



Market Programs Committee Meeting Agenda

Date: Tuesday, February 14, 2017

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 January 10, 2017	
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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. Review of 2017 Strategic Objectives	Emily Crawford
	B. Illumination Recap	Justin Huguet
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4:30pm	IV. Reports and Discussion Items	
	A. Daystall Rules and Review Proposed Rule Changes	David Dickinson
	B. New Express Market location- Denny Regrade	Zack Cook
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5:30pm	V. Action Item(s)	
	A. Proposed Resolution 17-04 : Authorization for Renewal of Non-Exclusive Trademark Licensing Agreement with Pike Place Chowder	Ben Franz-Knight
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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 Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)
Tuesday, January 10th, 2017
4:00 p.m. to 6:00 p.m.
The Classroom

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

Other Council Members Present:

Staff Present: Ben Franz-Knight, Emily Crawford, Scott Davies, Aliya Lewis, Sue Gilbert Mooers, Diana Goodsell

Others Present: Howard Aller, Chris Scott

The meeting was called to order at 4:02 p.m. by Gloria Skouge

I. Administration

A. Approval of the Agenda

There was no quorum to approve the agenda.

B. Approval of the December 6th, 2016 Market Programs Committee Meeting Minutes

There was no quorum to approve the December 6th, 2016 Market Programs meeting minutes.

II. Announcements and Community Comments

None

III. Programs and Marketing Director's Report

A. Programs & Promotions Update

Emily Crawford talked about an upcoming event called Illumination running from January 23rd-29th and passed out a poster for the event. Illumination celebrates crafts people, gallery owners, and people who sell art in stores. Letters were sent out to artists in the Market to inform and ask for participation in the event. On January 26th there is a special event during Illumination featuring three speakers in the Atrium Loft.

Crawford noted new pocket guides that Sue Gilbert Mooers and Justin Huguet have been working on.

Sue Gilbert Mooers stated that the new pocket guides is similar to guides that have been done in the past. The first guide features public art, which shows 10 pieces of art selected at Mooers and Huguet's discretion as well as art that has not yet been installed. The guide also provides a link to the Friends of the Market website which archives all the public art in the Market, although not completely up to date.

Mooers noted that the second guide focuses on artists, art shops, and galleries. At all locations a visitor can meet the artist(s) or craftsman, shop for art, or find art in retail shops. She noted that copies of the guides will be provided during Illumination.

Crawford noted that the guides are still in draft form, however they will be available before Illumination and will be placed on the PDA website.

David Ghoddousi asked if several pieces of public art are included in one of the walking guides.

Crawford stated 10 pieces of public art were picked based on what the marketing team felt people should see. There are also two pieces of art that have not yet been installed that are featured on the guide.

Crawford also stated there will be a blood drive held at the Market on January 27th hosted by Northwest Bloodworks. She noted that she and Scott Davies met with their newspaper and education partner at the Seattle Times to work on an eight page insert that will be published on April 5 with a March deadline. The theme is Past, Present, and Future and will be in Seattle schools as well as outside the region including the east side of the mountains in some cases.

Scott Davies noted there will be an online component with lesson plans, it is meant to be very usable.

Colleen Bowman spoke on the how well Crawford spoke of the Market at the Cascadia Grain conference over the weekend in Olympia.

Emily Crawford noted several press snapshots included in the meeting packet which was handed out to the council and in packets made available to the public. She spoke on upcoming press events including King 5 and Komo coming to the Market to get an update on MarketFront construction. On February 21st the Market will have a formal press MarketFront preview and work is being done to put together a community celebration in March to celebrate the project.

Crawford also presented a 30 second teaser video that will be put out on social media to promote Illumination.

IV. Reports and Discussion Items

A. Holiday Marketing Metrics Report

Emily Crawford talked through a presentation regarding on the metrics from the holiday marketing campaign.

A summary of the presentation is below:

Media Strategy

- Combination of awareness vehicles and targeted media to provide multiple-touchpoints with our target audience
- Always-on timing for strong presence during the entire holiday season to drive traffic to Pike Place Market

Delivery Recap

- Traffic Radio
 - Total estimated impressions: 2,372,225
 - Total spots: 448
- KNKX-FM (NPR)
 - Total estimated impressions: 1,120,000
 - Total spots: 11 spots (22 spots/week)
- OOH Transit
 - 6,646,000 impressions
 - 48 transit units
- OOH Posters
 - Total estimated impression: 1,583,672
 - 6 locations

Target Performance

- Overall, the Instagram placements performed better than the Facebook placements, generating significantly higher ad recall volumes
- Adults 25+ was the best performing Instagram target with an ad recall of 12,500 and a \$0.12 cost per ad recall
- Similar to the Instagram targets, the Adults 25+ was the best performing Facebook target with an ad recall (people) of 5,740 and a \$0.18 cost per ad recall

Demographic Performance

- The highest amount of clicks came from women 25-34 (26% of reach / 29% of clicks)
- Overall clicks and reach were female-dominated women (57% of reach / 58% of clicks)

David Ghoddousi noted that it would be nice to have a copy of the social media presentation.

Emily Crawford talked briefly about the event Jazz in the Atrium which took place over three Saturdays in December with three different high school jazz combos.

David Ghoddousi asked if a band has been chosen for the opening of the waterfront to which Crawford replied it was still to be decided. Howard Aller suggested a stationary Sousa band.

B. Discussion of MarketFront Advertising Concepts

Emily Crawford talked through a presentation of MarketFront advertising concepts with the intent to receive feedback from the committee. The concepts are called Iconic Neon.

Colleen Bowman liked the idea of the neon signs but expressed concern that there would be too many neon signs.

Crawford stated that one to three signs would be chosen from the 12 designs and that the ads could be used on a variety of platforms such as bus ads, subway ads, etc.

David Ghoddousi suggested talking to the Port of Seattle, the airport to see if they would allow their walls to be used for our advertising.

Emily Crawford went through each concept and the idea/reasoning behind them. She noted that she was looking for specific feedback from the council on if the campaign should focus on public awareness, is it a combination campaign tying in the MarketFront and the Market.

There was a discussion that followed.

Crawford stated that in February she will be able to report on the direction that has been chosen for the signs as well as be able to show mockups of the ads.

V. Action Items

None

VI. Resolutions to be added to Consent Agenda

None

VII. Public Comment

Howard Aller noted that the question he asked during last month's meeting has been unanswered regarding accessibility to the bus for the blood drive.

Emily Crawford stated that Justin Huguet, who was no present, is leading that project and that she will have him get back to Aller.

VIII. Concerns of Committee Members

David Ghoddousi noted that he remembered a committee member asking last month if people would be able to donate blood marrow and if that would be possible during the blood drive.

Emily Crawford stated that she will have Justin Huguet answers blood drive questions when he is back in the office.

IX. Adjournment

The meeting was adjourned at 4:49 p.m. by Gloria Skouge

Meeting minutes submitted by:
Aliya Lewis, Executive Administrator



PROPOSED RESOLUTION 17-04

Authorization for Renewal of Non-Exclusive Trademark Licensing Agreement with Pike Place Chowder February 2017

WHEREAS, the Pike Place Market Preservation and Development Authority (PDA) is the owner of all rights, title, and interest in and to certain trademarks and graphical representations of the Pike Place Market name and trademark; and,

WHEREAS, Pike Place Chowder desires to continue to make use of the Pike Place name (word mark as defined on the PDA trademark license application) in connection with packaged Pike Place Chowder for wholesale distribution for a 5 year term to begin January 1, 2017; and,

WHEREAS, PMPDA and Pike Place Chowder have agreed that in accordance with the terms and conditions of this Agreement, Pike Place Chowder may use the Pike Place Market name in the production and promotion of Pike Place Chowder made and packaged for wholesale distribution; and,

WHEREAS, Pike Place Chowder agrees that it will not during the 5 year term of this Agreement, or thereafter, challenge the title or ownership of the PDA to the name or trademark or challenge the validity of this Agreement; and,

WHEREAS, Pike Place Chowder agrees that it will use the terms and images related to "Pike Place Market" and the licensed name and trademark in a way that will reflect positively on the Pike Place Market. The PDA has the right to approve or disapprove of any potential design or marketing plans involving the marks, likenesses or trademarked name(s) owned by the Pike Place Market PDA in relation to Pike Place Chowder wholesale distribution and all related marketing of such; and,

WHEREAS, Pike Place Chowder agrees to pay the PDA 6% of gross sales on packaged wholesale products sold through other businesses in the Pike Place Market and businesses outside the Market; and,

WHEREAS, Pike Place Chowder agrees to provide quarterly sales reports and royalty payments as well as an annual reporting of production details and distribution outlets.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with Pike Place Chowder for the use of the "Pike Place" name for the wholesale product Pike Place Chowder.

Gloria Skouge, Secretary/Treasurer

Date

Date Approved by Council:

For:

Against:

Abstained: