



Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)
Thursday, September 11th, 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, Patrick Kerr, Rico Quirindongo, Patrice Barrentine

Other Council Members Present:

Staff Present: Ben Franz-Knight, Kelly Lindsay, Emily Crawford, Scott, Zack Cook, Melissa Balding, Lillian Hochstein, Patricia Gray, Dianna Goodsell

Others Present: Howard Aller, Joan Paulson

The meeting was called to order at 4:00 p.m. by Betty Halfon, Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the August 14th, 2014 Meeting Minutes.
The minutes were approved by acclamation.

II. Announcements and Community Comments

Howard Aller mentioned about the mechanical cow that was brought to the Market in conjunction with The State Fair and the potential collaboration with Nancy from The Creamery. He noted that communication to collaborate with the Creamery and The State Fair booth at the Market was only given a day prior to when the mechanical cow arrived.

III. Programs and Marketing Director's Report

- A. Programs & Promotions Update
Kelly Lindsay briefly presented the Programs and Promotions Update for the month of September 2014. She noted that the Seattle Busker's week starts this Sunday, September the 14th through September 20th. She added that there would be family and kid focused programming with the Seattle Public Library as well as in the Economy building.

Betty Halfon inquired in how the Seattle Busker Week would affect the main street at the Market.

Bruce Burger inquired on when the Express Markets would finish by and if there was data collected at the various Satellite Markets this year.

Zack Cook responded to Bruce Burger's inquiry regarding the Satellite Markets noting that City Hall and Amazon would conclude at the end of October, while the Virginia Mason and Pioneer Square markets concluding at the end of September. Melissa Balding noted that there was indeed data collected at the Satellite Markets including three Rapid Market Assessments conducted at the Pike Place Market Satellite Markets.

There was a brief discussion that followed.

IV. Presentation and Discussion Items

A. Farm Program: 2015 Corporate/Childcare CSA Opportunities

Kelly Lindsay provided a brief introduction on the Farm Program and opportunities for 2015 within the program.

Rico Quirindongo entered in at 4:12p.m.

Zack Cook, Farm Program Manager and Melissa Balding Farm Program Coordinator presented on the Farm Program: 2015 Corporate/Childcare CSA Opportunities; a copy of the presentation was including with the PDA Council records.

Patrice Barrentine entered in 4:15p.m.

Melissa Balding discussed the CSA bags operational overview including preparation details for the CSA bags. Melissa noted that there has been an overwhelming positive response from the recipients of the CSA bags as well as a positive response from our participating farmers. She added that farmers have appreciated the CSA program and the guarantee sale and purchasing of the excess product. She discussed the Evaluation Criteria for the program and noted that there is roughly \$13.50 in production costs per bag.

There were several questions from the Committee regarding the program.

Bruce Burger asked a few questions regarding the Cost Analysis for the CSA bags. He asked specifically about the labor and production costs and how that component is factored.

Betty Halfon asked if recipes were included with the CSA bag and if nutritional information was included with the recipes.

Kelly Lindsay presented on the 2015 Targets & Recommendations

- Expand Program to 350-500 bags per week
- Generate \$1000+ in revenue per week to each participating farmer
- Work with large downtown employers to manage ordering and distribution (replicating the employee based model - we have them to the enrolling, programming, billing etc - possibly subscriber minimum

- Work with downtown childcare centers and youth programs to promote distribution to low-income families
- Balance pricing and costs to achieve financial sustainability
- Look at feasibility of incorporating flowers into the program
- Develop additional cold storage on site to allow wider produce delivery window for farmers - broadening the window of storage and accessing the product
- Continue to provide educational materials and cross-promote other Market businesses in messaging - there is great opportunity for whole market centric

Betty Halfon inquired regarding the total production costs of the CSA bags and the possibility of saving cost by recycling the packaging of the CSA to consider is recycling of the packaging.

Patrice noted that the CSA program is a good gateway to introducing people to a variety of vegetables.

Bruce Burger inquired if there was enough evidence of employers wanting to enroll in the CSA program and also inquired about possible corporate partners.

Kelly Lindsay noted that our previous CSA program model had a good corporate structure.

Patrice Barrentine asked about the opportunity in having the CSA Farm bags available for the public to purchase at the Pike Place Market.

Bruce Burger asked about what are goals were in terms of volume for the weekly CSA Bags in the next 5 years.

Ben Franz-Knight commented on framing for the CSA program going forward. He noted that we are not trying to rapidly expand the CSA program because the previous CSA model failed.

Patrice Barrentine noted that most farmers do like the guarantee sales but one of the problems is the decline in CSA membership in the recent years.

B. Market Foundation: MarketFront Campaign

Patricia Gray presented on the Market Foundation MarketFront Campaign: a copy of the presentation was included with the PDA Council records. Patricia discussed the Community Campaign Fundraising Goals. She reported that we are looking at the Community Campaign Fundraising goals divided into phases and themes. Patricia Gray discussed the Campaign Strategy which includes engaging a broad-base of support to be part of the future legacy of Pike Place Market. She presented some examples of the branding and imaging of the campaign; she added that we would be utilizing the opportunities with the holiday season at the Market. She lastly discussed the Pike Up! Parade & Flag Raising activities for the campaign.

There was a brief discussion on the Pike Up! Flags and procedures for placement and length of placement for those flags. Patricia added that the PPMF website will have the fundraising thermometer and that we are working on incorporating the flag symbols in conjunction with Sellen and the Pike Place Market Waterfront Entrance construction process. She added that we were gifted a billboard to use during the campaign facing first avenue.

David Ghoddousi inquired on why the donor brass fish concept was not favorable with the Market Historic Commission.

There was a question and answer period that followed the presentation.

V. Concerns of Committee Members

None

VI. Public Comments

Joan Paulson provided several comments in regards to the Farm Program. She noted that a missing piece in regards to the Farm Program is being able to serve the food bank. She added that the food bank does not have enough access to fresh produce. She commented on the goals and targets for the farm program including identifying what specific targets there are for cold storage. She separately commented on MarketFront campaign and the Marketing strategy for the campaign. She noted that she would like to see the Marketing Strategy in the first quarter along with the PDA. She lastly noted that it would a good idea to include a caption on the promotional materials on ways the community can participate.

IX. Adjournment

The meeting was adjourned at 5:21 pm by Betty Halfon, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator