



# Market Programs Committee Meeting Minutes

**Wednesday, November 6<sup>th</sup>, 2018**

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

Economy Building Classroom, 1433 First Avenue (3<sup>rd</sup> Floor)

**Committee Members Present:** Betty Halfon, Patrice Barrentine, David Ghoddousi, Colleen Bowman, Mark Brady, Ali Mowry

**Other Council Members Present:**

**Staff/ Consultants Present:** Mary Bacarella, Karin Moughamer, Amy Wallsmith, Tanya Sinkovits, Scott Davies, David Dickinson

**Others Present:** Howard Aller, Jerry Baroh

The meeting was called to order at 4:04 pm by Betty Halfon, Chair.

## **I. Administration**

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

*The agenda was approved by acclamation.*

### **B. Approval of the Market Programs Committee October 9<sup>th</sup>, 2018 Minutes**

*The October 9<sup>th</sup>, 2018 meeting minutes were approved by acclamation.*

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

None.

## **III. Programs and Marketing Report**

Amy Wallsmith provided an update on the Market department, introducing Tanya Sinkovits, the new Digital Content Marketing Specialist. The department is working on a December 5<sup>th</sup> partnership with Visit Seattle Holiday Breakfast. Amy provided an overview of the event and noted she is working with Market vendors to participate in a small pop-up Market at the breakfast. The Foundation will be selling charms at the breakfast as well.

Ali Mowry asked how much vendors will make at the event. Amy Wallsmith noted she feels that many of the vendors will probably make more on-line sales and she doesn't anticipate many on-site sales. Most of the sales will happen after the event and Mary added its great marketing for the Market.

David Ghoddousi suggested asking merchants that participate for feedback to determine if it was worth their time.

Mark Brady asked if the council can get nametags to wear at external functions. David Ghoddousi commented they could be useful as well.

Patrice Barrentine noted that some online sales cannot be tracked or included in percent rent and she would like to see the focus of outreach events to focus on sending people to the Market.

There was a conversation on percent rent and online sales.

#### **IV. Reports & Discussion Items**

##### **A. Holiday Creative**

Amy Wallsmith showed the Committee the creative for the Sound Transit Light Rail trains that will be both inside and outside four trains for four weeks during the holiday shopping season.

Mary Bacarella noted this campaign replaced the bus adds that did not run in the fall. There is no additional cost for this.

Betty Halfon suggested a field trip to ride a Sound Transit train at the next meeting.

Mark Brady asked how many trains run at a time. Amy Wallsmith responded she thinks 20 trains run all day long. The Market will have four and six trains are not allowed to have advertising.

Ali Mowry asked how impressions are measured for bus ads. Amy Wallsmith responded impressions will be based on the number of eyes that see the trains over the course of four weeks and Sound Transit will provide that information.

Ali Mowry suggested having an interactive survey with a sticker board to understand which marketing campaigns are driving traffic to the Market. It could be located near the information booth. Amy Wallsmith responded she can look into that.

David Ghoddousi suggested a QR code. Amy Wallsmith responded they are not used as much anymore.

Patrice Barrentine suggesting replacing some of the tag lines with lines that have identity with the Market, such as "Meet the Producer." She would like to see more messaging around handmade and local. Amy Wallsmith responded those are tactics that can be used during the digital marketing campaign.

Amy Wallsmith continued there will be advertising in the Seattle Times Annual Gift Guide with a front page strip ad, a digital campaign that will include gift guide items combined with PR campaign, Magic in the Market (social media advertising) and email marketing strategies for the gift guide. Amy is also reviewing radio advertising and evaluating potential partnerships with Magic in the market and the first two weeks of December.

David Ghoddousi asked what the shelf life is of the Seattle Times Gift Guide. Amy Wallsmith responded its printed one day and it's the most popular printed paper of the year.

Colleen Bowman asked what radio stations she is reaching out to. Amy Wallsmith responded she's reaching out to Warm and Star, both local holiday stations.

Colleen Bowman wondered why the Market doesn't consider advertising on KEXP or NPR stations. Mary Bacarella responded she wants to conduct research to better understand Market demographics to determine the best place for radio advertising.

Amy Wallsmith concluded by reviewing the PR campaign, which includes an influencer campaign with celebrity holiday shoppers, TV pitch for Holiday behind the scenes, and a media event at Magic in the Market.

Colleen Bowman noted the Pike Place Podcast is great and would like to see more of a dialogue between them and the PDA. Mary Bacarella responded she and Amy are working on a segment with them.

## B. Holiday Gift Guide

Amy Wallsmith reviewed the changes to the Holiday Gift Guide, which include:

- New copy on the landing page that says "TIS THE SEASON TO BE OFFLINE! SELET A CATEGORY TO CREATE YOUR CUSTOM HOLIDAY SHOPPING MAP"
- Arranged categories in menu and footer to match
- Changed "My List" to "My List & Map" and added features to show how many items are on the list
- Display list of items below the map
- Prioritized the responsive design
- Added a search field in the footer

Mobile-specific edits include:

- Move tag/logo to upper left
- Changed header image to "offline gift guide" and moved to upper right, below the hamburger menu
- Changed "Holiday Parking" banner design to be shorter and taller, with "Holiday" stacked on top of "Parking" so the text is larger and easier to read
- Above or on Map, added graphics to show "Rotate phone for larger view" and "Pinch to Zoon"
- Checking for bugs

On the Map page edits include:

- Responsive design: allow map to get larger as the browser width increases
- Next to EMAIL MY LIST! Button, add CLEAR LIST and CREATE NEW LIST buttons

Added "View All" Category includes:

- Add "View All" to menu and footer as the last option
- Add filter dropdown: Filter by Price
  - Under \$25
  - \$25-50
  - \$50-150
  - \$150 and up

David Ghoddousi asked if the merchants participating this year are different from last year. Amy Wallsmith responded there more merchants participating this year.

Betty Halfon noted that all vendors and merchants are invited to participate. Betty asked when the gift guide will be online. Amy Wallsmith responded it's live now but still being worked on.

Colleen Bowman commented that she was looking at the guide on her phone and it looks great.

Mark Brady suggested having a White Elephant category. Amy Wallsmith responded that was one of the reasons for having different categories and a category such as White Elephant can be used in the digital marketing campaign.

David Ghoddousi commented he likes the filter by price option.

Ali Mowry asked if there are click thru links for each of the items on the Gift Guide. Amy Wallsmith responded because the reason for the Gift Guide is to create a walking map for people to visit the Market.

#### C. Magic in the Market and Holiday Programming

Amy Wallsmith reviewed the day-of for Magic in the Market, 11 am to 5 pm, which includes free cookie decorating, a variety of musicians performing throughout the day, tree lighting, Stockings and Stuffers on the Pavilion, artist demonstrations, holiday mural and make your own wrapping paper, and on the lower levels visitors can find Sasquatch and take a photo in front of a holiday backdrop on level 3. The Lower Levels will also have holiday lighting to drive people down to explore.

Mark Brady suggested moving the Giving Tree down next to Sasquatch and include a sign explaining what the Giving Tree is to cut down on people taking the cards with no intention of fulfilling a gift request.

Colleen Bowman suggested having Santa at the Market on more days than just Magic in the Market. David Ghoddousi agreed with that suggestion.

Colleen Bowman noted that November 24<sup>th</sup> is also Shop Small Business Saturday.

David Dickinson added the Sasquatch character is designed by a Market artist and is very kid friendly.

Amy Wallsmith continued by noting there are a variety of other events happening at Magic in the Market including seasonal foods, locally made gifts, holiday trees, ice cream, hot chocolate, Market Elves, pigs and reindeers and other fun opportunities.

Betty Halfon asked that the tent for the ice cream vendor not be so close to the entrance near City Fish. Mary Bacarella will look into that.

Betty Halfon suggested serving coffee or cider to people waiting in the Santa line. Mary Bacarella will look into that. Amy Wallsmith added the Market Elves will be helping with the line and her team is looking into ways to entertain people while they wait.

Ali Mowry suggested reaching out to the Constituency to see if they would like to volunteer at Magic in the Market.

Amy Wallsmith continued by noting that on December 1, 8, and 15<sup>th</sup> there will be local high school jazz combos playing in the atrium.

#### D. PDA Viaduct Traffic Plan

Mary Bacarella reviewed the PDA's plan for traffic management during the viaduct demolition in 2019. That plan includes the following:

##### Partner Outreach

- Aquarium – coordinate 2019 events
  - Provide a digital version of the directional map for the Aquarium to distribute
- Combine efforts with DowntownSeattleParking.com
- Join forces with Pioneer Square and Waterfront to promote downtown

##### New Signage

- New banners promoting “Extend your day at the Market” / Parking at the Market (Locations TBD)
- Advertise Monthly Parking at entrance to garages

##### Garage/Lot Management

###### Oversize spaces

- Assessing current designated oversize spaces for maximum efficiency
- Load/Unload accessibility monitoring throughout the Market

###### Flaggers

- Monitor Western Ave and Alaskan Way traffic flow during peak hours
- Select vendor for flaggers and create schedule
- Ordered new safety vests for parking team

Betty Halfon asked if the Market can put flaggers at the intersection at Western and Virginia. Mary Bacarella responded the Market can hire flaggers but SDOT will not regulate that intersection.

David Ghoddousi asked if WSDOT is paying for the flaggers. Mary Bacarella responded WSDOT is reimbursing the Market for the 30 non-consecutive days the Alaskan entrance to the garage is closed.

Mary Bacarella continued with the traffic management plan.

##### Surface Lots

- Create and implement the plan with Republic Parking for monthly parkers

## Marketing/Communication

### Public Relations/Social

- Focus mid Dec/Jan/Feb/March Outreach Campaign on the routes to get here
- Promote special events/activities of Market merchants

### Advertising Campaign

- Digital/Social Ads – mid Dec/Jan then monitor
- Directional app advertising: WAZE App, Google Maps and/or Apple Maps

### Out of Home

- Utilize the farm truck with a parking sign in the bed of the truck in a prominent location downtown
- Street light pole advertising on 1<sup>st</sup> Ave
- Flyer inclusion in Republic Parking Monthly Mailer (Subscribers of 500+)

### Communication

- Weekly or daily Tenant Alerts as needed updating businesses
- Create multiple blog posts to support parking and promotion messaging
- Special email for load/unload vehicles for 3-6 weeks of closure
- Special email with instructions for ongoing load/unload vehicles with new routes outlines
- Tenants – Communication to tenants to plan ahead for employee schedules, shifting delivery times, stocking up on inventory
- Residents – Communication to residents to plan ahead for Access and other pickups for doctor Appointments, etc.

### Website

- Move Directions and Parking to a prominent location on the homepage
- Streamline updates of what is happening around us to promote easy accessibility

David Ghoddousi suggested inviting media to visit the Market during this time and highlight the positive nature of the Market.

Colleen Bowman suggested a fun marketing message of “Happy hour is much better than traffic hour.”

Mark Brady asked if the viaduct closing party will use the parking lot. Mary Bacarella responded no, they will place a band on the MarketFront.

Patrice Barrentine thanked Mary Bacarella for this proactive plan.

## **V. Public Comment**

Howard Aller noted the calendar on the back of the Market Insider was confusing to read. Howard added 2019 is the Year of the Pig on the Chinese Zodiac.

Jerry Baroh noted the Viaduct celebration is on February 2 and 3<sup>rd</sup>.

**VI. Concerns of Committee Members**

David Ghoddousi suggested a New Year's celebration at the Market and making it the premier event on the West Coast.

Mark Brady commented that he likes the Sound Transit Link Light Rail advertising campaign.

Patrice Barrentine thanked Amy Wallsmith for her work on the holiday campaign and it looks great. Betty Halfon added her appreciation.

**VII. Adjournment**

The meeting was adjourned at 5:33 p.m. by Betty Halfon, Chair

Meeting minutes submitted by:  
Karin Moughamer, Executive Administrator