



**Market Programs - Meeting Agenda**

**Date:** Thursday, February 13<sup>th</sup>, 2014

**Time:** 4:00 p.m. – 6:00 p.m.

**Location:** Atrium Loft

**Committee Members:** Bruce Burger (Chair), Betty Halfon (Vice-Chair), Gloria Skouge, Ann Magnano, Patrice Barrentine, David Ghoddousi and Rico Quirindongo

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<b>4:00pm</b>	<b>I. Administrative:</b>	<b>Chair</b>
	A. Approval of Agenda	
	B. Approval of the Market Programs January 15 <sup>th</sup> , 2014 Meeting Minutes	
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<b>4:05pm</b>	<b>II. Announcements and/or Community Comments</b>	
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<b>4:15pm</b>	<b>III. Programs and Marketing Director's Report</b>	
	A. Programs & Promotions Update	<b>Kelly Lindsay</b>
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<b>4:20pm</b>	<b>IV. Presentation and Discussion Items</b>	
	A. Daystall Rules Review: Presentation of Proposals	<b>David Dickinson</b>
	B. Trademark Renewal Application Discussion: Jewel Hospitality/Pike Place@the Commons	<b>Kelly Lindsay</b>
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<b>5:20pm</b>	<b>V. Action Items</b>	
	A. <b>Action Item:</b> Proposed Resolution <b>14-08:</b> Authorization for Non-Exclusive Trademark Licensing Agreement with Kim Drew	<b>Kelly Lindsay</b>
	B. <b>Action Item:</b> Proposed Resolution <b>14-11:</b> Authorization for Addition of New PDA Employee Position: Farm Development Coordinator	
	C. <b>Action Item:</b> Proposed Resolution <b>14-10:</b> Authorization for Addition of Two New Express Market Locations: Virginia Mason and Microsoft	
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<b>5:45pm</b>	<b>VI. Resolution(s) to be Added to Consent Agenda</b>	<b>Chair</b>
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<b>5:50pm</b>	<b>VII. Concerns of Committee Members</b>	
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<b>5:55pm</b>	<b>VIII. Public Comment</b>	
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<b>6:00pm</b>	<b>IX. Adjournment</b>	<b>Chair</b>

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Pike Place Market Preservation and Development Authority (PDA)

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**MARKET PROGRAMS COMMITTEE**  
**Meeting Minutes**

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**Wednesday, January 15<sup>th</sup>, 2014**  
**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**

**Other Council Members Present:**

**Staff Present: Ben Franz-Knight, Kelly Lindsay, Tamra Nisly, Emily Crawford, Sue Gilbert Mooers, Scott Davies, Dianna Goodsell**

**Others Present: Howard Aller**

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

**I. Administration**

A. Approval of the Agenda

Bruce Burger proposed to move Section III, Item B, 2014 PDA Committee Priorities after Section I.

The agenda, as amended, was approved by Acclamation

B. Approval of the December 12<sup>th</sup>, 2013 Meeting Minutes.

The minutes were approved by Acclamation

**II. Announcements and Community Comments**

None

**III. Presentations and Discussion Items**

A. 2014 PDA Committee Priorities MPC Responsibilities and 2014 Goals & Schedule of Major Topics

Bruce Burger discussed the 2014 PDA Committee Priorities with the Committee. He distributed the Market Programs Committee Responsibilities and 2014 Goals document to the committee; a copy of the document was including with the meeting minute's record. The document stated that the Market Programs Committee was to ensure that the Market provides products, services, and experiences - - for customers, visitors, merchants, residents, and the community at large - - that fulfill the Market's mission and benefit the community. To accomplish this, the committee will define strategy and policy and provide oversight fir staff in the areas if farm and food, crafts, marketing, events, social services, education and related programs. Specific key 2014 Goals included the following:

- Define authenticity mission, metrics, strategies and tactics

- Finalize Trademark Policy
- Help plan two aggregation programs, one direct to consumer and one wholesale, to be implemented in 2015
- Support the new farm outreach person and review lessons learned
- Oversee city/county farmland partnership and encourage alignment with needs of current and potential PPM farmers
- Oversee performance of Atrium Kitchen
- Monitor new year-round marketing approach
- Oversee First Avenue Streetcar planning and encourage alignment with PPM customer needs

Bruce Burger also discussed the 2014 Market Programs Committee Schedule of Major Topics; this document was included with the meeting minute's record.

There was a brief discussion that followed.

#### B. Authenticity

Tamra Nisly summarized the PDA Council and Staff discussion regarding Authenticity. She noted that we had identified Authenticity as a Strategic Issues for 2014. She noted that we have learned two things from the discussion of Authenticity at the Council Retreat; the first thing is that we want to keep the Market for Seattle Localities while preserving the character of the Pike Place Public Market. There was a committee discussion on their thoughts of Authenticity in the Market.

Patrice Barrentine noted that we could do better with explaining to the public that the craftspeople and farmers are small independent businesses; we can reinforce it to the public that these are the producers and tell a story where these businesses and people come from or started from.

Tamra Nisly noted that if there is a message that we should be hearing it should part of the strategic issue for 2014.

Gloria Skouge noted that it could be worth currently showing what we do in regards to preserving the traditional character of the Market and how we can improve upon it. She added that we need to promote that the Market is a small City within itself.

David Ghoddousi noted to possibly have staff come up with idea of getting locals to the Market, possibly partnering with local agencies.

Bruce Burger asked for a straw poll regarding the current needs regarding work on Authenticity in the Market; specifically asking the Committee and staff to identify our current strategies to increase and protect the local tenants.

David Ghoddousi and Gloria Skouge commented that there was no specific need at this point regarding addressing further work on Authenticity in the Market; Betty Halfon and Bruce Burger noted there was some need at this time.

Patrice Barrentine would like to see an increase in regional customers, especially for part of the 2015 Marketing Strategy.

### IV. Programs and Marketing Director's Report

#### A. Programs & Promotions Update

Kelly Lindsay presented the Programs and Promotions Update for the month of January 2014. She reported that we did receive a summary of the all the media placements from our PR firm which there would be a bi-annual report on with the Committee. She reported on two exciting opportunities for the Express Satellite Markets. She noted that there were a few upcoming opportunities to expand the Pike Place Market Satellite Markets in the Seattle Area; First Hill/Virginia Mason and at the Microsoft campus. She noted that the First Hill area, in regards to running a satellite market, would be a beneficial location in increasing food access efforts; this could also help assist with partnership with Virginia Mason in creating a revenue stream for our farmers. She lastly noted that the Microsoft satellite market opportunity would

help reach more customers to our farmers as well as utilizing Microsoft's resources in setup and breakdown of the satellite market.

There was a discussion that followed.

David Ghoddousi inquired about looking at the previous list from the CSA participants and the possibility of outreaching to them regarding the satellite markets. He also inquired regarding the balancing of places and dates of the Pike Place satellite markets and Pike Place farmers markets.

Patrice Barrentine noted that conducting a Rapid Market Assessment (RMA) might be a good tool to gain information on our current farmer's markets.

**V. Items for the Consent Agenda**

None

**VI. Concerns of Committee Members**

Betty Halfon noted that she would like to see buttons or some type of marketing product with the Pike Place Market name displayed on it while doing events for the Market.

**VII. Public Comment**

Howard Aller commented on the idea of going to First Hill and Microsoft with our Express Satellite Markets; he noted that taking and bringing the stuff to the people was a brilliant idea.

**IX. Adjournment**

The meeting was adjourned at 5:54 pm by Bruce Burger, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Administrative Services Coordinator



**Pike Place Market Preservation and Development Authority (PDA)**  
**PROPOSED RESOLUTION: 14-08**  
**Authorization for Non-Exclusive Trademark Licensing Agreement with**  
**Kim Drew**

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**February 2014**

- WHEREAS, 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, Market daystall tenant Kim Drew desires to make use of the Pike Place Market name and clock image in connection with matted prints, coasters and notecards featuring images of his original artwork (7 designs on 8x10" and 11x14" matted prints and 5x7" notecards; 10 designs on 4x4" coasters) for wholesale purposes; and,
- WHEREAS, PMPDA and Kim Drew have agreed that in accordance with the terms and conditions of this Agreement, Kim Drew may use the Pike Place Market name and design mark in the production and promotion of these products, with the prints and notecards made locally by Lantern Press and the coasters made by Kim Drew and sold on a wholesale basis to Puget Sound area gift and retail stores for a 2 year term, as long as he remains a daystall tenant in good standing; and,
- WHEREAS, Kim Drew agrees that he 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, Kim Drew agrees that he 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 and he will print a trademark notice on each product and on promotional and advertising materials for these products; 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 PDA in relation to these products; and,
- WHEREAS, Kim Drew agrees to pay the PDA a start up fee of \$250 and a royalty rate of 7% of gross sales for all licensed items sold. The start-up fee will be due upon signing the Trademark License Agreement; quarterly sales reporting and royalty fee payment will be due, 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 license agreement with Kim Drew for the use of Pike Place Market trademarks in the production and promotion of matted prints, coasters and notecards.

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Gloria Skouge, Secretary/Treasurer

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Date

**Date Approved by Council:**

**For:**

**Against:**

**Abstained:**



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**Pike Place Market Preservation and Development Authority (PDA)**

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**PROPOSED RESOLUTION: 14-10**

**Authorization for Development of Two Additional Express Market Locations at Virginia Mason Hospital and Microsoft Commons**

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**February 2014**

- WHEREAS, the Pike Place Market Preservation and Development Authority (PDA) currently operates seasonal Pike Place Express Market (Express Markets) farmers markets in three locations throughout downtown Seattle: City Hall Plaza (est. 2009), South Lake Union at Amazon.com (est. 2011), and Pioneer Square at Occidental Park (est. 2013), and;
- WHEREAS, these markets provide an essential revenue stream for PDA farmers and artisan food producers while promoting the overall Pike Place Market brand to members of our target audience, and;
- WHEREAS, vendors at Express Market locations are required to be permitted Daystall PDA farm vendors, or artisan food producers (consistent with the recommendations in the Farm Program Strategy Report presented to Council on May 28, 2013) or PDA commercial tenants who sell prepared food products sourced primarily from Washington State farmers and;
- WHEREAS, for every day a permitted Daystall vendor sells at an Express Market, they must have an equivalent sales day at Pike Place Market, and;
- WHEREAS, Express Markets are operated in compliance with the Washington State Farmers Market Association Roots Guidelines and the City of Seattle's Definition of an Eligible Farmers Market, both of which stipulate that more than 51% of sales at the market must be from Washington State farmers, and;
- WHEREAS, staff shall update the PDA Council annually on the status of vendor sales, attendance counts, and operational issues related to all Pike Place Market Express-branded satellite market locations and,
- WHEREAS, Express Market locations are developed in order to support Pike Place Market's farm sales activities and Pike Place will continue to be the center of focus for farmer-related recruitment and activity in keeping with our "Meet the Producer" mission.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute an agreement between the Pike Place Market Preservation Development Authority and Virginia Mason Medical Center to take over management of the existing farmers market at Virginia Mason on First Hill and to promote it as a Pike Place Express Market between June and October, and;

BE IT FURTHER RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute an agreement between the Pike Place Market Preservation Development Authority and Compass Group to create and manage a Pike Place Express Market at the Commons within Microsoft's Redmond campus between June and October.

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Gloria Skouge, Secretary/Treasurer

\_\_\_\_\_  
Date

**Date Approved by Council:**

**For:**

**Against:**

**Abstained:**



**Pike Place Market Preservation and Development Authority (PDA)**

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**PROPOSED RESOLUTION: 14-11**

**Authorization for Creation of a Full-Time Farm Development Coordinator Position**

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**February 2014**

- WHEREAS, on October 7<sup>th</sup>, 1907 the Seattle City Council adopted ordinance No. 17187 establishing Pike Place as a public market for the sale of “fresh fruits, vegetables, berries and other farm and garden products, and accept also butter, eggs, cheese, poultry, meats, lard and preserved fruit and vegetables raised, produced or manufactured by the person selling or offering the same for sale”, and;
- WHEREAS, the PDA Charter states:  
“the PDA, as a public trustee with the mission to ensure that the traditional character of the Public Market is preserved, is authorized to perform renewal, rehabilitation, preservation, restoration, development, and non-profit management of structures and open spaces in the above-described areas in a manner that affords a continuing opportunity for Public Market farmers, merchants, residents, shoppers, and visitors to carry on their tradition of market activities. In addition to upgrading structures and public amenities in and around the Market Historical District, the PDA will initiate programs to expand food retailing in the Market Historical District, especially the sale of local farm produce...”; and,
- WHEREAS, on February 28<sup>th</sup>, 2013 the PDA Council approved Resolution 13-12 identifying Strategic Goals and Programs (“a-f”) Intended to Increase Farmer Profitability and Enhance Support of Small and Independent Farmers at Pike Place Market, and;
- WHEREAS, although educational and financial resources are available to support farmers in this region, getting connected to the most helpful or applicable programs can prove challenging for a small farmer, and;
- WHEREAS, one of the nation’s largest farmers market organizations, GrowNYC, has proven the benefits to farmers markets of providing new farmer development and assistance for established farmers through their successful FARMroots Program, and;
- WHEREAS, the addition of a Farm Development Coordinator position to the Farm Program staff will allow the Pike Place Market to work one-on-one with farmers to identify needs, connect with resources, ensure compliance with rules and regulations and support their continued presence at Pike Place Market, and;
- WHEREAS, this position was not originally included in the 2014 PDA Annual Operating Budget approved by the PDA Council in November 2013,

THEREFORE, BE IT RESOLVED that the PDA Council authorizes an additional annual expense not to exceed \$57,000 to the 2014 PDA Annual Operating Budget to allow for salary, taxes and benefits for this position.

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Gloria Skouge, Secretary/Treasurer

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Date

**Date Approved by Council:**

**For:**

**Against:**

**Abstained:**