



Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)

Tuesday, March 10th, 2015

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

Atrium Loft

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

Other Council Members Present:

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

Others Present: Howard Aller, David Kenagy, Joan Paulson

The meeting was called to order at 4:03 p.m. by Betty Halfon, Chair.

I. Administration

A. Approval of the Agenda

Section V, Item A was discussed after Section II. Section IV, Item A: Proposed Resolution 15-22: Annual Daystall Rules and Regulations was included for review under the meeting agenda

The agenda, as amended, was approved by Acclamation

B. Approval of the February 10th, 2015 Meeting Minutes.

The minutes were approved by acclamation.

II. Announcements and Community Comments

Howard Aller commented on his difficulties with communication and scheduling with the in-house nurse for the Market residents. He added that the new program is good, but it should be followed up on.

Ben Franz-Knight responded that he would follow-up on the Howard's concern.

III. Programs and Marketing Director's Report

A. Programs & Promotions Update

Kelly Lindsay noted that last month Bruce Burger had inquired regarding an issue that came up regarding the use of Salal in our farmers boutique from last year's Daystall Rules Review process. Zack Cook, Farm Program Manager and Leigh Newman-Bell, Farm Development Coordinator provided an update on the Salal issue and the work that has been done on resolving this issue.

Leigh provided an informational document on options for harvesting Salal in Washington. She discussed several options for harvesting Salal in Washington and in nearby areas, including permitting to harvest on National land and utilizing private land options. She noted that quite a few farmers are happy with the resource of information available in harvesting Salal, including closer access to the harvest sites.

Kelly Lindsay briefly presented on the monthly Programs and Promotions update for March. She provided a brief updated on the monthly social media metrics as well as recent Market media relations. She presented a brief snapshot of an online news article which included some misinformation regarding the MarketFront project. She further added that Emily Crawford worked diligently to respond to the any public concerns from that article; Kelly mentioned that this was a great opportunity to take this misinformation and to respond.

Ben Franz-Knight briefly noted that Emily Crawford has continued to manage the public image of the Pike Place Market on a host of many fronts, including the Marketfront.

IV. Presentation and Discussion Items

A. 2015 Daystall Rules Review: Proposed Changes

David Dickinson, Daystall and Craft Program Manager reviewed the 2015 Daystall Rules proposed changes and staff recommendations of those proposed changes with the Committee. He reported that there were thirteen rules proposals received for the 2015 Daystall Rules proposal changes rules review process. A summary of each of the thirteen Daystall rules proposals were as presented including the staff's recommendations, public comments received for the proposals and staff's counter proposals:

Proposal #1: Author - Thomas Marnin & Skye Saylor (Craftsperson) Affecting: Craft Product Standards

- *Allow limited amount of "ancillary products", designed but not handmade by producer*

Staff Recommendation: Staff do not support this proposal. Handmade requirements of Daystall Products are too fundamental to the brand of Pike Place Market crafts to allow this sort of exception. While staff support the value of developing one's brand, we disagree that there are not enough options for doing this within handmade guidelines and creative self-marketing.

Public Comment Received: 9 written comments in opposition, one verbal comment in opposition, and 2 verbal comments in support.

Proposal #2: Author - Loren Ballard (Craftsperson) Affecting: Craft Product Standards

- *Allow products that are collaborative work of two separate craft permits holders.*

Staff Recommendation: This proposal offers on one hand an opportunity to offer quality handmade product options for shoppers that showcase Pike Place Market artisans, yet on the other hand risks creating a slippery slope that could threaten the integrity of our handmade standards, ie. the presence on tables of products not entirely made by the permit holder. Staff support a limited, highly regulated approach to this proposal. Essential requirements would include: 1) Both components of a collaborative product must require a highly specialized method of handmade fabrication that is not reasonably accessible to the other partner of the collaborative product arrangement. 2) Such a joint permit agreement would require formal application to the Market Master and subsequent approval. 3) The collaborative nature of the product would have to be clearly labelled on the table. “This product is a collaboration with fellow Pike Place Market artisan so-and-so”. 4) A permit holder would be limited to a single collaborative product approval representing 1 item on the table and 20% or less of the visual area of the display, the other 80% of the display consisting of approved products handmade by the permit holder displaying the product. 5) Both contributors to a collaborative product must be permitted Pike Place Market craftspeople in good standing. 6) This rule would be reviewed in next year’s rules review to ensure that it supports Market handmade standards.

Public Comment Received: 6 written comments in opposition, 2 written comments in support, 2 written comments mixed.

Proposal #3: Author - Barb Benning (Craftsperson) Affecting: Craft Attendance

- *Advance senior craft status with one-day attendance move from the 30-year mark to the 25-year mark*

Proposal #4: Author - Terra Burton (Craftsperson) Affecting: Craft Attendance

- *Allow 1-day-per-week attendance for craftspeople over age 65 who have worked in the market for 15 years*

Staff Recommendation: Staff do not support this proposal. While staff value the long-term contribution of senior craftspeople, it is important to maintain balance between the advantages of the front end of the seniority list and the ability to retain new craftspeople on the back half of the list. The primary advantage of a high seniority number is the ability to claim a more desirable table assignment by virtue of a better number. In recent years, senior craft status was established allowing a 1-day week option once a permit holder has been here 30 years, and additional vacation days have been granted at both the 20-year mark and the 25-year mark. The senior craft status was set at 30 years to mirror senior Farm Permit status, which allows exemption from the weekly point system. Senior craft vendors wishing to sell less days than they are required to do have the option of hiring a sales agent, or “doubling” with a fellow vendor. Please see staff proposal 5A which attempts to offer a limited amount of extra vacation for contributing permit holder “Meet the Producer” presence above and beyond the minimum requirement.

Public Comment Received: 3 written comments in support, 4 written comments

in opposition.

Proposal #5: Author - Sarah "Goldie" Goldenberg (Craftsperson) Affecting: Craft Attendance

- *Increase basic annual vacation allowance from 8 weeks per year to 12 weeks per year*

Staff Recommendation: Staff do not support this rule change proposal. First, staff believes that the author intended to propose "Vacation weeks from 8 to 12", since current rules provide 8 weeks of vacation, not 8 days. Current attendance requirements allow a permit holder to be absent from the Market 8 weeks out of each year, with slightly higher allowances for long-term vendors. Current rules also require permit holders to sell themselves a minimum of one day per week, if they choose to employ a sales agent, allowing a permit holder to be in attendance for as few as 44 out of 365 days of the year. This proposal is a significant change to a longstanding "Meet the Producer" requirement in this historic, outdoor market. That being said, staff offer a counter-proposal that addresses some concerns of proposal #'s 4, 5 & 6: please see proposal 5A below.

Public Comment Received: 3 written comments in opposition, one written comment mixed.

Proposal 5A: Author - PDA Staff - Affecting Craft Attendance

- *Offer additional vacation weeks for Permit Holders who surpass the minimum attendance requirement.*

Staff Recommendation: As counter-proposal to above proposal #'s 3, 4, & 5, Proposal 5A would reward permit holders who work double (or more) the annual minimum number of permit holder days required, ie. 88 instead of 44, would be credited with an additional 2 vacation weeks per year at the beginning of the following calendar year. This rewards permit holders who contribute to the "Meet the Producer" presence well beyond the minimum requirement. The 88 permit holder days requirement for extra vacation would apply equally to all permit holders, regardless of how many years that they have held a permit.

Public Comment Received: 2 written in support.

Proposal #6: Author - Terra Burton (Craftsperson) Affecting: Craft Attendance

- *Reduce or eliminate the attendance requirement and/or the daily table rent fee for weeks in which the weather is extremely cold*

Staff Recommendation: Staff do not support this proposal. Any such reduction of the longstanding attendance requirements or of the daily table rent would require much more specific language and criteria. Currently, staff relax the closing time requirement on

extremely cold days, and the vacation allowance exists in part to allow vendors to opt out of several weeks of attendance as they wish.

Public Comment Received: 4 written comments in opposition, one written comment in support.

Proposal #7: Author - Kenneth Telesco (Craft Agent) Affecting: Craft Set Up

- *Adjust the set up time requirement for craftspeople from 11:00 am to 11:30 am on days that Roll Call is at 9:30 am*

Staff Recommendation: Staff do not support this proposal as written, primarily because the rule exists to ensure that a neighbor's delayed set up will not impinge on a vendor's ability to sell. Though this proposal received many expressions of support through public comment, staff observation has shown that most permit holders have been able to comply with the 11am set up deadline despite a later roll call and are hesitant to delay opening any later than 11 for the sake of the shopping public. Staff would be more interested in revisiting the option of an earlier Roll Call than further delaying opening for business if the general perception is that more time is needed for set up. Staff experience regular day-to-day complaints from vendors that a neighbor delayed set up, with bins and carts still out, has blocked business and access to tables.

Public Comment Received: 7 written comments in support, 1 written comment opposed 3 verbal comments in support, 1 verbal comment in opposition.

Proposal #8: Author - Joe Lamano (Craftsperson) Affecting: Craft and Farm businesses of deceased permit holders

- *Allow Permit holders' family or agents to remain open for limited time following permit holders death in order to sell remaining inventory*

Staff Recommendation: Staff support this proposal. Staff have essentially allowed similar activity at Market Master Discretion, and support inclusion of this concept as a rule. Staff would add the stipulation that verification of existing inventory at the onset of such period would be required to ensure authenticity of work to be sold. Allowance would be for up to 3 months, within the first 4 months following the passing of the permit holder.

Public Comment Received: 5 written comments in support, 2 written comments mixed, 3 verbal comments in support.

Proposal #9: Author - Penny Pruitt (Craftsperson) Affecting: Daystall Rules Terminology

- *Replace the term "Market Master" with "Market Manager"*

Staff Recommendation: Staff do not support this rule as written. After much discussion and consideration, staff feel that traditional business of the Daystalls are exceedingly

important and deserve carefully chosen terminology. The term Market Master is asserted in the Hildt-Licata Agreement, which supersedes the Daystall rules. In the context of Pike Place Market, the definition of Market Master is akin to terms such as harbormaster or choirmaster. As a way of further establishing its special meaning, the PDA propose alternative proposal 9A, establishing the one-word term Marketmaster.

Public Comment Received: one written comment in support, 2 written comments in opposition, 2 written comment mixed, one verbal comment in support.

Proposal #9A: Author - PDA Staff - Affecting: Daystall Rules Terminology

Staff Recommendation: Staff propose this rule change as an alternative to proposal #9. The term Market Master is asserted in the Hildt-Licata Agreement, which supersedes the Daystall rules. In the context of Pike Place Market, the definition of Market Master is akin to terms such as harbormaster or choirmaster. As a way of further establishing its special meaning, the PDA could similarly use the one-word term Marketmaster.

Proposal #10: Author - Gary Davis (Craftsperson) Affecting: Farm Flower Bouquets

- *Proposes wet paper wraps replace bagged water in Market flower bouquets*

Staff Recommendation: Staff do not support this proposal. Staff do not think it is sufficiently justified to regulate flower bouquets to this degree, and that this issue can be adequately addressed by communication with customers.

Public Comment Received: 3 written comments in support, 4 written comments in opposition, one written comment mixed, one verbal comment in support, one verbal comment in opposition, one verbal comment mixed.

Proposal #11: Author - Jon Strongbow (Craftsperson) Affecting: Use of Daystall Tables

- *Proposes special event on New Year's Day with allowance for non-permitted items to be sold*

Staff Recommendation: Staff do not support this proposal for two reasons. Firstly, the PDA has opened the Daystalls on New Year's Day in response to vendor interest in taking advantage of existing crowds, and does not deem it feasible to extend further resources on supporting a special event, beyond the current Daystall practice, on this day. Secondly, opening the Daystalls to products that are not supported by the Hildt-Licata Agreement and the Daystall Rules undermines the public perception of our cherished farm-grown and handmade, "Meet the Producer"-driven brand. If staff were to explore a possible special event in the Daystalls, it would be something that promotes artisanal, producer-driven aspects of our traditional businesses. Instead of having a flea market, perhaps have an annual "Artists's Seconds Sale". The PDA Rummage Hall is available for rental throughout the year, and individuals can make arrangements with the PDA Events Program to rent spaces to hold their own special events.

Public Comment Received: 7 written comments in opposition, one written mixed comment, one verbal comment mixed, 4 verbal comments in opposition, one verbal comment in support.

Proposal #12: Author - PDA Staff, Affecting: Daystall Table Rent Increase

- *Increase daily table rent fees by 3%*

Staff Recommendation: Staff Supports its own proposal.

Public Comment Received: 1 written comment against, 4 written comments mixed, one verbal comment against.

Proposal #13: Author - PDA Staff, Affecting: Permit Holder Conduct

- *Establish egregious violations of the standards of behavior towards others as grounds for permit revocation*

Staff Recommendation: Staff amends its initial proposal in response to public comment expressing an interest in greater specificity in the language of this rule, added wording shown in bold type:

Egregious instances of behavior toward others that are rough, menacing, vulgar, profane or abusive, including discrimination based on race, ethnicity, gender, sexual orientation, age, disability or national origin, may also result in revocation if they are deemed by the Market Master to be especially malicious, injurious or disruptive to Market functions.

As with any violation in the Daystall Rules, an individual who might be subject to this rule would still have same avenues of appeal that currently exist in the Administrative Guidelines for the Enforcement of Rules of the Daystall Rules and Regulations.

Public Comment Received: 2 written comment in support, 2 written comment in opposition, 4 written comments mixed, 2 verbal comments mixed.

There was a brief discussion that followed.

Action Item: Proposed **15-22**: Adoption of Daystall Rules and Regulations

The resolution states that the PDA conducts an annual review of the Daystall Rules and Regulations; and WHEREAS, The PDA solicited and received suggestions from the Daystall community regarding rule changes; and WHEREAS, The PDA staff has held Daystall community meetings regarding the potential changes and have altered the initial proposed changes to Daystall Rules and Regulations based upon those meetings; and on February 10th, 2015 the Market Programs Committee held an open public meeting that discussed and considered rule changes with opportunity for public comment; NOW,

THEREFORE BE IT RESOLVED that the PPM/PPDA Council hereby approves the following 2015 changes to the Daystall Rules and Regulations as noted in Exhibit A.

Ann Magnano moved, Bruce Burger seconded

There was a discussion that followed

Patrice Barrentine asked about the staffs counter proposals.

For: Betty Halfon, Patrice Barrentine, Gloria Skouge, Ann Magnano, David Ghoddousi, Bruce Burger

Against: 0

Abstained: 0

Resolution 15-22 passed with a vote 6-0-0

Ben Franz-Knight noted that one thing we will be focusing on for the next year is streamlining the appeals procedure process. He noted that there is some discrepancy in the way the appeal process functions as it goes through each steps; there seems to be duplication in the Ad-Hoc committee's recommendation and PDA Council recommendation.

B. Seattle Tilth/King County/WSU/PPM Collaboration: Hmong Farmer Outreach and Advocacy project

Kelly Lindsay presented on the Seattle Tilth/King County/WSU/PPM Collaboration: Hmong Farmer Outreach and Advocacy project; a copy of the presentation was included with the PDA Council records. Kelly noted that the Hmong Farmer Outreach and Advocacy project was a new program that we have been involved with in partnership with Seattle Tilth, King County and WSU. She said as we have been participating in the Kitchen Cabinet, we have been able to work with King County over the last few years. She mentioned that King County owns many acres of farmland that they had purchased as part of its farmland preservation efforts. Kelly discussed some of the partnership goals between the PPM, Seattle Tilth, King County and WSU which included; establishing long-term leases for farmers currently using property, providing culturally and linguistically appropriate technical assistance and education in farming and marketing practices and connecting members of the Hmong farming community to USDA, WSDA and local programs that can provide resources and improve their resilience. Leigh Newman-Bell discussed some of the educational opportunities within the program including hosting educational workshops for the farmers.

There was a discussion that followed by the Committee.

V. Action Items

This Section was presented upon after Section II.

A. **Action Item:** Proposed Amended Resolution **14-79:** Approval of Acceptance of USDA Grant Funding and Contract Approval for Lease of Farm Program Vehicle

Kelly Lindsay introduced the resolution which states that the United States Department of Agriculture Agricultural Marketing Service annually awards competitive grants to expand marketing through the Farmers Market Promotion Program (FMPP). FMPP makes investments in marketing and promotion activities for farmers markets, CSAs and other direct producer-to-consumer outlets for local food, and WHEREAS, the USDA has awarded \$43,500 in an FMPP grant to Pike Place Market Preservation and Development Authority (PDA), Seattle, WA. The purpose of the grant is to support the operation of small-scale farmers' markets (Pike Place Express Markets) in five dense urban neighborhoods with concentrations of low-income residents around downtown Seattle, and; WHEREAS, this grant funding will be used to obtain a large cargo vehicle that will transport items efficiently between the Express Market locations, and; WHEREAS, PDA staff has solicited five bids for the long-term lease of a cargo vehicle capable of transporting all of the equipment necessary to conduct the Express Markets, including a bid from AutoNation Seattle in an amount not to exceed \$37,000, and; WHEREAS, the remaining \$6,500 in grant funding will be used for supplies, branding, and maintenance of the vehicle. NOW, THEREFORE BE IT RESOLVED, that the PDA accept grant funding from the USDA in the amount of \$43,500, and; BE IT FURTHER RESOLVED, that the PDA enter into a two-year lease agreement with AutoNation Seattle for a 2014 Dodge Ram ProMaster for an amount not to exceed \$37,000.

For: Betty Halfon, Patrice Barrentine, Gloria Skouge, Ann Magnano, David Ghoddousi, Bruce Burger

Against: 0

Abstained: 0

Amended Resolution 14-79 passed with a vote 6-0-0

VI. Resolutions to be Added to Consent Agenda

Amended Resolution 14-79: Approval of Acceptance of USDA Grant Funding and Contract Approval for Lease of Farm Program Vehicle was added to the Consent Agenda.

VII. Concerns of Committee Members

None

VIII. Public Comment

Joan Paulson noted that we need to start thinking about the budget process for next year and the looking at long term efforts.

IX. Adjournment

The meeting was adjourned at 5:11 pm by Betty Halfon, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator