



Market Programs Committee Meeting Agenda

Date: Tuesday, December 6, 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 Committee Meeting Minutes for November 1, 2016	
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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. Programs & Promotions Update	Emily Crawford
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4:30pm	IV. Reports and Discussion Items	
	A. Education Workshop Report	Emily Crawford
	B. Magic Recap and Year in Review	Justin Huguet
	C. Strategic Marketing Goals 2017	Emily Crawford
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5:30pm	V. Action Item(s)	
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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, November 1st, 2016

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

The Classroom

Committee Members Present: Patrice Barrentine, Gloria Skouge, Colleen Bowman

Other Council Members Present:

Staff Present: Ben Franz-Knight, Emily Crawford, John Turnbull, David Dickinson, Scott Davies, Aliya Lewis

Others Present: Howard Aller, Chris Scott, Joan Paulson

The meeting was called to order at 4:01 p.m. by Patrice Barrentine, Vice-Chair.

I. Administration

A. Approval of the Agenda

The agenda was approved by acclamation.

B. Approval of the October 12, 2016 Market Programs Committee Meeting Minutes

The minutes were approved by acclamation.

II. Announcements and Community Comments

III. Programs and Marketing Director's Report

A. Programs & Promotions Update

Emily Crawford, Director of Communications presented a summary of recent marketing activities. Crawford reported that she and Ben Franz-Knight had a great trip to Washington D.C. for the Smithsonian Food History Weekend at the National Museum of American History. They also participated in an after-hours event in the museum where Pike Place Market had an information table. Crawford stated that a lot of people were drawn to the table to learn more about the Market and how it is connected to food history. The museum asked them to focus on the citizen activism that saved the Market in the '70s. She noted that they met with a deputy administrator of marketing and transportation for the USDA regarding farmers markets. Crawford stated that the yearly meetings with the deputy administrator offer more insight into the bigger picture regarding farmers markets.

Ben Franz-Knight spoke on the Smithsonian's night market which serves a similar purpose as the Pike Place Market express markets. He noted that in the conversation with

the deputy administrator they explored how specialty crops could support existing farmers, in particular tea. Further discussion on specialty crops will be had during the PDA Council retreat in December. After the meeting with the deputy administrator Franz-Knight felt like this new avenue is something that can be invested in and could potentially be tested over the course of the next year.

Emily Crawford reported on the recent refresh of the Pike Place Market website and the upcoming holiday festivities including Magic in the Market. Scott Davies noted that Magic in the Market is on the Saturday after Thanksgiving and that Santa Claus will be arriving early for pictures. He stated that there will also be cookie decorating, Atrium cooking classes, Figgy Pudding carolers, and various other activities. Crawford touched on the redesign of the holiday gift guide that incorporates the free one hour parking. Ben Franz-Knight noted that this may be the last year for the free one hour parking because of the new garage opening next year.

Emily Crawford presented a picture of an insert from Alaska Beyond which features jewelry from craft vendor Kristin Schwartz of Silver Cherry.

Howard Aller asked for clarification on where the jazz bands will be performing during Magic in the Market to which Scott Davies replied they will be in the Atrium.

Patrice Barrentine suggested looking into barley in addition to tea as a specialty crop. Barrentine spoke on the research being done on a wide varieties of barley.

IV. Reports and Discussion Items

A. New Craft Recruits

David Dickinson reported an update on the newest craft recruits via slideshow. There are 17 new craftspeople being brought into the Market, some of who have been brought in to appeal to a younger demographic. Dickinson wanted to bring in vendors who demonstrate high levels of fabrication in their work. He briefly spoke about each new craft recruit, their product, how those products are created, and what makes them a good fit for the Market. He went through what was taught and discussed during the orientation that day and the reception where the old and new vendors meet and have the opportunity to ask each other questions.

B. Holiday Advertising Campaign

There was an update on the Holiday Advertising Campaign that was included as part of the meeting minutes record. Emily Crawford provided an overview of the 2016 Media Recommendations and Campaign Planning Parameters. She noted a combination of radio, paid social media, transit, and posters, which are smaller billboards, for advertisement. Crawford gave an overview of the project such as; the reasons for using certain radio stations based on their audiences, the difference in size of bus advertisements, bus route coverage of the targeted Seattle area, and visual examples of paid social media advertisements.

Details of 2016 Media Recommendation are summarized below.

Objective: Increase Pike Place Market visits and spending among Seattle residents & visitors during the holiday timeframe.

Targets: Women 25+ and A25+ downtown residents & workers

Geography: Downtown Seattle surrounding Pike Place Market, North Seattle (Green Lake) through South Seattle (Columbia City)

Recommended Schedule: 11/14/16 – 12/18/16

Media Budget + MMG Fees: \$50,000 net working media + \$5,000 MMG Fees

Media Recommendation

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

Recommended Tactics: Traffic Radio, NPOR (KNKX), Online (Mobile OR Paid Social) and OOH (Transit & Posters)

Emily Crawford talked through a presentation of the holiday ad campaign regarding changes from the previous year's campaign. She noted who the models are, where the photos were shot, and why the vendors that are featured were chosen. The presentation showcased the difference between the physical advertisements and the social media promotions.

David Dickinson noted that he and Justin Huguet worked on the photography for some of the holiday advertisements. They wanted the ads to feature various artists and showcase homemade items as gifts.

Emily Crawford stated that it was cost effective to do some of the photography in house. The ad will be featured in City Arts, Seattle Met, and Seattle Made.

Colleen Bowman asked for clarification on the scheduling of the advertisement. Emily Crawford stated that the time schedule is intentional with the timing so as not to compete with other advertisement that starts around Thanksgiving.

Patrice Barrentine remarked on the diversity of the locations the ads will be placed, to be able to reach a wide audience.

David Dickinson noted that Justin Huguet deserves credit for his work on the photography and that Huguet assisted with the business education workshop to work with crafters on photographing their products.

C. Strategic Marketing Goals

Emily Crawford spoke through upcoming events for 2017. June 28th, 2017 is the tentative date for the grand opening party for the MarketFront and the marketing department will be working closely with the Foundation on the details. The 110th anniversary of the Market will be in August, Crawford stated that she envisions three days of programming to go along with Sunset Supper. She touched on an event that will be happening through MOHAI that will be opening in November and running through the summer of 2017. Crawford noted that Scott Davies from the education program will be receiving help from Dianna Goodsell to expand the program, as well as exploring new avenues in 2017. She remarked that she is envisioning some kind of February art event that coincides with the tapestry installation on Western Avenue. There are thoughts of having a community celebration that will be in February just for the Market community when Sellen has finished construction, a kind of pre-grand opening. Crawford noted that the next area of focus will be to build a campaign within the budget to let the public know about the MarketFront, it's opening, and tie it into the anniversary in August.

Emily Crawford discussed two new projects, one being a digital book project and the other a newspaper insert on education that Scott Davies is working on. The insert will be eight pages in The Seattle Times and will start running on April 5. She noted that the digital book is designed to tell the story of the people who have been a part of the Market as well as the history of the area before the Market was established. In January there is an idea of having a week-long celebration of art called Art in the Market. She spoke on some of the photography done for the Evening Farmers Market and the Market in general that will be used for promotions in 2017.

Ben Franz-Knight noted that the budget allows for some of the reallocation of staff because of the amount of events that will be happening next year as well as investing in existing programs.

Patrice Barrentine questioned if it was necessary to reallocate staff in light of how busy the year will be, if it was a need. Barrentine noted that people will want a piece of the anniversary, some sort of tangible object that can be purchased to remember the Market by. Emily Crawford stated that the digital book is looking to be published by the 110th anniversary however it will only be available for download and that to be mindful of not creating waste when thinking of take home mementos.

V. Action Items

None

VI. Resolutions to be added to Consent Agenda

None

VII. Public Comment

Howard Aller noted that the only thing he had a comment on was the photography was not ethnically diverse enough. He remarked on a possible memento being a clay pig hoof print that can be engraved with "110th anniversary".

VIII. Concerns of Committee Members

None

IX. Adjournment

The meeting was adjourned at 5:04p.m. by Patrice Barrentine, Vice-Chair

Meeting minutes submitted by:

Dianna Goodsell, Executive Administrator