



Pike Place Market Preservation and Development Authority (PDA)

MARKET PROGRAMS COMMITTEE
Meeting Minutes

Thursday, March 13th, 2014
4:00 p.m. to 6:00 p.m.
Atrium Loft

Committee Members Present: Bruce Burger, David Ghoddousi, Betty Halfon, Patrice Barrentine

Other Council Members Present:

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

Others Present: Howard Aller, Sharon Mukai, Russ Ohash, Michael Schaible, Diane Weibling, Joan Paulson, Caitlin Bellum, Wendy Norell, Linda Boitano, Laura Cho, Carol Jasengnou

The meeting was called to order at 4:02p.m. by Bruce Burger, Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the February 13th, 2014 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

Sharon Mukai inquired regarding the Schaible Appeal; she wanted to know if the Schaible Appeal would be part of a process open to the public. Ben Franz-Knight noted that the Schiable appeal hearing would be a public meeting.

Joan Paulson commented in regards to the Daystall Rules & Regulations review. She was curious to know how many craftspeople and farmers were at the Pike Place Market; she inquired about specific information regarding the Daystall trends in the Market.

Linda Boitano noted that she was a farmer at the Market She noted that she was kindly encouraged and supported from staff regarding value added products. She reported that several years later that the Daystall rules had changed and it presented itself difficult for her to meet the standards for the updated Daystall rules; she noted that rules needs to be relaxed.

III. Programs and Marketing Director's Report

- A. Programs & Promotions Update
Emily Crawford briefly presented the Programs and Promotions Update for the month of March 2014. She provided an update on the monthly Marketing metrics with the committee. She noted that we

launched our mobile site this February. She reported that our Facebook reach in February of last year was 111,000 in Seattle in which the figure has been doubled this year; she further added that we are not only reaching our local audience but gaining our unique fans. She lastly reported that Daffodil Day would be held March 20th and that we would be going forward with launching our ad campaign in May.

IV. Presentation and Discussion Items

A. 2014 Daystall Rules Review - Presentation of Recommendations

David Dickinson presented the updated 2014-2015 Daystall Rules Review along with proposed staff recommendations for the Daystall Rule Proposals.

Zack Cook did make an update regarding proposals related to farmers purchasing Salal as greenery. Zack Cook shared some research regarding the Salal harvesting and permitting process including an idea going through King County to help our farmers obtain a permit or option to pick Salal in designated areas. He noted that one of the biggest problems the farmers are facing is finding someone to help them with resources and guiding them through the process in obtaining permits for harvesting Salal; David Dickinson noted that when the farm development coordinator starts employment that this would be one of his/her priorities.

David Ghoddousi mentioned about the term “family” and the definition and how far it extends to. “Spouse and Domestic Partner” was added to Rule Change # 19. Patrice Barrentine noted that maybe we would want to look at timing instead of family unit. Betty Halfon would like to include a broader sense for family terms, for example farmer helper.

Ben Franz-Knight noted that what is important is the Market Master’s discretion; anyone can appeal those decisions. He added that one thing we can ask of for next year’s rules review is to have staff streamline the process of any joint permit for family, spouse and etc.

Betty Halfon would like to propose a change to add spouses and domestic partners and to continue to have the guidance of the Market Master for their discretion.

Betty Halfon moved, Patrice Barrentine seconded

For: Bruce Burger, David Ghoddousi, Patrice Barrentine, Betty Halfon

Against: 0

Abstain: 0

The amendment to include Parent, Child or Spouse was unanimously agreed upon with also Market Master Discretion under Section K, page 27 of the 2014-2015 Daystall Rules.

There was a Market farmer who presented a physical example on the ability to showcase Salal with a boutique of flowers and having a boutique of flowers absent of the greenery. She noted that she sold much more flower bouquets with the Salal included.

Michael Schiable commented on the Market Master’s discretion and noted that one bad apple can ruin it for the rest of the community.

B. Trademark Usage Guidelines Review

Ben Franz-Knight discussed the Trademark Usage Guidelines. He noted that the next steps included refining the language in the current Trademark guidelines which would include language around guidelines of percentage of production standards in part of the original creation. He added that we would present the updated Trademark guidelines to the Full Council next month with a Resolution included.

There was a brief discussion that followed.

C. Establish Hearing Date - Schaible Appeal

Ben Franz-Knight noted that the recommendation from the Market Programs Committee was to hold the Schaible Appeal hearing on March 27th 3:30. He briefly discussed the procedure for the Appeal process.

He noted that the determination would need to be made within 14 days of the hearing set date and that the final Appeal decision would be made at the April full Council meeting.

Betty Halfon noted that she would not be in attendance for the March 27th Appeal Hearing or Full Council Meeting.

V. Action Items

A. Action Item: Proposed Resolution 14-17: Adoption of Daystall Rules and Regulations

Ben Franz-Knight introduced the resolution which states that the PDA conducts an annual review of the Daystall Rules and Regulations; and WHEREAS, the PDA solicited and received suggestions from the Daystall community regarding rule changes; and WHEREAS, the PDA staff has held Daystall community meetings regarding the potential changes and have altered the initial proposed changes to Daystall Rules and Regulations based upon those meetings; and on February 13th, 2014 the Market Programs Committee held an open public meeting that discussed and considered rule changes with opportunity for public comment; THEREFORE BE IT RESOLVED that the PMPDA Council hereby approves the following 2014 changes to the Daystall Rules and Regulations as noted on Exhibit A.

David Ghoddousi moved, Betty Halfon seconded

For: Bruce Burger, David Ghoddousi, Patrice Barrentine, Betty Halfon

Against:

Abstained: 0

There was a brief discussion that followed.

Resolution 14-17 passed unanimously

VI. Items for the Consent Agenda

None

VII. Concerns of Committee Members

None

VIII. Public Comment

There was public comment from several of the community members regarding the 2014 Daystall Rules Review.

Michael Schaible inquired if the Pike Place Market PDA had ever received petitions from the public.

Laura Cha discussed about the difficult working conditions of harvesting Salal in the wild. She noted harvesting during certain weather conditions was not an easy solution for the farmers.

Patrice Barrentine noted it would be great to see the example of the flower arrangements with and without Salal used as greenery for the March Full Council meeting.

IX. Adjournment

The meeting was adjourned at 5:57 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator