



# Market Programs Committee Meeting Agenda

**Date:** Thursday, August 14<sup>th</sup>, 2014

**Time:** 4:00 p.m. – 6:00 p.m.

**Location:** The Classroom

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

---

<b>4:00pm</b>	<b>I. Administrative:</b>	<b>Chair</b>
	A. Approval of Agenda	
	B. Approval of the Market Programs July 10 <sup>th</sup> , 2014 Meeting Minutes	
<hr/>		
<b>4:05pm</b>	<b>II. Announcements and/or Community Comments</b>	
<hr/>		
<b>4:15pm</b>	<b>III. Programs and Marketing Director's Report</b>	
	A. Programs & Promotions Update	<b>Kelly Lindsay</b>
<hr/>		
<b>4:30pm</b>	<b>IV. Presentation and Discussion Items</b>	
	A. Education Program	<b>Kelly Lindsay</b>
	B. Pike Place Producers: "Behind the Table" Event	<b>Kathi Allen</b>
	C. Waterfront Entrance Plaza Programming Opportunities	<b>Ben Franz-Knight</b>
<hr/>		
<b>5:45pm</b>	<b>V. Items for the Consent Agenda</b>	<b>Chair</b>
<hr/>		
<b>5:50pm</b>	<b>VI. Concerns of Committee Members</b>	
<hr/>		
<b>5:55pm</b>	<b>VII. Public Comment</b>	
<hr/>		
<b>6:00pm</b>	<b>VIII. Adjournment</b>	<b>Chair</b>

---



# Market Programs Committee Meeting Minutes

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

**Thursday, July 10, 2014**

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

**The Classroom**

**Committee Members Present:** Betty Halfon, Gloria Skouge, Ann Magnano, David Ghoddousi, Patrick Kerr, Patrice Barrentine, Rico Quirindongo

**Other Council Members Present:**

**Staff Present:** Ben Franz-Knight, Kelly Lindsay, Emily Crawford, Dianna Goodsell

**Others Present:** Howard Aller, Joan Paulson

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

## **I. Administration**

- A. Approval of the Agenda  
The agenda was approved by Acclamation
- B. Approval of the June 12<sup>th</sup>, 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 July 2014. She provided an update on the metrics for social networking. She reported that there was opportunity for a partnership with the State Fair, previously known as the Puyallup Fair regarding an educational component with a mobile cow. She noted that the State Fair offered a booth at the fair for Market use which could be utilized by the Market Foundation as well.

There was a brief discussion that followed.

*David Ghoddousi entered in 4:04p.m.*

*Patrice Barrentine entered in at 4:06p.m.*

Betty Halfon mentioned the possibilities of connecting with any creameries or dairy related businesses in the market with the partnership with the State Fair.

Patrice Barrentine noted that this could be a nice partnership with the Market, Market Foundation and the State Fair.

#### **IV. Presentation and Discussion Items**

##### **A. Update on Farm CSA, Farm-to-Go and Express Markets**

Kelly Lindsay presented on the update on Farm CSA, Farm-to-Go Express markets; a copy of the presentation was included with the meeting minute's record. She noted that any of unpurchased Farm/CSA tote bags would be donated to either the food bank or senior center. She provided a brief update on the five Express Markets and noted that the Virginia Mason and Pioneer Square location could still show some growth. She added that the newly Express Market at Microsoft is doing very well.

Betty Halfon asked about the end of four weeks getting an update on all of the express markets at the MP meeting.

Kelly Lindsay distributed the promotional packet for the Summer Season marketing which includes recipes and coupons to use at the Pike Place Market farm tables.

There was a brief discussion that followed.

##### **B. Recap of Adventures in Local Campaign**

Emily Crawford provided an update on the Adventures in Local Campaign; a copy of the presentation was included with the meeting minute's record. She noted that we started the Marketing campaign this year near the end of May; next year the team would plan to start marketing efforts at the start of January

*Rico Quirindongo entered in at 4:32p.m.*

David Ghoddousi noted that it would be nice to see a variety of press received regarding the Market including year round news for the Market, specifically from the reports received from Richmond Public Relations.

There was a brief discussion on the Arcade Light's Event including tracking of the Marketing efforts for Arcade Lights.

Ben Franz-Knight noted that there will be an event designated in the fall at the Pike Place Market with coordination from the Market Foundation; he added that this event would be a great fundraising opportunity for the Foundation.

##### **C. Update on Fall Holiday promotions**

Emily Crawford provided an update on the Fall Holiday Promotions. She reported that we are pitching the long-lead media now. She separately added that there will be a Busker week in the City of Seattle.

**D. Food and Farm Roundtable Report Discussion**

Ben Franz-Knight reported on the Food and Farm Roundtable efforts. He noted that Dow Constantine has already established a Kitchen Cabinet in which we recently held a press release at the Market. He noted that we will wrap up in September with recommendations with King County Executives.

**V. Concerns of Committee Members**

Betty Halfon commented on marketing planning for the holidays and noted that larger lettering for the Pike Place Market would be ideal on holiday promotions. She also noted that she appreciates the design of the summer promotional items for the Market; she added the design looks bright cheerful and thinks the public will respond well to it.

**VI. Public Comment**

Joan Paulson commented on marketing efforts and looking at the planning over a 12 month calendar year. She noted that we need to rethink how to present the Market, especially emphasizing focus with family activities including storytelling. She mentioned the idea of strategically considering the timing with public schools and bringing kids and their families to the Market.

**IX. Adjournment**

The meeting was adjourned at 5:02 pm by Betty Halfon, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Administrative Services Coordinator

**Market Programs Committee  
2014 Schedule of Major Topics**

<b>Committee</b>				<b>Full Council</b>
<b>Jan</b>	<b>2014 Priorities</b> Review committee goals & schedule	<b>Authenticity</b> Define what we mean & care about Decide deliverables Discuss metrics		
<b>Feb</b>	<b>Daystall Rules</b> Receive & review proposals			
<b>Mar</b>	<b>Daystall Rules</b> Review & approve proposals		<b>Trademark Policy</b> Agree in principle	
<b>Apr</b>	<b>Schaible appeal</b>	<b>Aggregation</b> Review planned pilots for value-added product, CSA, & wholesale	<b>Trademark Policy</b> Approve resolution	Approve trademark policy Approve Schaible appeal resolution
<b>May</b>	<b>Farmland Preservation</b> Review city/county partnership Discuss next steps	<b>Marketing</b> Review year-round campaign plans		
<b>Jun</b>	<b>Authenticity</b> Review examples Discuss next steps	<b>Aggregation</b> Review pilot status	<b>Social Services</b> Update from Foundation	Decide authenticity next steps
<b>Jul</b>	<b>Farm Program</b> Update on markets			
<b>Aug</b>	<b>Education Program</b> 2014 Review & 2015 Update	<b>Pike Place Producers</b> October Craft Event	<b>Waterfront Entrance</b> Plaza Programming	
<b>Sep</b>	<b>Aggregation</b> 2015 programming options and expenses	<b>Market Foundation</b> Waterfront Entrance Campaign		
<b>Oct</b>	<b>2015 Marketing Plan</b> Key issues and opportunities	<b>2014 Farm Results</b> Review metrics for all markets and programs		Review farm results
	Schedule community comment sessions to inform 2015 Marketing planning.			
<b>Nov</b>	<b>2015 Marketing Plan</b> Community input report and strategy recommendations			
<b>Dec</b>	<b>2015 Marketing Plan</b> Additional discussion as necessary			