



# 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.**

**The Classroom**

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

**Other Council Members Present:**

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

**Others Present:** Joan Paulson

The meeting was called to order at 4:02p.m. by Betty Halfon, Chair.

## **I. Administration**

### **A. Approval of the Agenda**

The agenda was approved by Acclamation

### **B. Approval of the March 10<sup>th</sup>, 2015 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 presented a brief overview on recent Market media relations including articles featuring Jacks' Fish, Honest Biscuits and approval of the MarketFront funding. Kelly separately spoke about educational workshops within the Market. She provided a brief summary of Daffodil Day in the Market noting that we will continue on in this tradition. She noted that Ugly Baby and La Rue had hosted Bunny Party for the last couple years in which we were able to help sponsor this year. She described the model for the "Bunny Party" noting that the bunnies are brought in from animal shelters to raise awareness on caring for them. She reported that the Bunny Party raised \$1700 this year to help support the rabbits; an increase from \$1350 last year. She lastly reported on upcoming events in the Market including the Flower Festival May 9<sup>th</sup> & 10<sup>th</sup>, as well as the MarketFront groundbreaking scheduled for May 20<sup>th</sup>.

Betty Halfon noted that she had mentioned in the recent past on her desire for a more cohesive committee. She encouraged more discussion from the committee.

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

##### **A. 2015 Paid Advertising Schedule**

Kelly Lindsay presented on the 2015 media recommendations; a copy of the presentation was included with the PDA Council records. She provided a review of the 2014 media results which included the development of a multi-year, multi-media advertising campaign with the theme “Adventures in Local”. She stated that the 2014 media campaign was integrated with digital, mobile, radio, search and outdoor media platforms. She highlighted that the digital placements achieved response rates twice the industry standard. She reviewed the 2015 Media objectives and allocation which included increased visits and spending among Seattle residents, especially during non-peak times. Kelly discussed traffic radio opportunities for this year, including matching placement of ads with several radio partners. She mentioned opportunities with radio trade included out ability to trade some goods for radio placements. She provided a brief review of the media placement schedule for the spring, summer and winter season for 2015.

Kelly Lindsay opened the discussion to the Committee on messaging for the Market including what themes, journeys, and those very intimate stories do we want to tell about the Market.

Patrice Barrentine talked about the storytelling approach with Pemco, adding that there are so many ways to continue the adventures in local theme with Pike Place Market.

David Ghoddousi mentioned the idea of

Betty Halfon noted that she would like that we keep pushing the message of “This is your Pike Place Market”. She added that she would like to remind folks that they voted to keep as well as support the Market.

David Ghoddousi had asked if there was a way to piggy back on family day. He separately mentioned opportunities to partner with local transit such as King County Metro.

Betty Halfon noted an idea of highlighting top category lists for the Market, for example “Top 13 list for Children’s specialty diet”.

Patrice Barrentine noted that she would like to see more messaging around meet the producer adding that it could be a good appeal particularly with NPR audiences.

Betty Halfon mentioned that her friends do not how much social services we have in the Market.

Ann Magnano noted that under general messages, it is important to have faces associated with the products and businesses

Patrice Barrentine thought it would be great to tell success stories from people who started at the Pike Place Market. She provided a few Market success examples including former busker, Brandie Carlie as well as Pike Place Market Chowder.

Betty Halfon thought it could be helpful if we featured some of our customers, including details on what these customers like at the market as well as including some of the images they take of the Market.

Gloria Skouge mentioned featuring volunteers for the Market as part of the stories we tell about Pike Place.

Patrice Barrentine mentioned that we can advertise that we have space here at the Market to rent for events.

Joan Paulson mentioned that Angie's list is a good resource for merchants including the opportunity testimonials and feedback.

Kelly Lindsay concluded that she would compile all the comments that were made today and organize them into categories to share for the following month.

Patrice Barrentine lastly mentioned that she really liked the media strategy for this year.

**V. Action Items**

None

**VI. Resolutions to be added to Consent Agenda**

None

**VII. Concerns of Committee Members**

None

**VIII. Public Comment**

Joan Paulson commented on the budget for 2015 and the preparations for that process. She stated that we will have construction going on for the Marketfront and that we really need to do something on a reporting system, possibly on the website that alerts the public.

**IX. Adjournment**

The meeting was adjourned at 5:14 pm by Betty Halfon, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Administrative Services Coordinator