



Market Programs Committee Meeting Agenda

Date: Tuesday, August 8, 2017

Time: 4:00 p.m. – 6:00 p.m.

Location: The Classroom

Committee Members: Betty Halfon (Chair), Patrice Barrentine (Vice-Chair), Gloria Skouge, David Ghoddousi and Colleen Bowman

4:00pm	I. Administrative	Chair
	A. Approval of Agenda	
	B. Approval of the Market Programs Committee Meeting Minutes for July 11, 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. Farm Program Update	Zack Cook
	B. Green Star Program	David Dickenson
	C. Sammamish Farm	Ben Franz-Knight
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5:40pm	V. Action Items	
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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, July 11th, 2017

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

The Classroom

Committee Members Present: Patrice Barrentine, Gloria Skouge, Ann Magnano, David Ghoddousi, Colleen Bowman

Other Council Members Present:

Staff Present: Emily Crawford, Aliya Lewis, Justin Huguet, Kalyn Kinomoto, Karin Moughamer

Others Present: Joan Paulson, Chris Scott, Howard Aller

The meeting was called to order at 4:04 p.m. by Patrice Barrentine, Vice Chair.

I. Administration

A. Approval of the Agenda

The Sammamish Farm Report was stricken from the agenda.

The agenda was approved with above amendment by acclamation.

B. Approval of the June 13th, 2017 Market Programs Committee Meeting Minutes

The June 13th, 2017 Minutes were approved by acclamation.

II. Announcements and Community Comments

Joan Paulson commented that she would like to see a greater emphasis on promotion of the businesses DownUnder in order to increase pedestrian traffic to underused areas. Paulson also asked what programs are being planned for the new unnamed surface currently referred to as MarketFront Plaza.

Chris Scott suggested naming the new surface Pike Terrace.

III. Programs and Marketing Director's Report

Emily Crawford shared general news from the marketing department, referencing the materials handed out, including articles in the Seattle Times, 425 Eastside (featuring Indi Chocolate), and Alaska Beyond. The Marketing team has been promoting parking options at the Market, including on Seattle Kitchen with Tom Douglas, which Emily appeared on prior to MarketFront Grand Opening. Crawford noted that a lot of recent coverage featured the Market as a whole and celebrated the Market's history rather than focusing on one area.

An overview of MarketFront Grand Opening was provided and it was noted that more than 5,000 passports were handed with over 600 fully finished passports turned in. Emily thanked her team – Scott Davies, Justin Huguet, Kalyn Kinomoto, Aliya Lewis, and Dianna Goodsell – for all

their hard work and mentioned that Dianna's last day with the PDA was last week. Anecdotally business appeared to be up that day for the Market as a whole, not just those operating on the MarketFront.

John Turnbull provided background on pedestrian counters installed around the Market in November 2016. Three are managed by Downtown Seattle Association – Left Bank Books, near the pergola, Bella Umbrella – and three were installed by the PDA – under the clock facing the bakery, Mick's Peppouri, and near House of Jade. The data indicates the Market is busiest on Saturdays and during the lunch hour. John presented a trend report for MarketFront Grand Opening, comparing attendance for grand opening, a week prior, and a month prior. The data indicates a lot more people visited after 2 pm and looking at six months of data, Market attendance is estimated at 15-18 million per year.

Emily Crawford also noted that roughly 10,000 more people visited the Market on Grand Opening than the week prior and that the busiest time was 2 pm, which was the start of Grand Opening ceremonies.

Colleen Bowman asked how much the pedestrian counters and service costs. John Turnbull responded that it is \$3,000 per year per counter for the three that the Market installed. DSA pays for the other three but the PDA has access to that data.

Ann Magnano inquired about the people who used to count in-person and a conversation continued about the cost and reliability of that program.

Ann Magnano, referencing the trend report, noted that the busiest time for the Market is 2 pm and it might be worth considering adjusting the Wednesday Farmers market to align with busy times.

David Ghoddousi asked if there was a counter at the bottom of the Hillclimb. John Turnbull responded no and David said he would like to see more data on an area of the Market that has been overlooked in marketing.

Patrice Bowman recommended a pedestrian counter at MarketFront in the future.

John Turnbull described the data in more detail, noting the rise in attendance at noon and tapering off around 5 pm.

Colleen Bowman commented that what is not known is if people are experiencing the MarketFront and then coming up through the DownUnder, which she understands is the hope. John Turnbull is open to walking around to identify a spot where this data could be collected.

Emily Crawford continued by noting that there were no major issues with Grand Opening and again thanked her team for doing an amazing job. For the 110th anniversary, Justin Huguet will be creating a video series to share personal market stories of vendors and then, through social media, encourage people in the community to share their stories. These videos will be compiled for future use. Ann Magnano wondered if there would be a way to get these short stories onto KCTS 9 in between shows. In addition there are three events associated with the 110th – Sunset Supper on August 18th, a Caspar Babypants concert fundraiser for child care on August 12th, and

a John Stamets photo exhibit organized by Nick Setton and Mark Musick in the Arcade on August 17th from 7-9 pm with the goal to preserve the photos in the UW Special Collections. The PDA is supporting the exhibit with a sponsorship.

Farm advertising is set to begin on July 17th and run through September on buses. Due to an error the ads will run longer than originally contracted and will promote the evening farmers market with a call out to the 110th anniversary. Due to the error of ads not being on light rail trains, a \$7,000 credit is being issued.

Lastly, several trademark violations were mentioned, both being resolved and removed from public display.

Colleen Bowman asked if the Amazon farmers market opened and Emily Crawford responded that the Denny Regrade market is up and running.

IV. Reports and Discussion Items

A. MarketFront Advertising Report

A video created by Justin Huguet of the MarketFront Grand Opening was shared.

Emily Crawford reviewed the Merlino Media Group MarketFront Campaign Report which is outlined below:

Planning Parameters – late May to early June

- *Objective* to create excitement and build awareness of the new MarketFront and drive visits to the new MarketFront.
- *Target* Seattle locals, new locals, and shoppers who care about buying local, sustainability, and community.
- *Geography* focused on Seattle with additional concentration in Downtown, Belltown/Lower Queen Anne, South Lake Union, First Hill, Capitol Hill
- *Budget* of \$77,727

Topline Results

- Geo-fencing was used to reach mobile customers when there were within a specific radius of key locations: PCC, Amazon (SLU), Whole Foods (UW), PPM Express Markets
- Overall, the mobile campaign delivered 530,000 impressions, 1,173 clicks, and a .22% click through rate (CTR, 145% higher than the national average of 0.09%)

Location Performance

- Lower Queen Anne QRC (.26% CTR), Whole Foods SLU (.25% CTR) did really well
- Trader Joes and City Hall Plaza (.17%) and Denny Regrade (0.13%) had lower CTR, but still above national average.

Paid Social Media

\$7,924.57 (of the \$77,000) spend on social media reached 341,423 with over 1.1million impressions, 12,693 clicks with a click through rate of 1.1%. The cost per click was \$0.62.

A conversation on the marketing costs associated with MarketFront promotion continued, including that Merlino Bauer handles all of the billing and invoicing.

Targeting Overview - People between the ages of 18-49 who:

- Like to buy local but do not “like” PPM
- Current fans of PPM
- At the Express Market Locations and do not “like” PPM
- People within a mile of PPM and do not “like” PPM

Target Performance

- Overall Facebook placements performed better than Instagram, generating significantly higher click volumes.
- Buy Local (\$0.36 cost per click) was the best performing Facebook target followed by Current Fans (\$0.56 CPC)
- Buy Local (\$0.75 CPC) was the best performing Instagram target with 1,372 clicks and due to low click volumes over the course of the campaign, Current Fans, Express Markets, and Location-Based Instagram targets were paused.
- Performance took off during the last week of the campaign, nearing Grand Opening, and with the best results on July 1.

A conversation on the pros and cons of Facebook versus Instagram advertising transpired.

Emily Crawford stated that focusing on the natural sympathizers is more beneficial than focusing on the people simply across the street. A conversation continued discussing the data and noting the differences among each of the target audiences.

Demographic Performance

- The highest amount of clicks came from women 35-44 (18% of reach / 24% of clicks), followed closely by women 25-34 (23% of reach / 23% of clicks).
- Overall clicks and reach were female-dominated (59% of reach / 67% of clicks)

Ann Magnano stated that this is the same demographic that has always been coming to the Market and a conversation continued on the current trends in men versus women with shopping and eating.

Patrice Barrentine noted that what is missing from the data are people 55 and older, which she sees in the Market and that could be due to not being on social media.

Traditional Media Reach Summary - \$59,853 spent with 8,002,953 impressions

- Radio (KNKX and KEXP)
- Transit
 - Partial Wild Train Wrap (4 trains)
 - Sound Transit Bus Kings – BONUS
 - Sound Transit Interior Cards – BONUS
- Print
 - NW Travel

- Seattle Magazine

Emily Crawford and Ann Magnano discussed the marketing budget for MarketFront, clarifying the refund from Sound Transit due to advertising delays.

Patrice Barrentine asked if it's possible to have another column on the traditional media summary that calls out the cost per impression and having both social media and traditional media on one chart. She also asked if Justin could create a short video taking the train from the airport to the Market. Emily Crawford said she would ask Merlino to calculate those numbers.

Ann Magnano asked Emily Crawford if she knew what the value and reach is for earned media and Emily responded by describing the difference between potential (estimated TV viewership) and actualized reach and continued by discussing the budget for earned media, the overall Marketing budget for 2017, and all costs associated with consultants and advertising.

B. The Sammamish Farm presentation was postponed.

V. Action Items

None

VI. Resolutions to be added to Consent Agenda

None

VII. Public Comment

Chris Scott thanked the Market Foundation for their work on Grand Opening and to remind the Committee that Friends of the Market is hosting a special presentation on July 20th on the history of streetcars and shopping in the market. Chris also noted that there are definitely older men shopping for produce at the Market.

Howard Aller questioned the amount of time devoted to and spent on social media marketing for the Market.

Joan Paulson would like to see on the agenda for 2017 and 2018 the plan for addressing DownUnder programs. Joan reminded the Committee that previous examples include children's reading times and serving hot chocolate and spiced teas on cold days to draw people down from main arcade to activate it.

VIII. Concerns of Committee Members

Ann Magnano shared a story of listening to a local radio station in which, after the hosts talked about the MarketFront, they moved the conversation to talking about visiting a local farmers market to get their produce. The fact they didn't say they were going to Pike Place Market to get their produce, is a missed opportunity.

Colleen Bowman mentioned that she now travels through the Market in a different way with MarketFront being open, noting that she walks through the DownUnder more now.

Patrice Barrentine thanked Ann Magnano for all her years of service as this is her last Market Programs meeting.

IX. Adjournment

The meeting was adjourned at 5:20 p.m. by Patrice Barrentine, Vice Chair

Meeting minutes submitted by:

Karin Moughamer, Executive Administrator