



Market Programs Committee Draft Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)
Thursday, January 15th, 2015
4:00 p.m. to 6:00 p.m.
Goodwin Library

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

Other Council Members Present:

Staff Present: Ben Franz-Knight, Kelly Lindsay, Scott Davies, Sue Gilbert Mooers, Zack Cook, Leigh Newman-Bell, Emily Crawford, Dianna Goodsell

Others Present: Howard Aller

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 November 6th, 2014 Meeting Minutes.
The minutes were approved by acclamation.

II. Announcements and Community Comments

Betty Halfon gave thanks to the Farm Program on their recent Sustainability award that was featured in the monthly Market Insider.

III. Programs and Marketing Director's Report

- A. Programs & Promotions Update
Kelly Lindsay briefly presented on the monthly Programs and Promotions update for January. She introduced the new Farm Development Coordinator Leigh Newman-Bell. Kelly provided a background on Leigh's background and farm experience. She bid farewell to Melissa Balding, the previous Farm Program Coordinator. She added that we are actively hiring for the recently vacant Farm Program Coordinator position. She lastly reported that King County has signed on to be a lead partner on the CSA development with the Pike Place Market.

Patrice Barrentine welcomed Leigh, noting she has come from a national acclaimed Farm incubator program out of Skagit County.

Ann Magnano inquired on the cost of the Pike Place Market Marketing billboards - 6 large posters and 1 large one (additional free month) - about \$ 10k.

IV. Presentation and Discussion Items

A. 2014 Marketing Results and 2015 Marketing Plan

Kelly Lindsay presented the 2014 Marketing Results and 2015 Marketing Plan

A summary of the Marketing & Communications 2014 & 2015 Plan noted below.

2014 Results included the following:

Paid Advertising - included the development of a multi-year, multi-media advertising campaign with theme “Adventures in Local”.

Media Relations - Secured local and national media features including US Airways and Alaska Air in-flight magazines, Seattle Magazine editorial, LA Times travel feature and KOMO, KING spots. Actively managed the Market image, including crisis communications and provided substantial PR support for Arcade Lights, Pike Up! Campaign, Behind the Table, Figgy Pudding, Atrium Kitchen and other events happening in the Market

Social Media - Engaged and grew fans via Facebook, Twitter and Pinterest. Added Instagram and Tumblr to social media channels.

Digital - Provided regular website content updates and implemented functionality improvements, continued Freshwire email newsletter

Special Events- Supported and promoted 10 annual events, including the return of Busker Festival and the new Behind the Table benefit. Promoted new Atrium Kitchen “At the Table” classes and demonstrations and development of materials and customized communications for each of five Express Markets

Trademark / Film / Education - Protection of the Market’s trademarks including revising trademark guidelines. Negotiated and managed 55 commercial filming permits
Conducted 94 school tours for a combined total of 2,211 students

Sponsorship, Co-op and Outreach - Distributed Summer Guide and coupons to 10,000 downtown workers and residents and 7,000 Express Market shoppers. Distributed over 7,000 Market totes to downtown shoppers. Participated in nine Out to Lunch concerts around downtown from July – September. Sponsored Seattle Tilth/Seattle Parks Urban Gardening series in Steinbrueck Park. Subsidized advertising placements for 29 Market businesses (YTD)

Kelly reviewed the 2015 Objectives externally and internally for the Marketing & Communications plan with the Committee. Categories for 2015 Marketing & Communications objectives included; Paid Advertising, Media Relations, Digital Media, Special Events, Express Markets/CSA and Education.

Kelly noted that there has been an increase in promotional outlets while staffing capacity has remained the same. She gave recognition to her staff for their tremendous work.

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

Betty Halfon asked if we could include coupons with the CSA bag. She also added that she would like to include more community events in the Market such as a downtown Easter egg hunt.

Patrice Barrentine mentioned working with the Washington Tourism alliance on a familiarizing tour of the Market.

Emily Crawford mentioned an opportunity with downtown concierge services and utilizing the Atrium Kitchen for meet and greet events.

B. Seattle Farmers Market Organization Agreement (Draft)

Kelly Lindsay presented a Seattle Framers Market Organization draft agreement with the Committee. She noted that this initial draft agreement would come back in a form as a resolution in February. Kelly further discussed the value in this agreement and the work that has been done in forming the agreement. She thanked Patrice Barrentine for her work and input in framing the Seattle Farmers Market Organization agreement.

V. Concerns of Committee Members

None

VI. Public Comments

Howard Aller noted that the storefront that used to be the Dragon's Toy Box was holding a vintage clothing sale this week that would benefit the Social Services.

IX. Adjournment

The meeting was adjourned at 5:07 pm by Betty Halfon, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator