



Market Programs Committee Meeting Minutes

Wednesday, July 9th, 2019

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

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

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

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Amy Wallsmith, Tanya Sinkovits, Scott Davies, Madison Bristol, Karin Moughamer, David Dickinson, Zack Cook, Maggie Mountain

Others Present: Howard Aller, Joan Paulson, Joe Read, Russell Monroe

The meeting was called to order at 4:00 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 June 11th, 2019 Minutes

The June 11th, 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments

Howard Aller commented the education program is a superb and well run program the Market needs to keep offering. This program is a way to draw locals to the Market.

Joan Paulson noted the results from the Mother's Day program survey, which showed a lot of people were visiting from Seattle. She suggested conducting the same survey in August to see what the audience looks like at that time as well as asking how long people are spending in stores. Joan would like to see the education program enhanced and included on the website and suggested making programs for specific age groups. In addition she would like to see a 12-month education program offered.

III. Programs and Marketing Report

Amy Wallsmith noted in June there were three events. Meet the Market at the West Edge went well and the next event will be in the fall. On June 26th there was a Pride event and Pride flag raising. On June 27th the second Producer's Market took place and attendance was up compared to the first event and 65% of attendees are from the Seattle core and the majority are female and under the age of 44. Those stats are based on Facebook interactions for the event. This is the last week for the viaduct demolition in front of the Market. Taste Test Tuesday featured

tenants that had created specials connected to the demolition and was filmed on the MarketFront.

Amy Wallsmith continued by noting there are 10 filming requests scheduled and many of them are editorial. The July Market Insider had a slight decrease in open rate but an increase in new subscriptions. The length was shortened to try to encourage longer stay time and the calendars continue to be downloaded.

Amy Wallsmith provided an overview on social media. The Market received 2,000 more Instagram followers, roughly 64 per day. The most engaged posts included a sunset photo taken by a visitor, a picture of peonies, and the raising of the Pride flag. Instagram Stories are offered every day. Facebook gained over 600 followers and the most engaged posts included the logo change for Pride, the announcement of peony season, and three generations of Pirotsky Pirotsky. Taste Test Tuesday started in June and featured Shugs, Uli's and Seattle Kombucha. That received 1.5 million views. Twitter is doing well and on the website direction, parking and events remain the most visited pages.

Amy Wallsmith noted Madison Bristol has been busy with PR. Pride celebration received coverage on KING5, KOMO, KOMO Radio, Q13, The Seattle Times and Seattle PI. Viaduct outreach received coverage on KOMO, KOMO Radio, Seattle Refined, KIRO, KING5, KPUG (Bellingham), My Northwest, Seattle Business Magazine, and The Seattle Times. KING5 was on site for the first Producer's Market and were live on-air throughout the morning.

Amy Wallsmith provided a preview of the next meeting which will include presentations on 2019 Marketing Plan half-way update, trademark plan, and the education program plan.

Colleen Bowman asked if the Market has Facebook events. Amy Wallsmith responded yes, and people can say if they are interested or will attend.

IV. Reports & Discussion Items

A. Daystall Programming Update

David Dickinson provided an update on the first two *PM: Producer's Markets* and a preview for the July event which includes more space for vendors and an expanded area for consuming beer and wine. Attendance increased from June to July. The Market Foundation has been hosting the beer and wine bar as a fundraiser for the Safety Net. Vendors also reported an increase in sales from the June to July events.

Paul Neal entered the meeting at 4:23 pm

Betty Halfon requested a copy of the presentation. Karin Moughamer responded yes.

Colleen Bowman asked for clarification on vendors using tents on the MarketFront during the July event. David Dickinson responded they will experiment with one vendor per tent and will assess after the event.

Mark Brady suggested moving the event to earlier in the month to coincide with people receiving their paychecks. That might help draw more people.

Betty Halfon asked if they are considering continuing this model during December. David Dickinson responded there are conversations to have three night markets before Christmas.

Patrice Barrentine appreciates the themes and changes made to improve the event month-to-month.

David Ghoddousi noted it is nice to see the vendors and the PDA working together.

Mark Brady would like to know how much money the Foundation raises for the Safety Net through beer and wine sales. David Dickinson responded he believes they raised \$2,500 in June and about half that in May. There was a conversation on the permits and running of the bar at the event.

Maggie Mountain provided an update on new craftspeople approved to sell in the Market. At the end of 2018 10 vendors were approved to sell and at the end of May 2019 four more vendors were approved. Those vendors include:

- Siraprapa Saezim, leather goods
- Jacinthe Two Bulls, woven baskets
- Cathy Pascual, felted items
- Claudia Cerrato, recycled children's clothing
- Eve Minehan, leather and felt bags, wallets, and keychains
- Tony Biancaniello, deodorant and soap
- Rosie Edholm, original artwork
- Kim Ramirez, items made from recycled kimono's

David Dickinson added there will be another screening at the end of the summer and staff will continue to recruit at local craft fairs.

Colleen Bowman asked how many totes were given away at PM. Amy Wallsmith responded 49.

B. Remote Market and Pike Box Update

Zack Cook provided an update on the four remote farmers markets, which are up 2.3% compared to last year. Week six just wrapped up. City Hall is down 13% but there is one less vendor than last year to allow more space for the vendors. The average daily sale in 2018 was \$776 per vendor and in 2019 it's \$785. The Regrade location is up 5.5% and the average daily sale in 2018 was \$631 and in 2019 is \$759. The South Lake Union location is up 3.1% and the average sale has increased from \$1,100 in 2018 to \$1,201 in 2019. The First Hill market is up 16.1% with an average vendor sale of \$776 in 2018 to \$870 this year. That location is 12-13 vendors and due to its location near a hospital that location cannot grow.

Zack Cook continued with an update on the Pike Box CSA. Revenue is at \$88,636 and farmers have been paid just under \$51,000 so far. 3,873 boxes have been packed so far. The summer CSA program started 3 weeks ago. On average 302 boxes are being packed each week with 241 for summer pick up and 61 summer deliveries to preschools.

There was a discussion on the costs of the program and Zack Cook noted the program is paying more for itself than ever before.

Zack Cook provided an update on Food Access. So far \$1,174 in Fresh Bucks matches have been handed out at remote markets. This number is down and that is due to how the city has allocated where people can spend Fresh Bucks at, which now includes some grocery stores. Just over 100 of the 241 CSA boxes are for low income individuals who pay \$5 for the box. The difference is covered by the City and if those funds run out the Market Foundation will step in to cover the cost.

Patrice Barrentine asked how many CSA's are going to King County employees. Zack Cook responded he doesn't have those numbers with him but he feels they are about the same as last year. A full recap will be provided in the fall.

C. 2018-19 Education Program Recap

Scott Davies began by reviewing the mission statement which is: The PDA Education Program teaches the next generation of Market stewards, caretakers and customers the value of community and commerce, entrepreneurship and history, all in a richly diverse downtown district. The program provides opportunities for students and teachers to connect with the Market community in ways that extend well beyond classroom learning.

There are three key components to the program:

1. In-class presentation that includes history role play, stories about our farmers
2. Teachers use Resource Bag items in conjunction with online materials
3. Three weeks later, students tour the Market in small groups. On the tours students look for foods, jobs, and countries of the world, taking in all the sights, sounds, tastes and smells. There are 17 volunteers that help with the program. Scott shared photos of different businesses and locations toured throughout the Market.

Scott Davies continued by noting that five tours had to be made up due to the winter snow storm. Spring tours got to witness the demolition of the viaduct. One of the student's favorite locations is touring the security room which includes screens with all the video cameras around the Market. Students often included this stop in drawings and writing on their evaluation forms. Evaluation forms that include mention or drawings for certain businesses are shared with those businesses. Scott Davies included several examples of evaluation forms provided by students.

Scott Davies continued by sharing pictures from the Market experience created by the Bertschi school second grade class. The students made and sold items and the \$1,970 raised was donated to the Market Foundation. The event included crafts, fruits and vegetables, and busking. In addition, students from Bertschi visited the Pike Market Child Care and Preschool and were reading buddies to the Rainbow Birds class. The Seattle Country Day School also created a second-grade market and raised \$1,770 for the Market Foundation. Scott noted this is a model that could be created and shared with other classrooms.

Scott Davies also highlighted the work of several other schools that returned to the Market after their class visit. Third graders volunteered at the Food Bank and a class of second graders created group posters about their Market experiences. The Bush School and King's Elementary also created their own markets.

Scott Davies concluded by reviewing the numbers for the year.

- 117 classes served (107 tours) = 2,522 students
- 87 in-class presentations
- 32 public schools (15 north of ship canal, 17 south)
- 17 private schools (7 north of ship canal, 10 south)
- 26 low-income classes (used Title One data from National Center for Education Statistics)
- Grade levels = two (51), two-three split (1), three (46), three-four split (1), four (14), four-five split (2), five (2)

Additional notes include:

- Demand again exceeded number of available tour dates.
- Presented to an urban planning class at Seattle University and toured with them.
- At least 17 schools donated to the Food Bank, ranging from students bringing food on tour day to school-wide food drives.
- Worked with many teachers and students throughout the school year on projects about the Market or doing tours on their own outside of the program. For instance, Meeker Junior High in Kent brought culinary arts students to meet those working in the Market's food economy (Pasta Casalinga, Crepe de France, Beechers, Pike Place Chowder, indi chocolate, Oriental Mart)

Scott Davies thanked the 17 volunteer school program leaders that donated a total of 803 hours. The monetary value would be estimated at \$20,420 (803 hours x \$25.43). Scott also thanked the Market merchants, members of the PDA Council and others in the community who support the PDA's education program.

Betty Halfon asked what outreach looks like for the program. Scott Davies responded in the past there was a printed postcard sent to schools but currently it's based on past participants and teachers finding information on the website. Mary Bacarella added some outreach will be done to underserved schools.

Colleen Bowman asked if there are any constraints for the program. Scott Davies responded every available day is filled with tours. Some possibilities for the future would be to increase available days or offer two tours per day. These questions will be evaluated as part of the new education plan.

Mark Brady suggested reaching out to some of the casinos to see if they can donate a bus to the program.

Paul Neal asked when the plan will be reviewed at Market Programs. Amy Wallsmith responded in August.

V. Public Comment

Joan Paulson would like to know what each program presented on today needs financially and that should be included in the budget. She would like to see additional funds for these programs.

VI. Concerns of Committee Members

Mary Bacarella noted a concern. Mary heard that at a recent Constituency meeting a PDA staff member questioned why the American flag was taken down when the Pride flag was raised. That staff member had an idea for how both flags could fly at the same time and someone in the Constituency encouraged that staff member to attend the programs committee meeting and share their views. At that same meeting a Constituency member discouraged the staff member from speaking up stating there would be repercussions by the PDA Council or staff. Mary believes that this kind of conversation does not move everyone forward and encouraged everyone to continue to foster a collaborative environment. She noted her door is always open.

VII. Adjournment

The meeting was adjourned at 5:17 p.m. by Patrice Barrentine, Vice Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator