



Pike Place Market Preservation and Development Authority (PDA)

MARKET PROGRAMS COMMITTEE
Meeting Minutes

Thursday, October 10th, 2013
4:00 p.m. to 6:00 p.m.
Elliott Bay Room

Committee Members Present: Bruce Burger, Gloria Skouge, Ann Magnano, David Ghoddousi, Betty Halfon, Patrice Barrentine

Other Council Members Present: John Finke

Staff Present: Ben Franz-Knight, Kelly Lindsay, Sue Gilbert Mooers, Emily Crawford, Scott Davies, Zack Cook, Dianna Goodsell

Others Present:

The meeting was called to order at 4:00p.m. by Bruce Burger, Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the August 14th, 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 the Market Programs and Promotions update, discussion on Aggregation Programs and Development Plan and a presentation on the Holiday Promotion Strategy.

Betty Halfon inquired about the PR firm status and their work with the PPM PDA. She asked if there could be routine updates with the status of the work with the PR.

Ben Franz-Knight reported on the recent article for Storyville Coffee. He noted that there should not be an issue with beliefs and backgrounds from the investors for Storyville Coffee. There was an article in the Stranger regarding the investor's ties with a local religious organization; he provided a background on the story.

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 noted that we still have a few weeks left with our Express Markets; there would be a full report on the results from this year. She provided a brief background on the early results

of the Express Markets with the committees. She reported the results on the Farm to Go Tote promotion which included 15 farmer participants. She noted that there was an average of \$70 to \$85 paid weekly to the participating farmers for their produce. Regarding the Farm to Tote Consumer Sales, there were 10 concerts with an average sale of 24 bags weekly at \$15. She gave an overview on the farm coupon redemptions as of 9/30/13. There was a correction on the 2012 coupon redemption results which were around \$29k not \$58k.

Ben Franz-Knight commented on the government shutdown and how it affects the federal and state funding for programs like SNAP/WIC.

Ann Magnano commented on the Farm Sales and Attendance and how the hours affect the total sales for day. She noted that there have been complaints regarding the operation hours for farmers at the Market compared with the express farmers markets.

IV. Presentations and Discussion

A. Aggregation Programs: Development Plan

Kelly Lindsay presented on Aggregation Programs and Program Development. A copy of the presentation was included with the meeting minute's record. She walked through the Roadmap for Program Development which included the following steps:

Step 1: Visioning - Goals, Objectives

Step 2: Map Assets/ Constraints/ Gaps - Assets, Constraints, Other Considerations

Step 3: Define Strategy - Program Options, 2014 Program development, Council Resolution Approving Direction

Step 4: Assess Opportunities - Demand, Competition, Partnerships and Resources

Step 5: Develop Recommendations - Staffing Needs, Start-up Costs, Farmer Participation Model

Step 6: Implementation Plan - Secure Farmer Participation, Finalize Partnership Agreement, 2015 Budget Allocation

There was a brief discussion regarding program development and constraints with the farmers.

Patrice Barrentine commented on the constraints and internal mechanisms for the farmers including produce display and internal competition.

Kelly Lindsay reported on the next steps for defining a strategy which would confirm goals and objectives, recognizing assets and constraints and approving a strategy for program development and consideration of recommendations for funding in 2015.

There was a discussion that followed.

Kelly Lindsay and Ben Franz-Knight noted that specific direction and feedback is critical at this stage for determining the next steps for Farm and Aggregation.

Ann Magnano commented on what our goal should be, which is utilizing the strengths of our existing farmers.

Kelly Lindsay noted that we can come back next month diving deeper into the 2014 program development and talking more about specific programs to launch in 2014.

B. Holiday Promotion Strategy

Kelly Lindsay reported on the Holiday Program Strategy. A copy of the presentation was included with the meeting minute's record. There was an overview of the 2013 Holiday Promotion which consisted of: Key Messages, Core Audience, Key Elements and the 2014 Focus. A summary of the presentation was as follows:

Key Messages

- Your holidays are "handled" at Pike Place. Whether you have 15 minutes or a whole day to spend at the Market, we have solutions for busy shoppers, from easy appetizers, the perfect stocking stuffers,

- unique gifts to specialty foods and even holiday decorations to make the holiday season less stressful and “handled.”
- Only at Pike Place ... focus on the unique, one of a kind gifts, specialty items and experiences one can find and have at the Market, reminding the shopper of the many different kinds of shops at the Market, from the urban art of Ugly Baby and La Ru to the old-fashioned fun of the toys at the Great Wind-Up and the Magic Shop.
 - The Market’s farm tables, crafts market, specialty food stores and owner-operated businesses make the Market the place to have and create a joyful holiday—and every day.

Core Audience

- Primary shoppers (women, 18-54) in the downtown core zips that were our target for the summer farm campaign
- Foodies, locavores and shoppers outside of downtown in the greater Seattle area who will drive to the Market to shop

Key Elements

- Paid Advertising
- Social Media
- MyPikePlace.com - Custom web landing page
- PR and Media
- Magic in the Market

2014 Focus

- Year Round Communications
- Earned Media
- Community-focused Events

There was a brief discussion that followed

David Ghoddousi mentioned about targeting kids and families and broadening the appeal to the Market.

Betty Halfon pointed a change under key messages which was to “remove meaningful and replace the language with joyful”

Bruce Burger mentioned a consideration with market promotions extended throughout the year including extension of the holiday parking promotion which would help with year round marketing.

V. Action Items

A. Action Item: Proposed Resolution **13-64**: Authorization for Non-Exclusive Trademark Licensing Agreement with Lantern Press

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, WHEREAS, Lantern Press desires to renew their license 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 souvenir and gift products sold at local stores, on their website, and through other online businesses for a 2 year term; and, WHEREAS, PMPDA and Lantern Press have agreed that in accordance with the terms and conditions of this Agreement, Lantern Press may use the Pike Place Market name and design mark on souvenir and gift products, which are made on demand when ordered; and, WHEREAS, Lantern Press agrees that it will not during the 2 year 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, WHEREAS, Lantern Press agrees that it will use the terms and images related to Pike Place Market and the licensed name and trademarks in a way that will reflect positively on the Pike Place Market. The PDA will 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

Lantern Press and all related marketing of such; and, WHEREAS, Lantern Press agrees to pay the PDA 9% of gross sales for all licensed items sold during this 2 year agreement (with semi-annual reporting and payment, with dates specified in the agreement) and a \$250 Start-Up Fee due upon signing of the Trademark Agreement,

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or her representative to execute a non-exclusive trademark licensing agreement with Lantern Press for the use of the Pike Place Market name and trademarks for souvenir and gift products.

Betty Halfon moved, David Ghoddousi seconded

There was a brief discussion that followed.

Bruce Burger noted that the PDA staff should see the product to be trademarked before it can be approved. He wanted to insert the language "will approve/disapprove" He motioned that. Betty and David approved Bruce's friendly amendment.

For: Bruce Burger, Gloria Skouge, David Ghoddousi, Betty Halfon, Patrice Barrentine, Ann Magnano
Against: 0
Abstain: 0

Resolution 13-64 passed unanimously

VI. Items for the Consent Agenda

Resolution 13-64 was moved to the consent agenda.

VII. Concerns of Committee Members

John Finke commented on his concerns with Lantern Press and the marketing and resale of their products under the current PDA Trademark guidelines.

Ben Franz-Knight noted that the PDA Council and Market programs committee spent 6 months reviewing and revising the Trademark Use Guidelines; this agreement would align with our current revised guidelines.

Betty Halfon noted that she would like to trademark The Gumwall. Ben Franz-Knight would report back on this issue next month.

VIII. Public Comment

None

IX. Adjournment

The meeting was adjourned at 6:03 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator