



Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)

Thursday, November 6th, 2014

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

Elliott Bay Room

Committee Members Present: Betty Halfon, Gloria Skouge, Ann Magnano, David Ghoddousi

Other Council Members Present:

Staff Present: Ben Franz-Knight, Kelly Lindsay, Emily Crawford, Scott Davies, Sue Gilbert Mooers, Dianna Goodsell

Others Present: Howard Aller, Joan Paulson

The meeting was called to order at 4:06 p.m. by Betty Halfon, Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the October 9th, 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 on the monthly Programs and Promotions update for November. She asked Betty Halfon to briefly provide an update to the committee on the recent Marketing community meeting. Kelly separately distributed several recent news pieces regarding the Market. She lastly reported that we are now three and half weeks away from the Magic in the Market event.

IV. Presentation and Discussion Items

- A. 2015 Marketing & Communications Plan
Kelly Lindsay presented the 2015 Marketing & Communications Plan was included with the PDA Council records. A summary of the 2015 Marketing Review presentation including the following;

David Ghoddousi recommended that the Chinese New Year's would be included as an option under International holidays.

Plan Objectives - External

- Maintain awareness of Market businesses and events
- Increase sales and appreciation for Market mission and values
- Prioritize promotion during non-peak seasons
- Leverage digital media (website, mobile, social media) to extend paid media and provide opportunities for customer engagement
- Support Market Foundation's Pike Up fundraising campaign
- Establish partnerships to develop/support special event programming (culinary classes, holidays, etc.)

Plan Objectives - Internal

- Maintain efficiencies in use of advertising budget
- Cultivate strong internal communications channels with PDA tenants, residents, Foundation and employees
- Protect Market brand through media relations and trademark enforcement
- Provide financial assistance to Market businesses promoting the Market through advertising or special events
- Work with Seattle, Concierge Guild and other hospitality organizations to enrich messaging targeted at tourists

Target Audience(s)

- Primary Audience
 - Seattle-area residents (all neighborhoods) and downtown workers
- Secondary audiences(s) -
 - Families with school-aged children
 - Tourists visiting Seattle for a short time

Key Messages

- The Market is a local treasure and a home to a unique mix of independent businesses
- Focus on specific talking points:
 - Seattle's original farmers market
 - Specialty and artisan/ethnic food
 - One-of-a-kind retail stores and handcrafted merchandise
 - Wide array of cafes, restaurants and bars
 - Open from 6am to 2am
 - Parking is affordable and accessible

There was a brief discussion that followed by the committee.

Betty Halfon mentioned an idea with cross communication with events in the Market.

B. Kim Drew Trademark Agreement: Product Add On

- I. **Action Item:** Proposed Resolution **14-69:** Authorization for Addition of Magnets to Non Exclusive Trademark Licensing Agreement with Kim Drew

Kelly Lindsay introduced the resolution which states that the Pike Place Market Preservation and Development Authority (PDA) is the owner of all rights, title, and interest in and to certain trademarks and graphical representations of the Pike Place Market name and trademark; and, WHEREAS, Market daystall tenant Kim Drew has a trademark licensing agreement with the PDA (effective 4/13-14 – 4/13/16) to use the Pike Place Market name and clock image in connection with matted prints, coasters and notecards featuring images of his original artwork (7 designs on 8x10” and 11x14” matted prints and 5x7” notecards; 10 designs on 4x4” coasters) for wholesale purposes; and, WHEREAS, these prints and notecards are made locally by Lantern Press while the coasters are made by Kim Drew and sold on a wholesale basis to Puget Sound area gift and retail stores for a 2 year term, as long as he remains a daystall tenant in good standing; and, WHEREAS, Kim Drew has requested to add magnets to his licensing agreement; and, WHEREAS, the magnets are approximately 2 ½ x 3 ½” in size, will feature images of Kim Drew’s artwork (the previously approved images for cards, prints and coasters), and will be locally made by hand by staff at Lantern Press; NOW, THEREFORE BE IT RESOLVED that the PDA Council hereby authorizes the PDA Executive Director, or his designee, to extend Kim Drew’s trademark licensing agreement to include the fabrication and sale of the above described magnets for the remainder of the existing trademark licensing agreement.

There was not a quorum of the committee to vote upon the Proposed Resolution **14-69: Authorization for Addition of Magnets to Non Exclusive Trademark Licensing Agreement with Kim Drew**. Proposed Resolution 14-69 would be presented and voted upon at the PDA Council meeting.

V. Concerns of Committee Members

Ann Magnano noted that it would be helpful if the Classroom would be made more functional for future uses; she mentioned the possibility of reconfiguring the space so it is more open.

Ben Franz-Knight responded to Ann Magnano’s comment regarding reconfiguring the Classroom space. He stated as of now a portion of the Classroom space is used for archives for the renovation.

VI. Public Comments

Joan Paulson gave thanks to Kelly Lindsay and staff for expanding the Calendar of events in the Market to a full year perspective. She provided a few suggestions to the draft Marketing and Communication plan which included the integration of “Education” as part neighborhood and community.

IX. Adjournment

The meeting was adjourned at 5:05 pm by Betty Halfon, Chair

Meeting minutes submitted by:

Dianna Goodsell, Administrative Services Coordinator