



# Market Programs Committee Meeting Agenda

**Date:** Tuesday, May 10, 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

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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 Meeting Minutes for April 12, 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>4:35pm</b>	<b>IV. Reports and Discussion Items</b>	
	A. Farm Advertising and Promotion	<b>Emily Crawford</b>
	B. Visitor Guide template	<b>Justin Huguet</b>
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<b>5:30pm</b>	<b>V. Action Item(s)</b>	
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<b>5:35pm</b>	<b>VI. Resolutions to be Added to Consent Agenda</b>	<b>Chair</b>
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<b>5:40pm</b>	<b>VII. Public Comment</b>	<b>Chair</b>
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<b>5:50pm</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, April 12, 2016**

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

**The Classroom**

**Committee Members Present:** Patrice Barrentine, David Ghoddousi, Colleen Bowman, Ann Magnano

**Other Council Members Present:**

**Staff Present:** Emily Crawford, John Turnbull, Zack Cook, Leigh Newman-Bell, Dianna Goodsell

**Others Present:** Howard Aller

The meeting was called to order at 4:02p.m. by Patrice Barrentine, Vice-Chair.

## **I. Administration**

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

The agenda was approved by acclamation.

### **B. Approval of the March 8, 2016 Market Programs Committee Meeting Minutes**

The minutes were approved by acclamation.

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

Howard Aller said that he recently had the opportunity to take the light rail to visit the Capital Hill Neighborhood Farmers Market on Broadway. He said that the farmers market on Broadway had everything there. He stated that the Pike Place Market is the oldest farmers market with very little farmers compared to other neighborhood farmers markets.

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

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

Emily Crawford, Director of Communications presented a summary of recent marketing activities. She reported that today we had hosted an all-day Crafts Workshop including a 90 minute social media workshop with Justin Huguet, Digital Marketing Program Manager, photography lab and website workshop for beginners and non-beginners. She said that the Crafts workshop titled "Beyond the lemonade stand" was focused on the opportunity of selling beyond the crafts table at the Pike Place Market. There were a reported 27 participants at the Crafts workshop; 4 of them were the newly added craft vendors. Emily provided a brief update on the school program noting that Scott Davies has been incredibly busy with providing 19 school tours and 16 classroom presentations so far in April on top of coordinating the 19<sup>th</sup> iteration of Daffodil Day. She asked the

Committee to start thinking about ideas for celebrating next year's 20<sup>th</sup> anniversary of Daffodil day. Emily lasted reported that Sue Gilbert-Mooers, Communications & Brand Manager was officially back to work and has been busy with filming and trademark related applications.

Patrice Barrentine mentioned that she saw her first Pike Place Market bus advertisement the other day.

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

##### **A. Update on Farm Initiatives**

Leigh Newman-Bell, Farm Outreach Coordinator, provided an update on the ongoing Farm Initiatives for the Pike Place Market Farm program. She reported that Daffodil was very successful with the farmers generating \$4000 worth of revenue from the sale of daffodil stems. She provided a brief update on the Washington State Farmers Market Association (WSFMA) Conference from February noting that three Hmong farmers participated at this year's event. She reported that six different farms were each awarded grants from the Humanlinks Foundation that would assist with irrigation and fencing for those farmers.

There was a brief discussion that followed by the Committee.

Colleen Bowman inquired if there was an archive of work regarding grants from the PDA. She noted it would be nice to have the ability to track the great work being done for the Farm Program. It was noted that there could be a summary of grant work under next year's Annual Report.

Zack Cook noted that he recently received recent approval from the Market Historic Commission (MHC) on the street closure and amplification of music for the opening celebration of the Evening Farmers Market. He added that there is approximately 18 to 20 interested vendors for the Evening Farmers Market.

##### **B. Digital Marketing for Farm**

Emily Crawford presented a review of the Digital Marketing Strategy for the Pike Place Market Farmers Markets: a copy of the presentation was included as part of the PDA Council records. A summary of the PPM Farmers Markets Digital Marketing Strategy was noted as follows:

Digital Marketing Goals: May-October 2016

Raise local awareness of Pike Place Market's four downtown Farmers Markets

- Drive attendance to Markets
- Increase farmers' sales
- Inspire a culture among shoppers of sharing their Market experiences to their own followers and engaging in conversation

Web & Social Media: Organic Reach

- Website: Avg. 130,000 visitors per month in summer season
- Facebook: 250k followers (Avg. weekly reach = 1.25 million)
- Twitter: 60k followers
- Instagram: 18k followers (mostly locals, mostly millennials)/173,000 #PikePlaceMarket tags
- Email Newsletter: 3,800 subscribers

#### Pike Place Market Website Content

- Farmers Market Landing page: [pikeplacemarket.org/famers-market](http://pikeplacemarket.org/famers-market)
- Evening Market landing page: [pikeplacemarket.org/evening-market](http://pikeplacemarket.org/evening-market)
- Design homepage banners for Farmers Markets & Evening Markets
- Calendar Events for each Market: [pikeplacemarket.org/market-events](http://pikeplacemarket.org/market-events)
- Weekly blog post

#### Digital Media Content

- Facebook events for each Market
- What's Fresh? (what produce expect to see this week)
- "Meet the Producer" profiles of our farmers
- Recipes featuring seasonal ingredients
- Photos from past Farmers Markets (leading up to Market season)
- Daily live posts/tweets/photos from all Markets of produce, farmers, shoppers, etc.
- Sharing & re-posting photos from shoppers and vendors
- Videos: short montages to promote all Markets
- Weekly emails

#### Additional Tactics

- Farmers Markets: Tag posts with #pikeplacemarket, Geo-tag locations of Markets
- June 1 Opening Celebration: First 100 farmers market shoppers receive 1 Pike Place Market apron & tote/Promote KEXP DJ Darek Mazzone of Wo-Pop
- Evening Farmers Market: Paid "boosted" post 5/27 - 6/1 targeting Seattle locals/Highlight neighboring Market businesses open until 8 pm (RGB, Local Color, Le Panier)/ Cooking demos: spotlight chefs, drive clicks to At the Table website, tag #atriumkitchen/ Family Fun Nights: feature activities, cross-promote partnership with Seattle Public Library
- #ShowUsYourBounty Photo Contest: Submit photos of the fresh produce and goods purchased at our Farmers Markets, as well as recipes created using Market ingredients. Winner selected for prize of cooking demo in the Atrium Kitchen.

There was a brief discussion that followed by the Committee

Colleen Bowman briefly commented on the promotional materials for the Regular Farmers Market and Evening Farmers Market for the Pike Place Market. She had inquired about the four express farmers markets referenced on the promotional Farmers Market flyer. There was a brief discussion of whether to list the operating hours and days for the regular farmers markets versus just promoting the hours of operation for the Wed Evening Night Market.

Zack Cook responded to Colleen Bowman's comment regarding messaging for the Pike Place Farmers Market. He said that there is a common complaint that there is not enough selection of products offered through the week as a regular farmers market. He added that Wednesday is one day we could guarantee a larger selection of farm products available along with a better presence of a farmers market.

David Ghoddousi mentioned that it has been debated for some time whether the Pike Place Market is a Farmers Market. He noted that the Pike Place Market is different than other neighborhood Farmers Markets adding that we have Farmers who sell inside the Market as well.

Patrice Barrentine noted that what is missing from the Evening Market messaging is the language "for locals".

## V. Action Items

### A. Action Item: Proposed Resolution 16-22: Authorization for Renewal of Non-Exclusive Trademark Licensing Agreement with Paisley and Parsley Designs

Sue Gilbert-Mooers introduced Proposed Resolution 16-22: Authorization for Renewal of Non-Exclusive Trademark Licensing Agreement with Paisley and Parsley Designs which states that , 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, PMPDA 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.

David Ghoddousi moved, Colleen Bowman seconded

There was a brief discussion that followed by the Committee.

Ann Magnano inquired about the verification of sales for Paisley and Parsley Designs. She said that she had wished that the tiles produced for Paisley and Parsley Designs were made by a Market Crafter.

Colleen Bowman commented on the renewal terms in the trademark renewal agreement with Paisley and Parsley Designs adding if a specified two year renewal date should be included in the language.

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

Against: 0

Abstain: 0

Proposed Resolution 16-22: Authorization for Renewal of Non-Exclusive Trademark Licensing Agreement with Paisley and Parsley Designs was unanimously passed by the Committee by a vote of 4-0-0.

**B. Action Item:** Proposed Resolution **16-23:** Authorization for Non-Exclusive Trademark Licensing Agreement with The Pike Brewing Company

Emily Crawford introduced Proposed Resolution 16-23: Authorization for Non-Exclusive Trademark Licensing Agreement with The Pike Brewing Company which states that 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 PMPDA 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.

Ann Magnano moved, Colleen Bowman seconded

There was a discussion that followed by the Committee.

Patrice Barrentine noted that she would like to include language in the proposed resolution with The Pike Brewing Company in the ability of approving what products would be produced under the trademark name such as related marketing, food items and merchandise.

Patrice Barrentine proposed a friendly amendment which recommended the following language under paragraph five "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, marketing plans, merchandise and food products 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".

Ann Magnano and Colleen Bowman accepted the friendly amendment.

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

Against: 0

Abstain: 0

Proposed Resolution 16-23: Authorization for Non-Exclusive Trademark Licensing Agreement with The Pike Brewing Company was unanimously passed by the Committee by a vote of 4-0-0.

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

Resolution 16-22: Authorization for Renewal of Non-Exclusive Trademark Licensing Agreement with Paisley and Parsley Designs and Resolution 16-23: Authorization for Non-Exclusive Trademark Licensing Agreement with The Pike Brewing Company were added to the April 28<sup>th</sup> PDA Council meeting Consent Agenda.

**VII. Concerns of Committee Members**

None

**VIII. Public Comment**

Howard Aller said that he was happy to hear that his previous comments were heard regarding the Pike Place Farmers market but noted it was not fair to address him during a committee discussion when he does not have the ability to respond.

**IX. Adjournment**

The meeting was adjourned at 5:10p.m. by Patrice Barrentine, Vice-Chair

Meeting minutes submitted by:  
Dianna Goodsell, Executive Administrator