



# Market Programs Committee Meeting Agenda

**Date:** Tuesday, March 14<sup>th</sup>, 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

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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 February 14 <sup>th</sup> , 2017	
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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>	<b>Emily Crawford</b>
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<b>4:30pm</b>	<b>IV. Reports and Discussion Items</b>	
	A. Daystall Rules and Review Proposed Rule Changes	<b>David Dickinson</b>
	B. Proposed Media Plan MarketFront Campaign	<b>Emily Crawford</b>
	C. Advertising Concepts Update	
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<b>5:40pm</b>	<b>V. Action Item(s)</b>	
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<b>5:55pm</b>	<b>VI. Resolutions to be Added to Consent Agenda</b>	<b>Chair</b>
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<b>5:50pm</b>	<b>VII. Public Comment</b>	<b>Chair</b>
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<b>5:55pm</b>	<b>VIII. Concerns of Committee Members</b>	
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<b>6:00pm</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, February 14<sup>th</sup>, 2017**

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

**The Classroom**

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

**Other Council Members Present:**

**Staff Present:** Ben Franz-Knight, Emily Crawford, Scott Davies, Aliya Lewis, Dianna Goodsell, Zack Cook, David Dickinson, Justin Huguet, James Cornell

**Others Present:** Howard Aller, Chris Scott, Joan Paulson, Larry Mellum

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

## **I. Administration**

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

The agenda was approved by acclamation.

### **B. Approval of the January 10<sup>th</sup>, 2017 Market Programs Committee Meeting Minutes**

The January 10<sup>th</sup>, 2017 Minutes was approved by acclamation.

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

None

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

### **A. Review of 2017 Strategic Objectives**

Emily Crawford noted four media clips included in the packet handed out to the committee and made available to the public. Crawford stated that next Tuesday from 2 – 4 p.m. is a media preview where several media are invited to tour the MarketFront and visit the plaza for the first time. Crawford presented a slideshow on areas of concentration for Marketing in 2017.

A summary of the presentation is included below:

#### *Annual Events and Promotions*

- Celebrating Market Farmers, craftspeople and merchants year-round

#### *MarketFront Advertising, PR and Promotion*

- Create fun, inclusive Market-centric Grand Opening celebration, Thursday, June 29<sup>th</sup>
- PR and media focus to bring in local, regional, national and international media
- Public awareness campaign-umbrella advertising campaign for the MarketFront and 110<sup>th</sup> Anniversary

#### *Grand Opening Event*

- Paid advertising campaign for the MarketFront and 110<sup>th</sup> Anniversary
- Public event on June 29 celebrating with the Mayor, elected officials, etc

#### *110<sup>th</sup> Anniversary*

- Leverage digital media (website, mobile, social media) to extend paid media and provide opportunities for community engagement
- Create interest throughout the year with storytelling projects like Newspaper in Education insert and the Digital Book Project
- Create celebratory, multi-day event in August with key partners like Market Foundation and MOHAI

#### *Farm Program Support*

- Advertising/PR push to build further support for the Evening Market
- Provide support for Farm to Go program extension
- Revamp signage materials, marketing collateral at all express markets

#### *Support Plaza/Canopy Promotion*

- Work with PDA staff to develop programs for Plaza as needed
- Provide promotion support to events on Plaza and Canopy
- Explore opportunities available for partnerships

Emily Crawford noted that the slide pertaining to the Farm Program is new to the presentation.

David Ghoddousi asked for the Evening Market be considered being moved to the MarketFront plaza once it opens as a way to introduce more people to the plaza.

Crawford stated that John Turnbull, the Farm department and Ben Franz-Knight are working on identifying opportunities to activate the plaza and how they could work with the Evening Market.

Ghoddousi stated that there would be no need for tent set up if the Evening Market was on the plaza.

Ann Magnano asked what type of advertising will be done for the Evening Market this year.

Crawford stated that this year heavier advertising will be done on the radio in a few different locations than last year. She noted that because spring is a popular time for

farmer's markets in general, some advertising dollars will be saved until August or September to remind people to continue visiting the markets. They will continue to do PR, outreach, as well as visit concierges and residential managers in a six to ten block radius.

Ben Franz-Knight talked about how neighborhood outreach is a critical part to success of the Evening Market. According to some feedback from neighborhood residents, they enjoyed having an alternative activity do other than going to a bar or restaurant.

Ann Magnano noted several areas of improvement for both the PDA and the farmers/added value vendors.

Zack Cook talked about the farmer recruitment process and how the strategy behind recruitment relates to sales.

Ann Magnano stated that she thinks it's important to keep the Evening Market out on the street.

Colleen Bowman noted that that it would be nice if there was enough selection of produce/products at the Evening Market to create a full meal. Bowman added that the MarketFront plaza could be a good place for family friendly alternatives, a place to go after shopping at the farmers market.

Betty Halfon suggested having recipe cards available or encouraging vendors to consider different ways to increase their sales.

David Ghoddousi stated his appreciation for the Farm team and their ability to manage multiple markets.

Patrice Barrentine noted that it typically takes about 3 years for a farmers market to be established almost like a small business.

Gloria Skouge noted her frustration of not having anywhere to eat the food that was purchased at the market.

Ann Magnano noted that no businesses should be forced to remain open during the Evening Market. If a business wants to stay open that is fine but it should not be mandatory.

Emily Crawford presented three prospective advertising options for the opening of the MarketFront, discussing different color/picture options as well as how they would be shown in different advertising mediums. Crawford noted that of all the feedback she received, option 1 stands out as the strongest.

Ann Magnano stated that she would like to see the advertisements be used to cover the gum wall.

David Ghoddousi noted that he liked option 1 and how it clearly says “Pike Place Market” and asked if there was a way to integrate the clock into the design.

Patrice Barrentine stated that option 1 has a lot of fish in it suggesting that a beer can or biscuit replace some of them. Barrentine noted that having “MarketFront.org” doesn’t hold any name value to the public. She also noted the “Pike Place Market” is a little lost in the design.

Colleen Bowman noted her approval of options 1 and 2 but does not like the color choice of yellow design in option 2 being used on a bus.

There was a discussion about suggested design changes that followed.

## B. Illumination Recap

Justin Huguet gave a presentation recapping the Illumination event that ran January 23-29, 2017.

A summary of the presentation is included below:

### *Artist Portrait Videos*

- Seven artists featured in 30-second video profiles – three craftspeople and four merchants
- New video posted daily on Facebook, Instagram, Twitter, Vimeo and PikePlaceMarket.org

### *Two Downloadable Walking Guides*

- Working Artists, Studios & Galleries: featured 12 merchants and entire crafts market
- Public Art in the Market: featured 12 public art works and 2 forthcoming installations by John Fleming and Clare Dohna

### *Art & Conversation Event*

- Hosted by Nancy Guppy (Art Zone) and featured talks by future MarketFront public artists Clare Dohna and John Fleming, and Susan Lane of Friends of the Market and formerly of MHC
- Art demo by Billie Torbenson of Art Stall Gallery
- Around 80 attendees

### *Social Media Results*

- In just one week, videos featuring Market artists were shared 700 times and reached 357,382 people on Facebook and Instagram
- The #IlluminatePikePlace hashtag has 75 entries on Instagram, which has created a gallery of images from Pike Place Market artists

*P.R. & Media Mentions*

- Seattle Refined
- New Day Northwest
- Seattle Times (print)
- Seattle Times (online)
- BVT News
- KOMO News
- Resulting in potential viewership of 17,303,512

**IV. Reports and Discussion Items**

**A. Daystall Rules and Review Proposed Rule Changes**

David Dickinson gave the committee an overview of the Daystall Rules and Review Changes that have started. Dickinson handed out the 2017 Annual Daystall Rules Review: Rule Change Proposal Packet to the committee, a copy of which was given to the executive administrator. He noted several general clusters of suggestions that were found in this year's packet.

Ann Magnano stated that over the past couple of years she has noticed the same people writing the same proposals.

Ben Franz-Knight noted that the proposed rule change process is open to everyone and they are able to submit the same proposals every year.

**B. New Express Market Location – Denny Regrade**

Zack Cook gave a presentation on the 2017 Farm Program.

A summary of the presentation is included below:

*February Highlights*

- WSFMA Conference
- Bonus Card Program
- Small Business Resource Fair

*Farmers Market Locations*

- 2017
  - City Hall FM
  - Close – Microsoft Commons FM
  - NEW – Denny Regrade FM
  - Evening Farmers Market
  - South Lake Union FM
  - 1<sup>st</sup> Hill FM

*Changes for 2017*

- Evening Market
  - Hours: 3pm – 7 or 8pm

- Street closed 2pm – 9pm
- CSA pickup at Info Booth
- Live music
- All Market Location
  - Produce tasting at info booth
  - WIC/Senior FMNP Matching Program
  - Customer Counts

#### *Denny Regrade Farmers Market*

- Recommendations:
  - Length: 16 weeks (June – Sept)
  - Start with 16-18 vendors
  - Invite MS Commons vendors to attend
- Partner Support
  - Management fee from Amazon
  - Access to required facilities
  - Ad and Marketing support
- Years in operation: NEW
- Day of the week: Tuesday
- Hours: 10am – 2pm
- Start mid-June
- Demographic
  - Similar to existing SLU location
  - High income millennials
  - Overall high density of office workers within a 3 block radius

#### *Farm to Go Program*

- 2017 Goals
  - 3,750 boxes distributed (250/week)
  - Increase the number of participating farms
  - Increase customer base
  - \$75,000 in total sales
  - Supported by SCBG

Zack Cook discussed a small business/resource fair that he and Leigh Newman-Bell set up for market managers and farmers in King County. Cook noted plans for fairs next year. The goal is to help connect farmers and market managers to resources in King County.

There was a discussion about the Washington State Farmers Market Association (WSFMA) conference and the cost of attendance.

Cook talked about changes being made to the weekday Pike Place Market Express Markets around downtown, highlighting the closure of the Microsoft Commons Express Market and the opening of the Denny Regrade Express Market this summer. He went on to talk about time changes to the Evening Farmers Market that is more accommodating

for the farmers. Cook noted that after talking to Lillian Sherman from the Pike Place Market Foundation, that this years' money from the Newman's Own Foundation Grant will enable all Express Markets to do a WIC/Senior check match. The Express Markets will be the only farmers markets in Seattle with that program.

There was a conversation about the Denny Regrade Express Market and street closure for the Evening Farmers Market that followed.

Ben Franz-Knight noted that the resolution regarding the Express Markets should be reviewed to see if a new resolution should be made in relation to the Denny Regrade market.

Patrice Barrentine suggested reaching out to Tom Douglas who has a restaurant close to one of the Express Markets.

Zack Cook stated that a workshop is planned for the next couple of weeks where seeds will be given to some small Hmong farmers to try and expand their range of produce. Once given the seeds, Cook noted that a certain amount of produce will be bought from participating farmers for the Consumer Supported Agriculture (CSA) program.

There was a discussion about the CSA program that followed.

**V. Action Items**

Proposed Resolution **17-04**: Authorization for Renewal of Non-Exclusive Trademark Licensing Agreement with Pike Place Chowder

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

Proposed Resolution **17-04**: Authorization for Renewal of Non-Exclusive Trademark Licensing Agreement with Pike Place Chowder

Ben Franz-Knight presented Proposed Resolution 17-04 which states:

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, PPMPDA 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 the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with Pike Place Chowder for the use of “Pike Place” name for the wholesale product Pike Place Chowder.

Ann Magnano moved the proposed resolution, Colleen Bowman seconded the motion.

For: Patrice Barrentine, Gloria Skouge, Ann Magnano, David Ghoddousi, Colleen Bowman

Abstained: Betty Halfon

Against: 0

#### **VII. Public Comment**

Howard Aller commented on the MarketFront advertisements noting that the typeface on option 3 is immediately recognizable as Pike Place Market typeface, however, he did not like the phrase “More Market”. Aller noted that “Pike Place Market” should be kept together across the ads and that option 1 is too busy to be on the side of the bus.

Joan Paulson stated she believed the focus of supporting local business was lost in all of the MarketFront advertisements presented. Paulson noted that the new Express Market should be called the Belltown Market and not the Denny Regrade Market due to the fact that it is located in the Belltown neighborhood. She also asked if there was a way to translate the potential TV impressions, presented in the Illumination presentation, into how much money was spent in the Market or how many customers visited the Market in January.

#### **VIII. Concerns of Committee Members**

Patrice Barrentine noted that the WSFMA conference was great and that Zack Cook organized all the workshops. Barrentine also noted record attendance among farmers.

Betty Halfon thanked everyone in attendance for all the input received on everything presented to the committee at this meeting.

**IX. Adjournment**

The meeting was adjourned at 5:42 p.m. by Betty Halfon, Chair

Meeting minutes submitted by:  
Aliya Lewis, Executive Administrator