



Market Programs Committee Meeting Agenda

Date: Thursday, April 6, 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 March 14 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. Daystall business development and education	David Dickinson
	B. Farm Marketing Update	Emily Crawford
	C. MarketFront Place Naming	Emily Crawford
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5:40pm	V. Action Item(s)	
	A. Proposed Resolution 17-15: Sibbett Studio	Sue Gilbert Mooers
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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, Patrice Barrentine, Gloria Skouge, Ann Magnano, David Ghoddousi, and Colleen Bowman

Other Council Members Present:

Staff Present: Emily Crawford, Ben Franz-Knight, Aliya Lewis, Scott Davies, Justin Huguet, Dianna Goodsell, David Dickinson, Randy Stegmeier

Others Present: Chris Scott, Howard Aller, Frank Coble

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 February 14th, 2017 Market Programs Committee Meeting Minutes

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

II. Announcements and Community Comments

Patrice Barrentine entered into the meeting at 4:01 p.m.

Colleen Bowman entered into the meeting at 4:01 p.m.

III. Programs and Marketing Director's Report

Emily Crawford highlighted media clips that featured the Market and the MarketFront, an update on the MarketFront media day and the sales of Market Charms and Hoofprints due to the deadline push put out in the media. Crawford noted the 20th Daffodil Day will happen on March 20th, Dianna Goodsell and Scott Davies are working on a newspaper and education 8 page insert, and naming opportunities for the MarketFront.

Ben Franz-Knight noted what was discussed at the MarketFront meeting regarding the naming of several spaces within the MarketFront. Franz-Knight stated that next month Emily Crawford and her team will come back to the committee and present some name options.

Emily Crawford gave an update on Farm and the new farmers market located at the Regrade, and new signage for the farmers markets. Crawford noted that Justin Huguet

and the design team are working on a new truck for the farm truck. She presented a new poster for the Evening Farmers Market and a general poster for all Pike Place Market farmers markets.

David Ghoddousi had a comment on the description of the location of the Evening Farmers Market on the poster.

Ann Magnano asked if the MarketFront project would be called Pike Place Market or MarketFront. Magnano noted that she would like it to be called Pike Place market. She also brought up the issue Joan Paulson expressed about the word “plaza”.

IV. Reports and Discussion Items

A. Daystall Rules and Review Proposed Rule Changes

David Dickinson handed out two documents regarding the Daystall Rules and Review Proposed Rule Changes. Dickinson presented the handouts. He noted the inclusion of tour permits and a change in table rates.

Ben Franz-Knight noted John Turnbull’s analysis of attendance that reflects in the table rates.

David Dickinson noted sabbaticals and exit leave, muted tubas, and the commercial tour guides.

Ben Franz-Knight stated that at the Finance and Asset Management meeting there will be draft licenses and guidelines on commercial tour guides.

Colleen Bowman noted that the last time there was feedback from the tour guides that it was all positive.

David Dickinson noted that if the committee has any recommendations from the committee would be worked on and then the revisions would be presented to the full council at the end of the month.

Patrice Barrentine noted a difference of language used in tour guide piece and typos in the rule change packet.

B. Proposed Media Plan MarketFront Campaign

Emily Crawford gave a presentation on proposed media plans.

A summary of the presentation is included below:

2017 Planning Parameters

- Objectives
 - Create excitement and build awareness of the new MarketFront
 - Drive visits to the new MarketFront
 - Build awareness of Pike Place Market’s 110th Anniversary

- Targets
 - Seattle locals
 - “New locals” (i.e. Amazon transplants who haven’t explored the city beyond SLU)
 - Shoppers who care about buying local, sustainability and community
- Timing
 - MarketFront: Late May – End of June
 - 110th Anniversary : Late July – August
- Geography
 - Primary: Seattle
 - Secondary: Additional concentration in the following areas
 - Downtown (Belltown/Lower Queen Anne; South Lake Union; First Hill; Capitol Hill)
- Working Media budget
 - \$65,000

2017 Media Strategy

- Strategy
 - drive broad market reach, interest and attendance
 - Focus on cost efficiency to extend budget
- Recommendation
 - Utilize awareness building media such as NPR, Print and OOH to build excitement around the MarketFront opening and 110th Anniversary.
 - Drive traffic to visit the MarketFront through more timely response media such as social and geo-fenced digital.
 - Negotiate packages with best possible value and added-value; reduce hard costs as much as possible with media partners.

2017 Media Mix

- Radio: seek high engagement opportunities to build awareness and drive traffic
- OOH: create buzz through a transit partnership while maximizing exposure to build awareness throughout the market
- Print: inspire people to visit the new MarketFront through sharing the Pike Place MarketFront story in trusted publications
- Digital: implement geo-fencing to strategic locations to reach people while they are shopping downtown or in key locations
- Social: engage consumers in conversation while they are receptive to messaging and seeking information

Tactical Overview: KNKX-FM (NPR)

- The Seattle region boasts the largest public radio audience in the country, per capita, which makes public radio a disproportionately influential media avenue in our market
- Listeners of KNKS have a strong psychographic alignment with the core Pike Place shopper
- NPR offers a low clutter environment for sponsors, allowing their messages to stand out to listeners
- Timing: 9 weeks
- Schedule: 22 spots/week

Tactical Overview: OOH Transit

- Link Light Rail trains travel on routes inside and along the busiest corridors within the city, reaching both pedestrians and vehicles
- Recommended Units: Partial Wild Train Wrap
- Timing: June (4 weeks)
- Delivery: 1,364,000 total impressions

Tactical Overview: Print

- Focus on key publications that have high reader engagement and have editorial aligning with Pike Place Market's values
- Publications: Northwest Travel & Life, Seattle Magazine

Tactical Overview: Digital

- Utilize hyperlocal geo-fencing to reach mobile consumers when they are within a specific radius of key locations
- Timing: 5 weeks
- Estimated Impressions: 400,000

Tactical Overview: Paid Social

- Capture hand raisers through social media and amplify message through engagements (likes, comments, shares)
- Units: desktop & mobile newsfeed & Instagram
- Targets: current PPM Fans, Buy local, Express Market, Location-based
- Timing
 - MarketFront: 8 weeks
 - 110th Anniversary: 6 weeks

Social Targeting Details

- With the allotted budget we can reach up to 56k people/day on Facebook and up to 25k people/day on Instagram

Budget Summary

- Negotiated almost 50% in media value through discounts and bonus space for the 2017 plan.

Considered, Not Recommended

- Traditional Radio/Traffic Radio
- KUOW-FM (NPR)
- Local Newspapers (Seattle Times, The Stranger, Seattle Weekly)
- Seattle Metropolitan
- Ferry advertising
- Wild postings

Ann Magnano asked if downtown residents in the new condos are included in one of the groups targeted.

There was a discussion on not using Amazon as the main example to represent all transplant companies/organizations/ businesses in the presentation.

David Ghoddousi noted a documentary that PBS made for the Market during the 100th anniversary and noted it might be a good idea to play that video during the 110th anniversary.

There was a discussion on the documentary that followed.

Ben Franz-Knight asked for clarity for the committee on what geo-fencing is.

Emily Crawford stated that potential visitors can be targeted within a mile of the Market and noted that geo-fencing will also come into play at Whole Foods.

There was a discussion on geo-fencing that followed.

Patrice Barrentine noted the new light rail station south of the airport.

Emily Crawford stated that with the light rail, advertising will reach neighborhoods outside of the normal targeting range.

There was a discussion on Sound Transit advertising that followed.

Betty Halfon noted that the Pike Place Market guide and the MarketFront guide should be one guide instead of two separate guides.

There was a discussion how to incorporate the MarketFront under the Pike Place Market umbrella.

Patrice Barrentine suggested matching the colors on guide to the campaign ads as well as adding photos of the space.

Ann Magnano stated that the name MarketFront sounds like a meeting and that she would prefer to call it the Expanded Pike Place Market.

There was a discussion about the naming of the MarketFront project as a whole that several buildings in the Market have their own names.

Patrice Barrentine commented on the difference in the number of impressions between all the advertising mediums.

There was a discussion on the shelf life of current advertisement mediums and other potential avenues for advertising and the Pike Place Market website.

Patrice Barrentine suggested for the NPR ads to tell visitors to use the trains to reach the Market.

C. Advertising Campaign Update

Emily Crawford presented updated campaign advertisements noting word changes, potential use for each ad and color palette change.

Betty Halfon noted an area of concern on the ad that says “New Plaza” and to be careful on if it will be called the plaza or pavilion.

There was a discussion on the wording on the ad and what is being addressed in the ad.

Emily Crawford noted that the “holy mackerel” and “blustering biscuits” design lends itself well for buttons or t-shirts for volunteers to wear.

There was a discussion about buttons and t-shirts promotion for the MarketFront.

Patrice Barrentine noted that she liked the repeated ad design in the presentation.

V. Action Items

None

VI. Resolutions to be added to Consent Agenda

None

VII. Public Comment

Chris Scott suggested providing a hyperlink to the Market documentary on the PBS website. Scott stated that creating an iconic landmark using an old fashion street clock at the MarketFront, similar to the one on 4th and at MOHAI. He asked if the ads would appear on the online version of the magazines to which Emily Crawford stated that they would.

Frank Coble noted that he believes the appeals process is too short and remarked on the professional makeup of the council.

Howard Aller stated his belief that the idea of attracting more people off the cruise ships is appalling. Aller suggested spending money to attract local people instead of cruise ship people, adding that a rumor should be started that the Market eats cruise ship people,

throws them instead of fish, and cooks them in the first Starbucks to deter people coming off of cruise ships.

VIII. Concerns of Committee Members

None

IX. Adjournment

The meeting was adjourned at 5:42 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 April 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: