



Market Programs Committee Meeting Agenda

Date: Tuesday, May 9, 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 April 6 th , 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	Emily Crawford
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4:30pm	IV. Reports and Discussion Items	
	A. Farm Update	Leigh Newman-Bell
	B. Grand Opening Event Planning	Emily Crawford
	C. Pavilion Programming	Emily Crawford / John Turnbull
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5:40pm	V. Action Item(s)	
	A. Proposed Resolution 17-15 : Sibbett Studio	Dianna Goodsell
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5:55pm	VI. Resolutions to be Added to Consent Agenda	Chair
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5:50pm	VII. Public Comment	Chair
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5:55pm	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, March 14th, 2017

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

The Classroom

Committee Members Present: Betty Halfon, Gloria Skouge, Ann Magnano, David Ghoddousi, and Colleen Bowman

Other Council Members Present:

Staff Present: Emily Crawford, Ben Franz-Knight, Aliya Lewis, Scott Davies, Sue Gilbert-Mooers, Dianna Goodsell, David Dickinson, Molly Kirk

Others Present: Chris Scott, Howard Aller

The meeting was called to order at 4:02 p.m. by Betty Halfon, Chair.

I. Administration

A. Approval of the Agenda

The agenda was approved by acclamation.

B. Approval of the March 14th, 2017 Market Programs Committee Meeting Minutes

The March 14th, 2017 Minutes was approved by acclamation.

II. Announcements and Community Comments

Howard Aller noted that there has been significant promotion of the MarketFront project as the “MarketFront” and asked for the committee to keep that in mind when considering names.

III. Programs and Marketing Director’s Report

Emily Crawford reported on Daffodil Day and presented a quote from a volunteer which stated “Daffodil Day is a special event I feel very lucky to participate in. So many smiles and ‘thank yous’, I sensed a little more appreciation this year, maybe it was because of the terrible weather we’ve had maybe it’s because the state of our country and our feelings of despair. All I know is many many people had a bright moment in their day, that’s worth something.” Crawford played a video that Justin Huguet made of footage from Daffodil Day. Crawford passed around a press report to the council. The report covers Illumination, the MarketFront grand opening, MarketFront media preview, Arcade Lights, and Taste of the Market.

Ben Franz-Knight noted he and Emily Crawford talked with the museum program director and head curator from the Smithsonian who are interested in including the story

of the Pike Place Market in their American Food History Exhibit in 2018. The head curator will be visiting the Market to review documents and items related to the Market's history in the coming months. The Market will be separately hosting fundraisers for the Smithsonian and are currently coordinating with Visit Seattle and other large companies.

Colleen Bowman asked if Friends of the Market and the Historical Commission had been briefed on the Smithsonian partnership.

Ben Franz-Knight stated that they have not been briefed but that process will be starting.

Emily Crawford noted that Sue Gilbert-Mooers will be retiring from the Market in May and that Gilbert-Mooers has done impressive work for the Market.

IV. Reports and Discussion Items

A. Daystall business development and education

David Dickinson gave a brief background on the presentation and introduced the Daystall Program Assistant Molly Kirk.

A summary of the presentation is included below:

Strategies

- Produce relevant and useful programming
 - Based on observations, surveys and prior evaluations
 - Create productive learning environment
 - Engage peer leadership and expertise
 - Introduce new/outside ideas
 - Support tenant professional development

Partnership with Ventures

1-2 Large Workshops/Year

Small Sessions

- Short one-off sessions based on interest

2017 New Offerings

- Craft product photography clinics
- Craft advancement forum

What to Offer

Past Offerings

Molly Kirk went through the survey distribution and results as well as the workshop offering section of the presentation. Kirk stated that during the last workshop several people requested a workshop on pricing and those attendees will more than likely

encourage other to attend that workshop as well. Workshops tend to build off of each other.

Betty Halfon asked how the vendors and farmers find out about the workshops.

Molly Kirk noted that notices are sent via email or posted on bulletin boards and announcements are made during rollcall in the morning.

Colleen Bowman asked how the vendors and farmers are able to attend the workshops while balancing their daily attendance.

Molly Kirk noted that all vendors who attend all day workshops are given two attendance credits.

B. Farm Marketing Update

Emily Crawford noted that there will be a community event for the Daystall tenants in the Desimone Bridge area thanking them for their patience during MarketFront construction. The event will be happening on April 20th from 6:00 – 7:30 p.m. and Dianna Goodsell is leading the event.

Betty Halfon asked why the event is not extended to the entire Market community.

Emily Crawford stated that it is difficult to feed a large amount of people and the goal of the event is to specifically thank the people who had the most difficult disruptions to their businesses. It is not meant to exclude the entire Market community but to show appreciation to the vendors and merchants who were directly affected by the construction. Crawford noted that the whole Market community will be celebrated at the grand opening of the MarketFront on June 29th.

There was a discussion about the community event that followed.

Betty Halfon suggested that there should be some type of acknowledgment for the entire Market community.

Emily Crawford went through a presentation on updates for Farm.

A summary of the presentation is included below:

Posters

- 11" x 17"

Rack Card

- 4" x 9"

Mailer

- 6.25" x 9"

Magnetic Shopping List Notepads

- 4" x 9"

Sandwich Boards

- 2' x 3'

Vinyl Banner

- 8.5' x 1.5'
- 8.5' x 6'

Van Wrap

Emily Crawford noted that the Farm team will be presenting to the committee next month. A press release for Farm went out a couple days ago and there is an opening celebration currently being worked on.

Crawford stated that for paid advertising, Marketing is looking to run bus ads in August to tie into the 110th Anniversary of the Market so as to not compete with the MarketFront message. August is a good month to remind people that farmers markets are still running and help reduce the drop in sales that is often seen towards the end of summer.

Colleen Bowman asked if there is a budget for a redeemable item for the mailer that would allow the PDA to track how many people are engaging with the mailer.

Emily Crawford stated that it was decided to not give out free items because in previous years the free items attracted people who just wanted the item or one time shoppers.

Colleen Bowman stated that she would like the "for locals" print on the various ads to be larger.

Howard Aller noted a time discrepancy on the Evening Market ads.

C. MarketFront Place Naming

Emily Crawford referenced a draft walking guide of the MarketFront that features several landmarks and locations on the site that have proposed names.

Gloria Skouge stated that she did not like the name "Northwest Microcosm" for the grand staircase on the MarketFront.

There was a discussion about naming of the MarketFront spaces that followed.

Ben Franz-Knight stated that what he understands from the committee is to look for more playful names for the spaces.

There was further discussion on naming that followed.

Howard Aller stated that instead of breezeway the word “alley” could be used since the word alley is already used to describe a location in the Market.

V. Action Items

Proposed Resolution **17-15**: Sibbett Studio
Tabled until the May Market Programs committee meeting.

VI. Resolutions to be added to Consent Agenda

None.

VII. Public Comment

Chris Scott asked a question about the picture on page 2 of the draft walking guide.

Howard Aller suggested naming the grand staircase on the MarketFront “Ceramic Stair”.

VIII. Concerns of Committee Members

Colleen Bowman noted that the “for local” print is lost in the blueberries on the Evening Market ad wrap for the van.

Betty Halfon asked for the committee to take the walking guide home and think on names. Halfon spoke on her experience with Sue Gilbert-Mooers and her appreciation for what she has done for her business, the Market as a whole, and wished her nothing but the best in all her future endeavors.

IX. Adjournment

The meeting was adjourned at 4:58 p.m. by Betty Halfon, Chair

Meeting minutes submitted by:
Aliya Lewis, Executive Administrator



PROPOSED RESOLUTION 17-15

Authorization for Non-Exclusive Trademark Licensing Agreement with Sibbett Studio May 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, Sibbett Studio desires to continue to make use of the Public Market Center image and the Pike Place name (the design mark and word mark as defined on the PDA trademark license application) in connection with a puzzle (Pike Place Market at Night) for direct sales and wholesale distribution for a three year term; and,
- WHEREAS, PDA and Sibbett Studio have agreed that in accordance with the terms and conditions of this Agreement, Sibbett Studio may use the Pike Place Market name and their own image of the Market entrance, including the Public Market Center sign, in the production and promotion of the puzzle Pike Place Market at Night for direct sales and wholesale distribution; and,
- WHEREAS, Sibbett Studio agrees that it will not during the three 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, Sibbett Studio 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 Sibbett Studio's direct sales and wholesale distribution and all related marketing of such; and,
- WHEREAS, Sibbett Studio agrees to pay the PDA 10% of gross sales (whether direct or wholesale) of their puzzle Pike Place Market at Night; and,
- WHEREAS, Sibbett Studio 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 Sibbett Studio for the use of the "Pike Place" name and Public Market image for their Pike Place Market at Night puzzle.

Gloria Skouge, Secretary/Treasurer

Date

Date Approved by Council:

For:

Against:

Abstained: