



Market Programs Committee Meeting Agenda

Date: Tuesday, April 12, 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 Meeting Minutes for March 8, 2016	
<hr/>		
4:05pm	II. Announcements and/or Community Comments	Chair
<hr/>		
4:10pm	III. Programs and Marketing Director's Report	
	A. Programs & Promotions Update	Emily Crawford
<hr/>		
4:35pm	IV. Reports and Discussion Items	
	A. Update on Farm Initiatives	Leigh Newman-Bell
	B. Digital Marketing for Farm	Emily Crawford
<hr/>		
5:10pm	V. Action Item(s)	
	A. Action Item: Proposed Resolution: 16-22: Authorization for Renewal of Non-Exclusive Trademark Licensing Agreement with Paisley and Parsley Designs	Sue Gilbert Mooers
	B. Action Item: Proposed Resolution: 16-23: Authorization for Non-Exclusive Trademark Licensing Agreement with Pike Brewing Company	Emily Crawford
<hr/>		
5:35pm	VI. Resolutions to be Added to Consent Agenda	Chair
<hr/>		
5:40pm	VII. Public Comment	Chair
<hr/>		
5:50pm	VIII. Concerns of Committee Members	
<hr/>		
6:00pm	IX. Adjournment	Chair



PROPOSED RESOLUTION 16-22

Authorization for Renewal of Non-Exclusive Trademark Licensing Agreement with Paisley and Parsley Designs April 2016

- 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, Paisley and Parsley Designs, a home-based business located in Vancouver, WA, desires to renew their trademark agreement permitting use of the Public Market Center design mark in connection with travertine tiles (6x6 trivets, 4x4 coasters, 2x2 magnets) and 5x7 blank cards that they have sold to gift shops in the greater Seattle area and offered for sale on their website, as well as the addition of a 18x24" microfiber suede kitchen towel; and,
- WHEREAS, PPMPDA and Paisley and Parsley Designs have agreed that in accordance with the terms and conditions of this Agreement, Paisley and Parsley Designs may use the Public Market Center design mark in the production and promotion of these products that are sold on a wholesale basis to gift shops and at a higher retail price on the Paisley and Parsley Designs website; and,
- WHEREAS, Paisley and Parsley Designs agrees that they will not during the 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, Paisley and Parsley Designs agrees that they 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 their coasters and trivets and all related marketing of such; and,
- WHEREAS, Paisley and Parsley agrees to pay the PDA 10% of gross sales for all licensed items sold since the original agreement and expired and during the duration a two-year renewal of this licensing agreement; and,
- WHEREAS, Paisley and Parsley 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 Paisley and Parsley Designs for the use of Pike Place Market trademarks in the production and promotion of coasters and trivets that feature the Market clock.

Gloria Skouge, Secretary/Treasurer

Date

Date Approved by Council:

For:

Against:

Abstained:



PROPOSED RESOLUTION 16-23

Authorization for Non-Exclusive Trademark Licensing Agreement with The Pike Brewing Company April 2016

- 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, The Pike Brewing Company desires to make use of the Pike Place name (word mark as defined on the PDA trademark license application) in connection with Pike Place Ale for a 4 year term; and,
- WHEREAS, The PPMPDA and The Pike Brewing Company have agreed that in accordance with the terms and conditions of this Agreement, that The Pike Brewing Company may use the Pike Place Market name in the production and promotion of Pike Place Ale; and,
- WHEREAS, The Pike Brewing Company agrees that it will not during the 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, The Pike Brewing Company 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 The Pike Brewing Company's Pike Place Ale and all related marketing of such; and,
- WHEREAS, The PPMPDA is committed to supporting the increased profitability of local farmers, especially small independent farmers; and,
- WHEREAS, The Pike Brewing Company has confirmed a commitment to sourcing local ingredients to support Washington State Farmers for Pike Place Ale and has agreed as a condition of this license to guarantee no less than \$20,000 in annual purchases of malts and ingredients for Pike Place Ale from Washington State Farmers; and,
- WHEREAS, The Pike Brewing Company has agreed to pay an annual royalty fee of \$3,000 to the PPMPDA and has agreed to make an annual contribution to the Pike Place Market Foundation in the amount of \$3,000; and,
- WHEREAS, The Pike Brewing Company agrees to provide quarterly sales reports 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 The Pike Brewing Company for the use of the Pike Place name for Pike Place Ale.

Gloria Skouge, Secretary/Treasurer

Date

Date Approved by Council:

For:

Against:

Abstained: