



Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)

Thursday, June 12, 2014

4:00 p.m. to 6:00 p.m.

Elliott Bay Room

Committee Members Present: Bruce Burger, Gloria Skouge, David Ghoddousi, Ann Magnano, Betty Halfon, Rico Quirindongo

Other Council Members Present: Matt Hanna

Staff Present: Ben Franz-Knight, Kelly Lindsay, Tamra Nisly, Sue Gilbert Mooers, Scott Davies, David Dickinson, Zack Cook, Ross O'Brien, Dianna Goodsell

Others Present:

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

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the May 8th, 2014 Meeting Minutes.
The minutes were approved by acclamation.

II. Announcements and Community Comments

None

III. Programs and Marketing Director's Report

- A. Programs & Promotions Update
Kelly Lindsay briefly presented the Programs and Promotions Update for the month of June 2014. She introduced Ross O'Brien as the new Farm Development Coordinator. She stated that Ross has been part of the PDA for roughly over a year working under the Events & Programs Department and was part of a very competitive interview process for the Farm Development Coordinator position. She separately reported that the Express Markets start Monday with the first Satellite Market at First Hill - Virginia Mason. She said that we had finished the final school tour this year and starting planning for next year's program. She lastly reported that we recently hosted our annual Daystall appreciation breakfast.

Ann Magnano inquired about the farm to go tote planning and preparations.

Kelly Lindsay stated that we will be tracking the time and resource's it takes to assemble the farm to go bags. She mentioned that this year there would be an employee match contribution for the CSA employee program.

Rico Quirindongo entered in 4:12p.m.

Bruce Burger inquired on several measurements the PDA is accessing on the success of the farm to go program including a safety plan, time, staff resources, production costs, operational costs, hidden costs-materials, consumer demand and response and incremental revenue.

Kelly Lindsay noted that there would be a post CSA survey after the CSA program as well as the continuous tracking of customer's interest throughout the program.

Kelly Lindsay reported that we have developed a summer to go packet. She added that we are going to include coupons that have a redeemable value of \$3 off of a \$10 purchase at the farm stands. She stated that this year's coupons are only valid at the Pike Place Market location to encourage customers to shop at the Market; the Express Markets would be an outlet for distribution.

Betty Halfon inquired if there was an opportunity to offer similar coupons such as the farm coupons in promotion of Market businesses.

There was a question and answer period regarding CSA bags and the PPM CSA program.

IV. Presentation and Discussion Items

A. Social Services Review

Lillian Hochstein noted that Sunset Supper will be held on Friday, August 15th, 2014. She distributed a chart with this year's Cut the Pie information including the distribution amount to the various Social Service agencies. She provided an overview on details on the some of the new programs started last year and how the programs have expanded. She further discussed the changes with the Heritage House including increased investment o the Heritage House in the future.

There was a brief discussion that followed.

B. 2014 Strategic Issue - Market Authenticity

Ben Franz-Knight discussed Market Authenticity which was part of the 2014 Strategic Issues. He distributed an informal list of categories under Market Authenticity which is noted below; a copy of the list was included with the meeting minute's record.

1. PPMWE Uses: Ensuring that the authenticity of the Market travels into the PPM-WE including ensuring that this project does not erode the current process; especially making sure that it does not become a competitive aspect with the current Market.

2. Farm -

- a. PDA Employee CSA - This is a fundamental component that the PDA employees are connected to the Market.
 - b. 5 Satellite Farmers Markets - two new additions to the PPM Express Markets
 - c. Farmland Preservation efforts - Including the partnership with King County and the City of Seattle - Food Roundtable
 - d. Farmers Market “Ambassadors” - Every time we have an opportunity to talk about the PPM - that we are telling them the whole story - not just a snippet.
3. Trademark Guidelines update - How do we manage and protect our brand and make sure it does not dilute the Market?
4. Farm and Daystall space crunch issues - This issue is front and center now and we are working with the community to make sure we strike the balance of the arts and food. How do we maintain that balance?
- 4.1. Schaible Appeal - 1972 - a vendor was here before we were established as a PDA and this vendor was truly authentic to the Market.
5. Heritage House - Ensuring that the Heritage House would not be sold to an outside agency.
6. Rummage Hall
7. 2014 Marketing Plan
8. Market Kitchen and Events Room - All the community gets the opportunity to utilize the spaces and be a part of the market. The Pike Place Market Atrium Kitchen is becoming more and more a center for food.
9. Maximilian’s roof deck and Urban Garden - Balance of community garden and restaurant roof top deck for uses of the residents and the restaurants.

There was a discussion that followed from the committee.

Betty Halfon noted that signage should be added to the Market Authenticity list. She said we have done new signage with the wayfinding program and stated that she does not know if the new signage is effective. She added that Signage will always be an authenticity issue including the look and feel of the Market and Market signs.

Ann Magnano commented on the Farm and Daystall space crunch issues. She noted that the council should be aware of what is the reality of the issue and we as the Council should discuss the issue in more detail.

Betty Halfon mentioned in having goodwill ambassadors in the Market who could assist with educating the community about the Market to the public.

V. Concerns of Committee Members

There was a request to provide discussion on the Food and Farm Roundtable Report from May once the final report is complete in June.

Gloria Skouge read a letter from Ann Dunlap Brown which was included with the meeting minute's record.

VI. Public Comment

Howard Aller commented on the Pike Place Market designated Farmer's Markets days. He also separately commented on the issue of authenticity in the Market and noted that we are losing something with the loss of the previous businesses that cater to services such as dry cleaning, gardening and banking.

IX. Adjournment

The meeting was adjourned at 5:50 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator