



Pike Place Market Preservation and Development Authority (PDA)

MARKET PROGRAMS COMMITTEE
Meeting Minutes

Thursday, November 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, Patrice Barrentine, David Ghoddosui

Other Council Members Present:

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

Others Present: Dr. Bruce Brown

The meeting was called to order at 4:01 p.m. by Bruce Burger, Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the October 10th, 2013 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

None

III. Programs and Marketing Director's Report

- A. Farm Program Research Summary - Farmer Stands Market Research
Dr. Bruce Brown from PRR presented the Farm Program Research Summary. A copy of the presentation was included with the meeting minute's record. Dr. Brown gave an overview of the components and process of the Farmer Stands Market Research Study. The purpose of the study included conducting market research that was identified in the May, 2012 Marketing Strategy Review and Assessment. The goal of the market research was to gather "specific consumer insights and/or focus on one segment of the Market, i.e. Farmer's Market, food, craft, etc. with gaining understanding of key drivers behind purchasing decisions...". Specifically, the market research was designed to understand the key drivers and barriers of consumers' use of the farmer stands. Dr. Brown discussed the market research methods which included Online Surveys and Immersive Qualitative Online Research; (QOR) was an activity based research approach designed to bring the consumers and their experience to life. Dr. Brown discussed key findings from the Online Survey and activities and findings from the QOR. Dr. Brown discussed an overview of recommendations from the market research which was summarized as follows:

“Recommendations to increase farmer’s market attendance, browsing and sales”

Communications

- Emphasize ‘ fresh’ and ‘local’ in all communications
- Advertise daily produce offerings through social media and online
- Emphasize other benefits of being at the farmers’ market, such as other retail offerings, dining, mountain views, people watching, etc.
- Emphasize easy parking at Market garage

Physical Environment/Operations

- Keep open until after 5:00 in the evening
- Clearly identified entrances at both north and south ends
- South entrance to start “under the big clock”
- No vehicle
- More bicycle racks
- Improve training of information booth staff and vendors regarding use of coupons
- Offer more guest chef demonstrations and tasting

Produce

- Expand produce offerings
- Clear signage regarding type of produce and prices
- Easy to see and access produce displays

Farmers/Vendors

- Offer samples
- Friendly interaction with customers, without pressuring sales
- Offer recipes and preparation suggestions
- Tell their “farm story”

There was a question and answer period.

Bruce Burger inquired about potential farmer research and noted that we should test these recommendations from the Market Research Study with a broader audience.

Kelly Lindsay discussed immediate next steps for 2014 and beyond including: Improving the sense of arrival to the farmer’s market, finding a way to move the farmers more south and possibly introducing a co-op advertising program with the Market.

B. Programs & Promotions Update

Kelly Lindsay presented the Programs and Marketing Directors Report. She noted that there will be an event hosted by Maximilians at the Pike Place Market Atrium Kitchen Thursday, November 21st hosted by Maximillens. She reported that there would be daily lunch chef demos in the Atrium Kitchen as well starting December 2nd through the end of the month. She mentioned that that the event Pachachacha would be held on December 5th in the Atrium Kitchen; she invited the Council to attend the food empowered event. She lastly reported that we are in the last stretch of planning and preparations for Magic in the Market.

Betty Halfon inquired on the marketing efforts for The Pike Place Market Atrium Kitchen.

C. Online and Social Media Marketing

Emily Crawford presented on the Online and Social Media Marketing.. She provided a brief overview on the PPM PDA’s digital platforms. She discussed several of the social media digital platforms the PDA uses which included; Facebook, Twitter, Pinterest, Tumblr and Instagram. She gave an overview on the PDA’s Social Media Strategy, including Social Media and the holidays. A copy of the presentation was included with the meeting minute’s record. A summary of the presentation was as follows:

Social Media Marketing

- One element of our overall marketing plan

- Reach thousands of potential customers and target specific demographics
- Feeds traffic to the Market website
- Venue to build relationships, answer questions and engage with customers and potential customers
- 65% of shoppers use social media to find the perfect gift

Social Media Strategy

- Evaluate platforms for alignment with Market goals
- Other factors: paid advertising, cost efficiency, reach, and demographic targeting
- Rules of social media: post regularly, create valuable content, have sense of fun
- Grow engagement with the PPM brand and create long lasting relationships

Kelly Lindsay discussed Social Media Strategy, Social Media and Holiday and Holiday Paid Media with the Committee.

IV. Presentations and Discussion

A. Draft 2014 Marketing Plan

Kelly Lindsay presented the draft 2014 Marketing Plan. A copy of the presentation was included with the meeting minute's record. Key components of the draft 2014 Marketing Plan was summarized as follows:

Plan Objectives – Consumer Facing

- Maintain awareness of Market businesses and events by target audience(s)
- Promote key messages and individual business to increase sales and appreciation for PDA mission and values
- Increase direct promotion during non-peak seasons
- Leverage digital media (website, mobile, social media) to extend paid media and provide opportunities for customer engagement
- Establish partnerships to support special event programming (kitchen, holidays, business-specific promotions)

Plan Objectives – Internal

- Develop efficiencies in use of advertising budget
- Cultivate strong internal communications channels with PDA tenants, residents, Foundation and employees
- Protect Market brand through media relations and trademark enforcement
- Establish a comprehensive public awareness plan for the Waterfront Entrance in conjunction with the Market Foundation's capital campaign.

Target Audience

- Continue focus on Downtown residents and workers, but expand primary target to include all of Seattle neighborhoods – especially those most likely to increase visits and make purchases.
- Target messages to encourage increased repeat visitation.

Key Messages

- Pike Place Market is the center for local, independent businesses in Seattle. By shopping at the Market you support your neighbors and engage in a Seattle tradition.
- Pike Place Market is Seattle's original farmers market. The Market continues to have a thriving summer farmers market, three downtown Express markets and farmers selling in the arcade year-round.
- The Market is a destination for people who love food – from fresh, local, quality ingredients and artisan foods and beverages to delicious specialty foods from around the world.
- Pike Place Market is the preferred destination to buy one-of-a-kind, locally produced and handcrafted items and gifts.
- The Market is a feast of bakeries, cafes and intimate bistros, casual and fine dining restaurants that though distinct, share the enduring value of Pike Place Market—fresh, high quality ingredients.
- Access to the Market is easy. Parking is affordable and convenient.

David Ghoddousi inquired about a future park and ride connection with Metro from North Seattle to the Market.

Patrice Barrentine noted under Key Messages (2/2) to include ethnic foods.

V. Items for the Consent Agenda

None

VI. Concerns of Committee Members

None

VII. Public Comment

Gloria Skouge distributed out a farm to table article from the Magazine Orion.

IX. Adjournment

The meeting was adjourned at 5:59 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator