<b>4:15pm</b>	<b>IV. Reports and Discussion Items</b>	
	A. New Craft Recruits	<b>David Dickinson</b>
	B. Holiday Advertising Campaign	<b>Emily Crawford</b>
	C. Strategic Marketing Goals	<b>Emily Crawford</b>
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<b>4:40pm</b>	<b>V. Action Item(s)</b>	
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<b>4:40pm</b>	<b>VI. Resolutions to be Added to Consent Agenda</b>	<b>Chair</b>
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<b>4:40pm</b>	<b>VII. Public Comment</b>	<b>Chair</b>
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<b>4:50pm</b>	<b>VIII. Concerns of Committee Members</b>	
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<b>5:00pm</b>	<b>IX. Adjournment</b>	<b>Chair</b>

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# Market Programs Committee Meeting Minutes

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

**Tuesday, October 4, 2016**

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

**The Classroom**

**Committee Members Present:** Patrice Barrentine, Gloria Skouge, David Ghoddousi

**Other Council Members Present:**

**Staff Present:** Ben Franz-Knight, Emily Crawford, John Turnbull, David Dickinson, Scott Davies, Zack Cook, Leigh Newman-Bell, Alisha Kissell, Justin Huguet

**Others Present:** Howard Aller, Chris Scott

The meeting was called to order at 4:06p.m. by Patrice Barrentine, Vice-Chair.

## **I. Administration**

### **A. Approval of the Agenda**

The agenda was approved by acclamation.

### **B. Approval of the September 13, 2016 Market Programs Committee Meeting Minutes**

The minutes were approved by acclamation.

## **II. Announcements and Community Comments**

Sharon Shaw provided an introduction to the upcoming and third annual, Pike Place Market Producers “Behind the Table” event. She noted that this event was a live and silent auction which would take place in the Economy Atrium Suite. She noted that the event was also the main contribution to the Community Safety Net Fund which helps supports the Market merchants. She was looking towards programs in exploring the possibilities in helping sustain and fund the Community Safety Net. She lastly reported that the event would be held on October 21<sup>st</sup> with tickets available for \$30.

## **III. Programs and Marketing Director’s Report**

### **A. Programs & Promotions Update**

Emily Crawford, Director of Marketing & Communications had her team assist with an update on the current programs and promotions for the Pike Place Market PDA since she had been out of office for the last few weeks. She briefly read a thank you letter by Seattle Food writer, Nancy Leson regarding the recent Association of Food Journalist Conference.

Justin Huguet provided a brief update on the Association of Food Journalists Conference held at the Pike Place Market on September 21<sup>st</sup>. He had presented a few photos along with a brief summary of the event. He noted that there was a sampling from seven of the Market vendors along with a presentation from Ben Franz-Knight on the past, present and future of the Market with the group. The day concluded with tours by ChefSteps and the future artisanal vendors from the MarketFront.

Emily Crawford reported that last year she, Ben Franz-Knight and David Ghoddousi traveled to Washington DC for the Smithsonian American History Museum's Food History Weekend. She noted as part of an association with the Smithsonian was the opportunity to connect with their educational arm. She reported that Scott Davies traveled to Spokane to join the Smithsonian for a weekend conference.

Scott Davies reported on the conference hosted by the Smithsonian. He noted that a goal of this workshop was to make history come alive. He added that they had wonderful online resources in which could benefit the Market's educational program.

Emily Crawford lastly reported on the upcoming holiday promotions and noted that there would be a detailed update regarding the media plan.

#### **IV. Reports and Discussion Items**

##### **A. 2016 Farm Program Review**

Zack Cook, Farm Program Manager, Leigh Newman-Bell, Farm Development Coordinator and Alisha Kissell, Farm Program Coordinator presented a review of the 2016 Farm program; a copy of the presentation was included as part of the PDA Council records. The presentation included an overview of the Farm Program year to date including a breakdown on the performance of each of the farmers markets. There was also an update regarding the Farm Development Program, CSA program and Food Access Program. A summary of the presentation was included below.

##### **Farmers Market Performance**

- The Pike Place Market currently has 96 vendors – 76 farmers and 20 artisan food producers
- Attendance for PPM was down 5.1%. Revenue from rents was up 1.1%. Last year attendance was at a 10 year high with 2016 in line with historic average
- Farmers Markets were trending up nicely with growth seen in 2016. Total sales of \$818,000 YTD, up 28% over 2015
- A total of 47 vendors participated in the farmer's market program
- Average Sales per vendor: \$500 or more is our minimum target. We would like to be consistently above it at all market locations

## Farm Development Program: Education and Training

- Bulk of educational programming happens in the Fall/Winter
  - Pest Identification and Management with WSU – October
  - Crop Rotation for Soil Health – November
  - Small Scale Wholesale with NABC – December
- Technical Assistance - bulk of work being done in the summer
  - Soil testing with Laura Cha
  - Weed management plan with Laura Cha
  - Water mineral and bacterial analysis with Xai Cha
- New progress tracking tool for farm development created by Joe
  - Tracks the progress for some of the main categories of farm production such as weed and pest management, soil management, irrigation infrastructure, etc. as well as farm business planning
- University of Chicago internship
  - Amelia Clements, our university of Chicago intern this year was able to complete four interviews with market farmers this summer that included 4 farm visits with a half days work at each to offset the work lost during the interview. This project was related to farmer succession
- Advocacy and Crisis Support
- Safety net requests
- Ag Commission – Regulatory Subcommittee & Fish Farm Flood updates

## CSA Program

- This summer we packed and delivered a total of 2,144 boxes over 15 weeks – 143/week
- We continued our partnership with King County Healthy Incentives and worked with the same 3 sites as last year. We had hoped to increase the number of sites this summer, but that did not pan out for this year.
- We increased the number of boxes that were delivered to Food Access sites - from 735 to 900
- Farm to Go sales totaled \$42,00 for the 15 week program
- A total of \$36,000 was paid to Market farmers, which is about \$3,000 more than 2015

- With increased efficiency in packing methods, delivery and reduced waste, we were able to put more money into farmers pockets
  - Using reusable wax produce boxes helped cut down on packaging costs and allowed us to deliver more efficiently
  - More efficient work flow on packing days
- We ended with a gross profit of over \$5,000 for the year
- 18 Pike Place Market Farmers participated in the CSA program
  - We made a total of 97 individual purchases from these vendors
  - 93 of the purchases were for fresh produce
  - 4 of the purchases were for value added products, such as honey, jam, and seasoning mixes
- We also received a Specialty Crop Block Grant from the WSDA for \$55,000. This grant will allow us to increase our capacity in order to serve more local customers and additional sites.

#### Food Access Program: Shopping Programs

- Farmers Markets - \$8,088
  - \$4,042 in matching dollars paid by freshbucks
- Winter Highstall - \$23,202
  - \$11,601 in matching dollars paid by freshbucks
- Pike Bucks - \$58,000 distributed
  - Summer Farm and Winter Highstall coupons

#### Food Access Program: Farm to Go

- 900 Boxes Distributed in 2016
- 672 reduced price
  - Sliding scale – subsidy paid by Newman’s Own Grant
- 187 EBT Bags
  - Match paid by freshbucks
- Over \$17,000 in subsidies provided to families in need

#### Food Access Program: Atrium Kitchen

- Paid for by Aetna Foundation Grant
- Weekly cooking classes
- Monthly Market Meal

There was brief discussion that followed by the Committee.

David Ghoddousi asked to have see a breakdown of the number of artisanal vendors and their sales compared to the farmers.

Zack Cook noted that the City of Seattle has specific guidelines for the farmers markets. He provided an example of the specific criteria set by the City including 50% of the total sales required to go to the farmers and no more than 25% of the total sales directed to ready to eat foods. He further noted that an artisanal baker would be required to source and purchase their grain locally from Washington State.

Patrice Barrentine inquired regarding the capacity within the Farm Development Program and if there was enough support for the functions within that role.

Ben Franz-Knight noted that as we tackle this issue at the retreat, we are really fine tuning and focusing on our current successful programs adding that there was a stark contrast on where we were five to six years ago. He noted that we previously had a program that was in some form of crisis and he thinks we are past that now and can focus on successes and continue to grow.

John Turnbull complimented the Farm Program team for their work. He noted that they are attentive to the bottom line and it shows in the performance of the express markets.

Patrice Barrentine noted that it could be helpful in including a more detailed look at the five express markets, especially looking at the intricacies of each of the markets at the upcoming PDA Council Retreat.

**V. Action Items**

None

**VI. Resolutions to be added to Consent Agenda**

None

**VII. Public Comment**

None

**VIII. Concerns of Committee Members**

None

**IX. Adjournment**

The meeting was adjourned at 5:17p.m. by Patrice Barrentine, Vice-Chair

Meeting minutes submitted by:  
Dianna Goodsell, Executive Administrator