



Pike Place Market Preservation and Development Authority (PDA)

**MARKET PROGRAMS COMMITTEE
Meeting Minutes**

**Thursday, December 12th, 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: John Finke

Staff Present: Ben Franz-Knight, Kelly Lindsay, Sue Gilbert Mooers, Emily Crawford, Zack Cook, John Turnbull, Scott Davies, Melissa Balding, Teri Wheeler, Carl Wagoner

Others Present: Dean Moller

The meeting was called to order at 4:03p.m. by Bruce Burger, Chair.

I. Administration

- A. Approval of the Agenda
- B. Bruce Burger proposed to move Section IV, Item B, Trademark Policies and Guidelines after Section II, Announcements and Community Comments.

The agenda, as amended, was approved by Acclamation

- C. Approval of the November 14th, 2013 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

Dean Moller, a Market Vendor, noted that he would be submitting a Rule Change to this year's Daysall Rules Review regarding the volume issues with Busker's on the Desimone Bridge.

III. Programs and Marketing Director's Report

- A. Trademark Policies and Guidelines
Ben Franz-Knight presented the Pike Place Market PDA Trademark Policies and Guidelines review; a copy of the presentation was included with the meeting minute's record. There was a letter distributed from PDA Council member Jackson Schmidt regarding possible trademark policies for the Pike Place Market PDA; a copy of his letter was included with the meeting minute's record. Ben discussed a general comparison of the Trademark base fees from business such as the Space Needle, Santa Monica Pier, WSU, Hollywood Sign, Empire State building and Soldier Field. He reviewed the Licensing Guidelines which included Language added to the guidelines from July 2013. Additions to the Licensing Guidelines from July 2013 included that the licensed products be consistent with the use permits granted by the Market Historical Commission for merchandise sold in the Market and that all products using the Market

trademarks are to be manufactured in compliance with the Prohibition of Sweatshop Conditions. There was a brief review on current Licensing Agreements, Licensing Guidelines with products permitted under MHC Use permits and a 2013 Revenue Breakout.

There was a discussion that followed regarding the Trademark Policies & Guidelines Review from the committee.

B. Programs & Promotions Update

Kelly Lindsay presented a brief Programs & Promotions Update for the month of December. She distributed copies of the 2014 Marketing Strategy to the Committee; a copy of the document was included with the meeting minute's records.

C. Discussion on Farm Development Coordinator Position

There was a discussion regarding the Farm Development Coordinator Position for the Pike Place Market PDA. She presented a proposal regarding the Farm Development position for the PDA. Kelly Lindsay noted that the notion of forming a Farm Development Coordinator Position came out of the 2014 PDA Budget Review. The position would help specifically recruit and sustain farmers at the Pike Place Market since there has been a decline in the number and of farmers at the Market as well as the retention rate of the farmers. Kelly noted that one of the biggest problems that we are trying to solve with the creation of the Farmer Development position would be with farmer profitability. She discussed other challenges farmers are facing in which our staff could help resolve.

There was a brief discussion that followed.

IV. Presentations and Discussion

A. Programs and Events Annual Review

Kelly Lindsay presented the 2013 Program & Events Annual Review. A copy of the presentation was included with the meeting minute's record. Key components from the Pike Place Market Programs & Events 2013 Annual Review included the following;

Statistics (January - November)

- 187 site visits
- 236 non-PDA rentals/events
- Exhibited at 5 trade shows
- Worked with 36 Market tenants/groups
- 12 weddings
- Coordinated 2 Arcade Lights Events

Revenue from Rentals

- Growth rate slower than expected
- Advance bookings show strong demand

236 total non-PDA rental

- Total number of paid room rentals less than anticipated but expected to increase - many return users.

Kelly Lindsay gave an overview of the various connections with the Market Community, Market Partners & Nonprofits and the PDA Programs & Events. She lastly gave an overview for the 2014 year which included the following:

Exhibit:

- Seattle Wedding Show
- NW Event Show
- Concierge Trade Show

Publish:

- Event Resource Guide
- B&E Wedding Guide
- Publish a Rack Card

Recruit:

- Convention (visit Seattle)
- Market Tenants
- Chefs for Cooking Classes

Host:

- Open House
- Community Cooking Classes
- Partner Organizations

There was a discussion that followed.

Ben Franz-Knight noted that next steps include securing examples of other organizations, particularly relating to their standards and restrictions in their trademark guidelines. He noted that staff can explore what a non-compete clause would look like in a 3 block radius around the Market.

V. Items for the Consent Agenda

None

VI. Concerns of Committee Members

None

VII. Public Comment

None

IX. Adjournment

The meeting was adjourned at 5:49 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator