



# Market Programs Committee Meeting Minutes

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

**Thursday, August 14, 2014**

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

**The Classroom**

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

**Other Council Members Present:**

**Staff Present:** Ben Franz-Knight, Kelly Lindsay, Emily Crawford, Scott Davies, David Dickinson, Edward Belet, Dianna Goodsell

**Others Present:** Howard Aller, Haley Land, Joan Paulson, Kathi Allen

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

## **I. Administration**

- A. Approval of the Agenda  
The agenda was approved by Acclamation
- B. Approval of the July 10<sup>th</sup>, 2014 Meeting Minutes.  
The minutes were approved by acclamation.

*Ann Magnano entered in at 4:03p.m*

## **II. Announcements and Community Comments**

Howard Aller noted that the entire block on 1<sup>st</sup> Avenue from Pike Place to Pine did not display the hanging flower baskets like there have been in the past years.

Ben Franz-Knight responded to Howard's comments regarding the absence of hanging flower baskets and noted that this has been the second year the basket were not hung on 1<sup>st</sup> Avenue. He added that there had been issues of vandalism and safety with the baskets on 1<sup>st</sup> Avenue; he added that we are looking at options possibly with smaller and higher hung flower baskets.

## **III. Programs and Marketing Director's Report**

- A. Programs & Promotions Update  
Kelly Lindsay briefly presented the Programs and Promotions Update for the month of August 2014. She provided an update on the metrics for social networking. She distributed several media articles regarding the Pike Place Market and the Pike Place Market Waterfront Entrance Project and the successful renovation project in the Market.

Kelly noted that there was press with help from Chin Music Press in Publisher's Weekly; she added that the Market was home to five independent book sellers in the Market. She provided an update regarding Marketing efforts including radio and advertising efforts. She informed the committee that the newly hired Farm Development Coordinator has left the PDA in pursuit of other farming opportunities. She added that the PDA would be reposting of the Farm Development Coordinator position. Kelly lasted noted that Busker's Festival would be held this September 14<sup>th</sup> through the 20<sup>th</sup> in partnership with the Citywide Busker's week.

There was a brief discussion that followed.

*Rico Quirindongo entered in at 4:13p.m.*

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

##### **A. Education Program**

Scott Davies presented on the Pike Place Market PDA Education Program. He provided an annual overview of the 2013-2014 School Program including new updates to the program this year. Scott reported that the School Program had hosted 94 classes from 48 various schools this year from grade levels one through high school; he added that he had also met with City University MBA students to discuss how the Market works. A summary of 2013-2014 School Program presentation was noted as follows:

- There were a total of 85 presentations in Classrooms including presentations at three Seattle high schools involving cooking demos with Wellness & Nutrition classes
- Five schools produced their own School Markets
- Ten schools did food drives to help support the Market food bank; a total of 1,930 pounds of food was donated along with funds of \$397.84
- Scott had met with the Director of Nutrition Services for the Seattle Public Schools to discuss applying for a USDA Farm to School grant; they had declined to apply this year but hopefully there will be an opportunity to partner with them in the future
- Twenty volunteers, including PDA Council member Gloria Skouge donated 594 hours during the school year
- We are a partner with the City of Seattle and School's Out Washington in their Let's Get Cookin' series for grants recipients
- The Pike Place Market PDA Website was updated with educational curriculum and resources that went live August 11
- 41 teachers have already signed up to participate in our school program for the next school year

There was a discussion that followed from the committee regarding the School Program.

Bruce Burger inquired on what specific programs within the PPM PDA Education Program could be expanded in the future.

Rico Quirindongo noted that it could be helpful having the Educational materials available through the mobile version of the PPM PDA website.

**B. Pike Place Producers: “Behind the Table” Event**

Kathi Allen, Market Craftsperson presented on a new event in the Market with collaboration from the Market Foundation and the Market Daystall community referred as “Behind the Table: Meet the Artisans of Pike Place Market”. She noted that the event would be held this October 24<sup>th</sup> starting at 6:00p.m. in the Market. She stated that the goal was to raise \$50,000 to support the Market Community Safety Net Fund. Kathi discussed details on the event including an auction opportunity for the Craftspeople to briefly tell their story and talk discuss about their auctioned item.

There was a brief discussion that followed from the committee.

**C. Waterfront Entrance Plaza Programming Opportunities**

Ben Franz-Knight presented on programming opportunities for the Pike Place Market Waterfront Entrance Plaza; a copy of the presentation materials was included with the meeting minute’s record.

Ann Magnano commented on the PPMWE design and noted that there current location of the PPM Farmers Market is where the Farmers are known to be; she noted that she had a difficult time visualizing the Farmers Market location at the PPMWE space.

David Ghoddousi noted that the updated PPMWE design looks more open and engaging but was concerned in knowing how the programing will actually function once the space is built.

**V. Concerns of Committee Members**

None

**VI. Public Comment**

Howard Aller commented on the PPMWE and noted that Seattle has a strict policy for cooking food outside to publically serve but has more relaxed guidelines to sell food when it has been already cooked and prepared.

Joan Paulson commented on the summer marketing materials that were distributed to the public which included recipes; she noted that there was not nutritional information listed with those recipes given out.

**IX. Adjournment**

The meeting was adjourned at 5:42 pm by Betty Halfon, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Administrative Services Coordinator