



# Market Programs Committee Meeting Minutes

DUE TO THE EXTRAORDINARY PUBLIC HEALTH CIRCUMSTANCES RELATED TO THE ONGOING COVID-19 (CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE VIRTUAL OR TELEPHONIC. ALL PDA COUNCILMEMBERS WILL PARTICIPATE REMOTELY.

**Tuesday, December 8, 2020**

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

**Location:** <https://us02web.zoom.us/j/82468023404?pwd=ZEVURDZkREVoUlpGcXpXUDNVNGhhdz09> OR  
Dial 253-215-8782, Meeting ID: 824 6802 3404, Passcode: 828923

**Committee Members Present:** Patrice Barrentine, Paul Neal, Mark Brady, Gordie McIntyre, David Ghoddousi, Colleen Bowman

**Other Council Members Present:**

**Staff/ Consultants Present:** Mary Bacarella, Amy Wallsmith, Karin Moughamer, Madison Bristol, Tanya Sinkovits, Carter Grant, Sarah Leaptrot, Maggie Mountain, Zack Cook, John Turnbull

**Others Present:** Joan Paulson, Chris Volk, Patricia Gray

The meeting was called to order at 4:02 pm by Patrice Barrentine, chair.

## **I. Administration**

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

*The agenda was approved by acclamation.*

### **B. Approval of the Market Programs Committee November 3, 2020 Minutes**

*Karin Moughamer noted that Joan Paulson and Betty Halfon were not listed in attendance at the November 3<sup>rd</sup> meeting. That information has been added to the minutes.*

*The November 3, 2020 meeting minutes were approved as amended by acclamation.*

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

Joan Paulson commented that she saw in the Thanksgiving Seattle Times an advertisement highlighting the online store created by the Pike Place Market Foundation and this is something the Market has needed for a long time. This is a way to help small businesses stay alive at the Market during this time.

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

Amy Wallsmith started by reviewing the pedestrian counts in 2020. From August to September we saw an increase in pedestrians however, that dropped down in October and November, which mirrors a similar trend in 2019, however, in much lower numbers. A graph showing just 2020 pedestrian numbers was shared and peaked in September with 600,000 people.

David Ghoddousi asked if there were differences at locations around the Market. Amy Wallsmith responded there are six locations at the Market and the one located under the Clock and Sign receives the most traffic. She will put together a presentation by location for the February meeting but can't compare it to past years because we don't have that data.

Paul Neal noted that the rate of decline from September – November doesn't look too different from 2019 and looks seasonally normal. He asked if that's a fair assessment. Amy Wallsmith agreed.

Paul Neal asked if it would tell us anything if we overlay the start of the local's campaign in relation to the pedestrian count increase. Amy Wallsmith responded the local's campaign did start in July and that is when we did start to see an increase in visitation. She's also looking to overlay Governor Inslee's announcements which has an impact on people's shopping habits.

Madison Bristol reviewed PR highlights for November which included stories on KIRO 7, Patch, Act (a UK weekly newspaper), Seattle Times and Seattle pi. Comparing PR coverage from 2019 to 2020 shows a 169 increase in impressions, a 118% increase in features (32 mew) and a 26% increase in press coverage. The higher impressions tells her that the stories that are being picked up are in outlets with higher viewership.

Madison Bristol reviewed Gift Guide. The guide includes retail, craft and specialty food products as well as takeout and grab-and-go options. The guides also include information on upcoming holiday events, promotion and safety measures. Over 800 guides were distributed to 34 residential buildings and shoppers can also pick up the guide at the Info Book or visit the website for the digital version.

Madison Bristol shared information on the Concierge Email program. The open rate increased nearly 33% year to date.

Colleen Bowman asked what her thoughts are on the open rate in August which dropped to 18%. Amy Wallsmith responded that could be due to the large turnover in concierge staff which resulted in emails not being read. It appears to be an anomaly.

There was a conversation on the concierge email distribution and clarification that these emails go to residential concierge's not hotel concierges.

Colleen Bowman suggested finding contacts within residential home owners associations who might have more influence with the residents.

Tanya Sinkovits reviewed the November website data. There was 121,452 page views with the top viewed webpages including Plan Your Visit, Directions/Parking, Takeout Blog and Shop Retail Businesses Blog. The Holiday Shoppers Guide received 1,329 page views in the first week and over the weekend gained another 1,000 views. Four blogs were created in November.

Tanya Sinkovits reviewed social media growth in 2020 for Facebook, Instagram and Twitter. In 2020 followers continued to grow across all platforms. Engagement (likes, shares and comments) was down for Facebook but their engagement platform does not count click thrus. When you look at referral traffic on Facebook, meaning clicking on links in the post, that increased by 50% in 2020 compared to 2019. The spike in engagement in June was when the B-L-M was blacked out on the Market Clock and Sign.

Paul Neal asked what the significance of higher followers and engagement is. Tanya Sinkovits responded that despite the pandemic, social media platforms continue to attract new followers who want to know more about the Market. It also means that our audience is engaging with the Market online in ways that we haven't seen before. This will continue to aid the Market as we look for new ways to attract people to the Market and our businesses in the future.

Tanya Sinkovits reviewed TikTok highlights. TikTok launched on November 19<sup>th</sup> and currently has over 300 followers. Two of the more popular videos are included in the presentation – 6 Desserts You Need Right Now at Pike Place Market and Create the Perfect Thanksgiving Centerpiece.

Paul Neal asked how the demographics of TikTok follower's compares to other social media platforms Tanya Sinkovits responded it's a younger audience. Amy Wallsmith added that the creators tend to be younger but viewers are represented across all age platforms.

Tanya Sinkovits reviewed the email blog for November which included information on the Market Foundation online store and the Gift guide. The November open rate was 23.5% with 386 clicks. This rate is higher than 2019.

Amy Wallsmith provided an overview of the paid advertising calendar for November and December. The direct mailer was held due to the latest guidelines from the Governor and may be used next year. Amy reviewed the top, middle and bottom funnel campaign highlights. There is a lot of high engagement and click thrus are above industry standards. There are new videos for the holidays and many of the videos have high completion rates.

Patrice Barrentine noted that it's good to see the food and grocery videos performing so well.

Amy Wallsmith shared the new 30 second holiday videos. In addition she created 8 other videos, two for each category: 1 with a voice over and 1 with text overlay to compare to see if there is any preference on digital platforms.

Amy Wallsmith shared examples of the holiday campaign digital ads. Amy reviewed the KING 5, KUOW 94.9 and KRWM 106.9 holiday campaign results. The 106.9 spot included a Shellie Hart endorsement For 15 days, 11/30 – 12/18 over 30 Market businesses are highlighted along with parking, and general market information. There is also a KING 5 Evening Promotional Package which includes an 11/27 EVENING show filmed from Pike Place Market Craft Market. In addition there is an EVENING show gift guide with 30 second segments which will be featured in 10 in-show promotions.

Amy Wallsmith reviewed the Seattle Times holiday promotional package. This includes the cover of the printed gift guide, bonus ad in the printed gift guide, five featured products in the online gift guide, a sponsored article, audience targeted cobranded Twitter and Facebook and Native Programmatic campaign.

Patrice Barrentine commented that she visually likes the holiday digital ads with the bold colors.

Amy Wallsmith next provided a trademark update. She's working on a promotional partnership with KUOW tied to their new Today So Far daily newsletter. She's working on a renewal with Pike Brewing Company and working on the trademark infringement with Chalo.

Colleen Bowman noted the passing of Rose Ann Finkel, co-founder of Pike Brewing, who is being recognized as a woman of influence in memoriam by the Puget Sound Business Journal.

David Ghoddousi noted that he likes the new curb side parking signs and they are easy to read. He would like to see the A-Frame signs that list businesses outside buildings redesigned so that they are easier to read and have character. Right now they do not help the businesses inside the buildings.

Amy Wallsmith thanked her team and noted they have been incredible this year. Madison Bristol, Tanya Sinkovits and Eric Roche are constantly up for anything and their attitude and work product has blown her away.

Mary Bacarella thanked the Marketing team as well and noted that a farm manager has been hired. Ivy Fox will start in January and is known to many in the Market community. Patrice Barrentine commented that this is an excellent hire and she looks forward to working with Ivy in the future.

#### **IV. Reports and Discussion Items MIN 57**

##### **A. Market to MOHAI Update**

Karin Moughamer began by providing an overview of the project, reviewing the mission and purpose statement for Market to MOHAI. Market to MOHAI was led by a Steering Committee with nearly 20 representatives from the City, SLU Chamber, Friends of the Waterfront, MOHAI, PPM, and businesses along the corridor. The project will transition from a Steering Committee to a non-profit Board of Directors. The design team included Berger Partnerships and Studio Matthews. Market to MOHAI was completed on October 8, 2020 and includes 38 History Blades, 71 Sidewalk Tiles and an investment of almost \$500,000.

Karin Moughamer reviewed the website and social media upgrades which has been completed by SOMELAB. Day Moon Video Productions will be producing 5, 3, and 1 minute videos, to be completed soon. Examples of the additional content provided on the website was shared. In addition, a walking tour has been created in partnership with local historian David B. Williams. An example of a History Blade and Sidewalk Tile were shown.

Karin Moughamer concluded by noting the Board will work on developing a plan for regular cleaning and maintenance, the corridor will be activated with events once COVID restrictions are lifted and an Equity and Social Justice Task Force has been created to identify ways to incorporate additional voices and views into future corridor enhancements.

David Ghoddousi thanked Karin Moughamer for her work on the Steering Committee.

Paul Neal noted that he walked the corridor and it is well done. He would have never considered that route a walking corridor and congratulated the team on a great job.

Colleen Bowman thanked Karin Moughamer and she remembers John Pearson's first presentation on this project. He was so enthusiastic and Colleen thought it was a fantastic idea. She encouraged people to walk the corridor and looks forward to doing it herself soon.

Patrice Barrentine hopes that the Market can continue to participate on the non-profit board. Karin Moughamer noted that she has been asked to join and will further talk with Mary Bacarella about that possibility.

## B. Fall and Holiday Programming

Amy Wallsmith began by reviewing the calendar of Market Celebrations which include a mixture of online promotions, social media promotions, and print and onsite events. Amy reviewed the Secret Market Lighting that took place on November 27<sup>th</sup>. Santa and Craft did a countdown and posed for photos. The event aired on KOMO TV, Radio and social. A link to the lighting is provided in the presentation.

Amy Wallsmith reviewed the holiday shopping special offer dates. When shoppers spend \$50 or more at any Market business they receive a free Market gift. One event took place on November 28<sup>th</sup> and they will continue on December 12 and 19. The Busker Holiday Tunes will return on Wednesday's in December. People can tune into Facebook for a live performance and donate to the buskers via Venmo.

On December 3, 10 and 17 from 12 pm to 1 pm people can view Handmade and Homegrown, a video segment to help people find the best handmade products at the Market. Amy Wallsmith noted that Tanya Sinkovits did a phenomenal job putting these segments today and everyone should check it out online.

On December 19<sup>th</sup> there will be two holiday book readings. Starting at 6 pm Santa will read a holiday book, followed by a reading of A Christmas Memory by Truman Capote. This will be read by Randy Dixon, owner of Unexpected Productions, and Mary Bacarella. These two have been reading this story together for 25 years.

Maggie Mountain provided an overview of the Graig Anderson artwork this year. The holiday button this year features Crafty. 6,000 buttons have already been handed out and an additional 3,000 have been ordered. Graig's Desimone Bridge Holiday Arch has been installed as well as the winter mural on the North Pavilion and in the commercial spaces throughout the Market. There are two new holiday cutouts this year.

Amy Wallsmith introduced a new social media promotion: Where is Crafty? Every week Crafty's cutout will be moved and clues will be provided on Instagram and Facebook.

Amy Wallsmith noted that 8 weeks of social media promotion (which started October 13) culminated on December 1 Giving Tuesday, which raised \$51,000 for the Pike Place Market Foundation. And lastly, this year's Great Figgy Pudding event was moved online. However, the event was filmed at the Market over three nights. Amy thanked Madison Bristol for staying at the Market each night until 11 pm to help. Be sure to visit [www.pmsc-fb.org/figgy-2020](http://www.pmsc-fb.org/figgy-2020) to watch and donate.

## V. Public Comment

Joan Paulson thank the team for incorporating social justice issues back into the Market as this is needed across the country. She thanked and congratulated the Market for their coordinated work that's happening for the benefit of small businesses.

## VI. Concerns of Committee Members

Gordie McIntyre commented that he is amazed at the amount of creativity that comes out during these meetings. He was happy to see in the Shellie Hart pieces that the garage was included. He believes the garage is one of our un-used resources we can exploit. In the garage is

nine electric charging stalls and he would like to see those marketed more in the future. The more and more electric cars are used those spots could be used to our advantage. He wonders if there is a way to market those to delivery drivers as a place to recharge while they get lunch in the Market. Gordie also mentioned that more marketing to local newspapers could be beneficial in attracting local shoppers. It could also be a way to potentially attract neighborhood businesses that may be looking for a new location if they are forced to close.

**VII. Adjournment**

The meeting was adjourned at 5:22 p.m. by Patrice Barrentine, chair

Meeting minutes submitted by:  
Karin Moughamer, Executive Administrator