



Pike Place Market Preservation and Development Authority (PDA)

MARKET PROGRAMS COMMITTEE
Meeting Minutes

Wednesday, August 14th, 2013
4:00 p.m. to 6:00 p.m.
Elliott Bay Room

Committee Members Present: Bruce Burger, Gloria Skouge, David Ghoddousi, Betty Halfon

Other Council Members Present:

Staff Present: Ben Franz-Knight, Kelly Lindsay, Sue Gilbert Mooers, Emily Crawford, Teri Wheeler, Dianna Goodsell

Others Present:

The meeting was called to order at 4:04p.m. by Bruce Burger, Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the July 15th, 2013 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

Bruce Burger noted the major agenda items for the evenings meeting including continued discussion on aggregation and an update on the farm research data.

III. Programs and Marketing Director's Report

- A. Programs & Promotions Update
Kelly Lindsay presented the Programs and Marketing Directors Report. She provided several brief updates on the monthly metrics. She reported the following; under the Social Media update there are now 197,000 followers on our Facebook. She noted that we have also been getting a lot of media attention on our farm program this summer. She distributed an article on our Farmer's Market in Pioneer Square; a copy of the article was included with the meeting minute's record. She noted that we are still trying to build the customer base at the Pioneer Square Farmer's Market. She lastly reported that we have completed five of the eleven out to lunch concerts series this summer and have been consistently selling roughly 26-30 farm produce bags weekly.

Kelly Lindsay provided a brief update on the Events and Programs Department. She noted that we have started to make room improvements including installation of an audio and video system. She reported that the month of August has been slower for utilization of the meeting rooms; good news is that

September is extremely busy. She lastly noted that the September Market Programs Committee meeting will be located to a new meeting room due to the Programs and Events Open House.

There was a brief discussion that followed

Bruce Burger inquired about the average vender sales and EBT usage at the Pioneer Square location in comparison with the other satellite markets.

IV. Presentations and Discussion

A. Aggregation Priorities and Expectations

Kelly Lindsay presented on Aggregation Priorities and Expectations. A copy of the presentation was included with the meeting minute's record. There was a discussion on the framework for analyzing the approaches and options for aggregation priorities. A summary of the presentation is as follows;

Farm and Food Program Goals - Goals 2013 and Beyond

- Enhance farmer profitability
- Increase farmer participation in the Market
- Increase customer base to support farmers

Potential Markets

Direct Customer

- CSA - Subscription
- CSA - Daily Purchase
- Farm stand

Wholesale

- Social Service Agencies
- Market Restaurants
- General Restaurants
- Institutions
- Grocery
- Distributors

Aggregations: Goals

- Provide additional revenue streams for Market farmers beyond direct to consumer
- Provide incentive for new farmers to sell at Pike Place
- Create "economies of scale" through centralized packing, production, distribution and/or promotion
- Provide new opportunities for customers to engage with the Market brand

There was a discussion that followed

Betty Halfon mentioned suggestions regarding increasing the number of farmers at the Market and making the Market more profitable for the farmers.

David Ghoddousi noted that he would like to see a 5 year perspective on the CSA program and how much the costs were from the previous CSA program data.

Betty Halfon noted that she would like to look at two options seriously from the presentation; CSA-Owned and In-Market wholesale.

Bruce Burger proposed that staff analysis two to three options and develop a draft pro-forma business plan within the next several months; in which an option would include a CSA and some form of Market wholesale.

B. Research Update: Preliminary Survey Data

Kelly Lindsay reported that the first phase of the farmer's research, which was a survey, was being analyzed and processed. She distributed a sample of the online questions and responses from the first phase of the farmer's research. The sample questions and responses for the farmer's research were included with the meeting minute's record. She noted that from the research data group we received information including the participant's zip code, age range and income range.

There was a brief discussion that followed

There was mention for future help with getting organic certification for the farmers from the committee.

Kelly Lindsay noted that there should be full report on the farmer research by October at Market Programs.

V. **Action Items**

A. **Action Item:** Proposed Resolution **12-84:** Authorization for Non-Exclusive Trademark Licensing Agreement with Paisley and Parsley Designs

Kelly Lindsay introduced the resolution which states that the Pike Place Market Preservation and Development Authority (PDA) is the owner of all rights, title, and interest in and to certain trademarks and graphical representations of the Pike Place Market name and trademark; and, Paisley and Parsley Designs, a home-based business located in Vancouver, WA, desires to make use of the Pike Place Market design mark (Public Market Center sign as depicted on the PDA trademark license application) and the name Pike Place Market in connection with natural stone tiles (6x6" trivets, 4x4" coasters and 2x2" magnets, garden stakes and wine collar/ornaments) and 5x7" notecards for sale at gift shops and on their website; and, PMPDA and Paisley and Parsley Designs have agreed that in accordance with the terms and conditions of this Agreement, Paisley and Parsley Designs may use the Pike Place Market design mark and name in the production and promotion of coasters and trivets that are made-on-demand when ordered (made by PVS Instore Graphics located in Portland, OR) and sold on a wholesale basis to gift shops and at a retail price on the Paisley and Parsley Designs website; and, Parsley and Paisley Designs has informed us that they are in compliance with the Prohibition of Sweatshop Conditions in our trademark usage guidelines (ensuring that all production facilities adhere to or exceed the sweatfree code of conduct in their practices and policies regarding applicable workers); and, Parsley and Paisley Designs agrees that they will not during the term of this Agreement, or thereafter, challenge the title or ownership of the PDA to the name or trademark or challenge the validity of this Agreement; and, Paisley and Parsley Designs agrees that they will use the terms and images related to Pike Place Market and the licensed name and trademark in a way that will reflect positively on the Pike Place Market. The PDA has the right to approve or disapprove of any potential design or marketing plans involving the marks, likenesses or trademarked name(s) owned by the Pike Place Market PDA in relation to their coasters and trivets and all related marketing of such; and, Paisley and Parsley agrees to pay the PDA a start-up fee of \$250 and a royalty rate of 10% of gross sales for all licensed items sold during the duration of a two-year licensing agreement, and agrees to pay 10% of gross sales on infringing items sold before the agreement become valid. The start-up fee will be due prior to preparing the Trademark Licensing Agreement. Quarterly reporting and payment will be due throughout the term of the licensing agreement, with dates specified in the agreement. NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with Paisley and Parsley Designs for the use of Pike Place Market trademarks in the production and promotion of coasters and trivets that feature the Market clock.

David Ghoddousi moved, Betty Halfon seconded

There was a brief discussion that followed.

For: Bruce Burger, Gloria Skouge, David Ghoddousi, Betty Halfon

Against: 0

Abstain: 0

Resolution 12-84 passed unanimously

VI. Items for the Consent Agenda

Resolution 12-84 was moved to the consent agenda.

VII. Concerns of Committee Members

Betty Halfon inquired if the Pike Place Market PDA could trademark the Gum wall at some point. She also noted that the last daffodil farm in Washington State is for sale and may go to developers.

Kelly Lindsay noted that we can discuss with our attorney regarding trademarking The Gum wall.

VIII. Public Comment

None

IX. Adjournment

The meeting was adjourned at 5:16 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator