



Market Programs Committee Meeting Minutes

Wednesday, April 9th, 2019

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

Economy Building Classroom, 1433 First Avenue (3rd Floor)

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

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Amy Wallsmith, Karin Moughamer, Tanya Sinkovits,

Others Present: Joan Paulson, Jerry Baroh, Howard Aller, Patricia Gray, Molly Donoghue

The meeting was called to order at 4:00 pm by Betty Halfon, Chair.

I. Administration

A. Approval of the Agenda

Betty Halfon congratulated David Ghoddousi for Lionheart Bookstores being recognized on Hoodline.com and also noted that Miller Hull was recognized for their work on MarketFront. Betty Halfon requested adding C. Strategic Plan Initiatives for Market Programs Committee with Mary Bacarella under section IV.

The agenda as amended was approved by acclamation.

B. Approval of the Market Programs Committee March 12th, 2019 Minutes

The March 12th, 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments

Joan Paulson referenced the Digital Content Media page within the 2019 Marketing Plan noting the social plan goes from April – December and wants to see a year-round plan. Joan referenced the Market Connections strategic initiatives in which Market Programs is called out under wayfinding and access plan and would like to see a greater emphasis on the DownUnder and Western Avenue now and not wait until 2021-2023. Joan suggests the PDA commercial team update merchant signage.

III. Programs and Marketing Report

Amy Wallsmith began by noting that Pike Place Market PDA hit 100,000 followers on Instagram last night and listed follower numbers for a selection of other local, national, and international organizations. The Market has one of the highest followers in Seattle. Starting this month the marketing team will be working with Market vendors on Instagram Takeovers. The first takeover is with the Market Foundation and the first story will publish this Thursday. The second takeover is with “With the Rain,” a Market crafter.

Tanya Sinkovits explained how Instagram Takeovers will work. Amy Wallsmith added it's time consuming for both the PDA and person/organization taking over the account but it's a great opportunity for storytelling.

Amy Wallsmith continued by noting the April Market Insider was packed and the open rate is increasing. This month it was 36% with 99 clicks, which is the third highest, but it's only been three days. The marketing team is reaching out to individual people to ensure they are getting the information they need. The internal communication industry standard for open rate is 17-20%.

Amy Wallsmith shared the Alaska Airlines article written by Mary Bacarella, which was shared in the Market Insider. Colleen Bowman asked if this could be included in the council packet.

Amy Wallsmith provided highlights on Daffodil Day. There were 12 broadcast hits and the Seattle Times took photos. The story was pitched by Madison Bristol. There were Instagram stories on Daffodil as well. Facebook Live performed well.

Amy Wallsmith reviewed upcoming events, which include Flower Festival May 11-12 and the Night Markets will start May 30th.

IV. Reports & Discussion Items

A. 21019 Marking Plan

Amy Wallsmith began by noting three Marketing goals have been identified for the year:

1. Position Pike Place Market as an accessible daily, weekly, monthly shopping destination for all.

- PR: Craft stories that consistently resonate with our audience. Produce \$2 million in earned coverage and extend our reach to 20 million readers/viewers
- Digital: Design a new website that allows our local audience to easily find and discover everything the Market has to offer along with easy navigation. Increase website traffic by 10% after launch.
- Advertising: Build a year-long campaign, *Make It a Market Day*. Increase our CTR by 10%.

Colleen Bowman requested a glossary of terms and she would also like to know how value is calculated. Mary Bacarella responded earned coverage is a free story and unearned is paid for stories and there is a formula that will tell you what your digital impressions are worth.

Mark Brady asked if negative coverage is deducted from that value. Mary Bacarella responded it depends on how you want to organize it. There was a conversation on negative PR.

Betty Halfon reminded council members to raise their hands before they speak.

Amy Wallsmith continued with the second goal: Tell the Pike Place Market story through key partnerships and community outreach.

- Programs: Develop partnerships and coordinate presentations to surrounding communities through monthly outreach.

- Programs: Develop a Roll Call Bell Ringing program.
- Advertising: Use immersive storytelling, *Make It a Market Day* campaign, through our digital and paid advertising.

Goal #3 is to further develop a filming and trademark plan that protects the Market's brand and marks.

- Programs: Through research and trademark consultants build a multi-year plan that aligns our filming and trademark fees with similar attractions.

Mary Bacarella added this is a multi-year project to educate people on the Market's trademark as well as finding organizations that would be a great trademark partner.

Betty Halfon asked if council members could take photos of items that are breaking trademark rules and share them with the PDA. Mary Bacarella responded yes.

Ali Mowry noted signs she has seen for Market Parking that are not in fact associated with the Market. Mary Bacarella responded because it says "Market Parking" it's not in violation of Market trademarks.

Colleen Bowman suggested council member's google "Pike Place Market" on Amazon.

Patrice Barrentine remembers hearing about this project about five years ago and is glad to see there is more effort being put towards this initiative.

Mark Brady noted all the high school kids filming in the Market and was confused at the process and approval of the group. Amy Wallsmith reviewed that approval process and noted that it was never ok for them to film using tripods. The marketing team did their best to educate the group on the rules but due to their size it was difficult to manage. Amy Wallsmith explained the approval process.

Mark Brady asked if the rules for filming can be posted in the Market.

Patrice Barrentine suggested including an article on filming guidelines in a future Market Insider.

Amy Wallsmith reviewed the 2019 Program Goals which include:

1. Concierge Program: Build a monthly concierge program for both residential and hotel concierges to increase brand awareness.

Patrice Barrentine asked if there will be deliverables associated with each of these goals. Amy Wallsmith responded there will be a plan for each of these which will include metrics. It's not included today in order to present the overarching goals for the year.

2. FARM/CSA:
 - a. Meet the goal of 250 Pike Box subscriptions
 - b. Fresh Bucks To Go Program, distribute 150 boxes a week during the school year and 50 during the summer

There was a conversation about Pike Box numbers and clarification for the summer subscriptions which includes 250 subscriptions as well as 50 boxes to preschools. 150 boxes will then go to preschools in the fall, winter, and spring.

Ali Mowry noted the CSA program is her favorite program offered by the PDA.

3. Remote Farmers Markets: Drive shoppers and sales at remote downtown farmers markets: SLU, First Hill, City Hall & Renegade.
4. School Education Program: Provide an excellent teaching and learning opportunity to a larger and more diverse student/school population, by developing an updated program.

David Ghoddousi noted he would like to see a focus on children with disabilities included in the school program.

Colleen Bowman noted council member Ray Ishii's desire to see a diverse range of students participate in the market education program.

Mark Brady would like to work with the Foundation to facilitate transportation to/from the Market for education programs. Mary Bacarella responded that is something she would like to see happen and the PDA may be able to fund that.

Ali Mowry noted that several tenants that have participated in Market education programs have had negative experiences and would like to be contacted in advance of tours coming to a business.

5. Small Business Workshops: Support and develop existing small businesses through spring and fall workshop schedules.

Mark Brady would like to see workshops on diversity.

Betty Halfon would like to see workshops on how businesses can initiate events on their own or decorate for holidays.

6. Co-op Advertising Program: Provide financial assistance to Market businesses promoting the Market through advertising.

David Ghoddousi asked what the budget is for 2019. Amy Wallsmith believes the budget is \$20,000 and four requests were turned away last year.

7. MarketFront North Pavilion Activation: Build an event program that explores new partnerships and activities that bring in visitors.
8. Development of Core Special Events: Love in the Market (Feb), Flower Festival (May), Harvest Festival and Costumes on the Cobblestones (Oct.), Magic in the Market (Nov.)
 - a. Bring visitors to the Market creating activities that move the visitor in, around, and through the entire Market
 - b. Build audience of new locals to engage them with the Market as a whole

- c. Create opportunities for commercial tenants, Daystall/Farm, and the community to participate

David Ghoddousi appreciates seeing events during the shoulder months.

Betty Halfon noted there are no events listed in March and April.

Amy Wallsmith wrapped up goals with an overview of 2019 evaluation:

1. Create baseline goals for measuring success of all marketing, programs, and public relations initiatives. Measurements includes:
 - a. Attendance
 - b. Rapid Market Assessments or surveys at programs
 - c. Revenue for commercial rent and parking
 - d. Anecdotal through conversations with daystall and farm participants

Colleen Bowman asked if the pedestrian counters are still out and working. Amy Wallsmith responded yes and it's a service that it paid for.

Colleen Bowman suggested free giveaways in exchange for contact information.

Patrice Barrentine added that part of the rapid market assessment is to estimate attendance based on random sampling during a period of time.

Amy Wallsmith continued with the 2019 key messaging points:

- Pike Place Market is an accessible daily, weekly, monthly shopping destination
- Pike Place Market offers unique, high-quality specialty products and produce in a convenient Seattle location
- Pike Place Market has one-of-a-kind handmade products
- Pike Place Market is rich with adventure and history
- Pike Place Market has affordable and convenient parking

Ali Mowry would like to see an emphasis that the Market is a mixed community.

The audience will be focused on:

- Established and new locals in the downtown core, who live within 10-15 blocks
- Downtown workers
- Visitors in town for a single day, weekend, or longer
- All ages (millennials, families, baby boomers, etc.)

Amy Wallsmith continued with the plan for digital content media, which includes:

- Website (launch November 2019)
 - Mobile-friendly – build a website designed to be used while at the Market
 - Interactive map – facilitate the creation of an interactive map designed to navigate visitors to all areas of the Market
 - Building in User Generated Content (UGC) – represent the spirit of the Market through visitor's photos

- Integrations – revamp integrations with our social platforms and downloadable digital bok
- Digital Content
 - Blog – build out Pike Place Market blog to include posts tailored to the Market’s audience (bi-monthly)
 - Email newsletter – build an email newsletter strategy tailored to the individual visitor’s journey (monthly)

Mark Brady asked if there has been movement on adding Wi-Fi to the Market. Mary Bacarella noted that is on the strategic plan and is a larger initiative. There was a conversation on public vs private Wi-Fi offered by Market merchants.

Amy Wallsmith continued:

- The Market Insider – increase open rate by 10% (roughly 40% open rate)
- Farmers Market Newsletter – build an email newsletter strategy tailored to the individual visitor’s journey (end of May – October)
- Social
 - Instagram Takeovers – facilitate 10 Instagram Takeovers with commercial tenants, crafters, or farmers (April – December)
 - #TasteTestTuesday – create monthly Facebook live videos aimed at showing off unique foods in the Market (May – December)
 - What’s in My Bag – The bi-monthly social campaign will show shoppers what they can buy at the Market (April – December)
 - Locals Facebook Group – launch a locals only Facebook Group aimed at cultivating and nurturing a loyal local following (launch June). Locals means Washington state.
 - Pinterest – build a strategy (fall)
 - Photo contest – launch a photo contest asking people to show us their #MakeltAMarketDay (June – September)

Ali Mowry suggested a series on where Market merchants eat lunch.

- Video Strategy
 - YouTube – launch a Pike Place Market account, adding at least four videos in the first year (launch June)
 - Influencer Videos – facilitate four #MakeltAMarketDay videos using social influencers (summer)
 - Video contest – launch a video contest in October asking people how they #MakeltAMarketDay

Amy Wallsmith next provided the plan for PR and Storytelling, which includes:

- PR & Media
 - Build a web community for journalists to use as a resource for getting news about Market and story ideas (coincide with website launch, November)
 - Create a steady cadence of outreach news to feature the Market and its vendors, community and uniqueness to pitch to local and national media (April – December)

- Cadence: In addition to real time market news PR will release weekly news blasts and monthly press releases
 - Engage and respond to incoming media requests for Market information or news to build strong reporter relationships
 - Create proactive storylines for evergreen moments in the Market (April – December)
 - Develop media heavy launch plan for Pike Place Market digital book
- Storytelling and Communication
 - Pitch weekly news about the Market including Make It A Market Day, What's In My Bag, shopping trends, quirky news and happenings for that week (April – December)
 - Strong focus on public outreach during major construction time to mitigate impact and maintain/grow visitor traffic (April – December)
 - Build out Pike Place Market blog to include bi-monthly posts tailored to the Market's audience (April – December)
- Filming and Trademark
 - Permit brand-aligned film productions and host myriad editorial productions to communicate the Market story (April – December)
 - Work to re-build a comprehensive filming and trademark plan for media to protect the Market brand and reputation (Multi-year plan)
 - Identify positive opportunities for Pike Place Market trademark to be used to increase Market sales and reputation
- Internal Communication
 - Keep PPM community updated on construction impacts and mitigation efforts (April – December)
 - Notify vendors and broader teams about published featured news and mentions (April – December)

Lastly, Amy Wallsmith provided the plan for paid advertising, which includes:

- Create media buys to support our core programs (January – December)
- Create year-round Make It A Market Day campaign (April – December)
- Develop key media partnerships (April – December)
- Focus digital advertising on Target Market Segmentation (May – December)
- Support our social media content strategies (January – December)
- The Make It A Market Day Campaign overview includes:
 - No two trips to Pike Place Market are the same. It's a choose-your-own adventure with delights around every corner. That's what makes it fun, and frankly the antithesis of shopping at the mall or grocery store (or online). This concept features candid shots of local shoppers in action, underscoring the unique experience of shopping at Pike Place.
 - A variety of Market merchants will be highlighted throughout the campaign.

Mary Bacarella added this campaign takes people around the Market.

B. Flower Fest Overview

Amy Wallsmith began by describing the 11th Annual Flower Festival, set for May 11 and 12. This year there is a new core event on Saturday, May 11 from 11 am – 4 pm and will include music,

kid's activities, pop-up murals, craft demonstrations and more throughout the 9 acre historical district. Event details include:

- Custom printed paper rolls for all flower vendors
- Flower wall photo op
- Mom tattoos, maker mom demonstrations, daystall card booth and screen printer demonstration on MarketFront Pavilion
- Mother Knows Best Advice Booth and face painting in DownUnder
- Passport/scavenger hunt on Western Avenue
- Busker showcase on top of the farm truck
- Shopping incentive: show proof of purchase and receive either a parking voucher or flower festival canvas shopping tote
- Pop-up interactive murals with a Flower Fest theme

There will be decorations throughout the Market, including:

- Large flowers
- Signage/posters
- Costumed ambassadors

Amy Wallsmith reviewed the eight locations for the Pop-Up Interactive Murals which include DownUnder Level 5, Corner Market, Triangle Building, Pine Building, Sanitary Building, MarketFront, Bottom of Hillclimb stairs at Western, and top of Hillclimb stairs.

Amy Wallsmith next reviewed the core event goals, which include to bring visitors to the Market creating activities that move the visitor in, around and through the entire Market, build audience of new locals to engage them with the Market as a whole and to create opportunities for commercial tenants, daystall/farm, and the community to participate. A variety of sources will be used to track success including the number of tattoos distributed, number of faces painted, number participating in the advice booth, dot survey, pedestrian counters, number of parking vouchers and totes given away and the number of participating tenants.

A variety of digital content will be used to advertise the event including:

- Event calendar and homepage slider on the website, published April 15th
- Two blogs
- Email newsletter
- Market Insider, both the April and May issues
- #TasteTestTuesday (monthly live video aimed at showing off unique foods in the Market)
- What's in my Bag – Mother's Day themed post the week of May 6th
- Pop-Up murals

Betty Halfon noted the Facebook events that pop up on her feed and suggested the Market list events. Amy Wallsmith responded yes, the Market creates Facebook events and promotes them.

David Ghoddousi asked if this event will be promoted to news outlets. Amy Wallsmith responded yes.

PR will include a press release on April 16th, a media alert on April 30th and May 8th and story pitches in tandem with blog posts the weeks of April 22nd and 29th. In addition, posters will be

delivered and emailed to concierges the week of April 22nd. Paid advertising will take place from April 15-May 10th and will include banner ads, Google AdWords, retargeting, Facebook, Instagram, and potential partnerships with The Stranger and Seattle Times.

Colleen Bowman asked if radio is included. Amy Wallsmith responded it depends on what different outlets offer.

Patrice Barrentine suggested re-thinking naming for Flower Festival and Daffodil days as those events really aim to celebrate moms and the first day of spring.

David Ghoddousi suggested a Jell-O carving competition.

C. Strategic Initiatives for Market Programs Committee

Mary Bacarella introduced the Market Programs Committee Strategic Plan Initiatives. The timelines for each project vary and some projects cross over between several committees. The core initiatives for Market Programs includes:

ACTION	RESPONSIBLE	START	END	NOTES
Market Activation/Events - Development of annual activation plan - Assessment of annual activation - Creation of sustainable programming <i>* Western Avenue Connections and DownUnder plan in conjunction with Market Connections</i>	Amy/John	12/1/18	12/31/19	Includes activation of MarketFront Pavilion, DownUnder, Western Avenue Connections, and partnerships with commercial tenants through programming and the creation of a plan to ensure long-term sustainability
Increase local business through development of outreach, Daystall social, marketing, and public relations	Amy	1/1/19	12/31/19	Including concierge program, temporary art installations, etc., Visit Seattle Holiday Pop-Up and creation of annual timeline for PR communications
School program assessment	Amy	4/1/19	8/31/19	Includes previous years assessment and plan for 2019/2020 school program
New website	Amy	2/1/19	11/31/19	Includes new Online/Offline Gift Guide strategy and launch of digital book
5-Year trademark strategy	Amy	3/1/19	3/31/20	Includes outlining new categories and review of existing trademark process

V. **Public Comment**

Molly Donoghue, a fifth generation Seattleite, a self-described social media influencer, noted she just ended a 20 year career in IT with a focus on infrastructure and buildout, such as WiFi. She now works with Seattle Met Magazine and is focusing on building partnerships in the community. She would like to meet with Amy and Mary and looks forward to building a partnership.

Joan Paulson noted that Nick Setten who works at the Market Information Booth mentioned that if you google lower levels of Pike Place Market people cannot find where they are going. She suggested the Market contact Google to get that resolved. Joan referenced page 21 of the 2019 program roles, item 8. and suggested adding the anniversary of the Market as a core event. Joan also suggested during evaluation asking the question of “what are we missing.” On the 2019 key messaging points she would like to see “nightly” emphasized. Joan would like to see the history emphasized more.

Howard Aller commented that he used to enjoy reading the Market Insider but now he can't read it since he doesn't have a mobile device to read them on. He does not want the PDA to leave out the members of the community that don't have access to online media. Amy Wallsmith noted a printed quarterly Residential Insider is being developed. Howard Aller added a Residential Insider isn't the same as Market Insider, which is monthly.

VI. Concerns of Committee Members

Colleen Bowman appreciates the Market's History and gets a lot of her history from History Link. Colleen suggested asking History Link for a timeline and a link to stories about the Market.

Mark Brady asked for more information on the signage project. Mary Bacarella responded that is part of a Market Foundation grant to update signage. The first step is to look at all the signage to assess condition and message. That will dovetail with PDA wayfinding. Karin Moughamer added it's a 4Culture grant awarded to Market Foundation and members of Friends of the Market and the PDA sit on a steering committee tasked with assessing the interpretive signage. The next phase will include looking at messaging for interpretive signage once funding is provided. Colleen Bowman asked if Historical Commission will be consulted. Karin Moughamer responded yes and further described the nature of the interpretive signage.

Patrice Barrentine thought the Market Insider was awesome and noted the Market Farmer Eng was included in the recent issue of Sunset Magazine.

David Ghoddousi has not seen any of the Market Insiders since it went digital.

Betty Halfon finds it confusing how to direct people to levels DownUnder. She would like to talk more about how to label the DownUnder.

VII. Adjournment

The meeting was adjourned at 5:55 p.m. by Betty Halfon, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator