



# Market Programs Committee Meeting Agenda

**Date:** Tuesday, July 14th, 2015

**Time:** 4:00 p.m. – 6:00 p.m.

**Location:** The Classroom

**Committee Members:** Betty Halfon (Chair), Patrice Barrentine (Vice-Chair), Bruce Burger, Gloria Skouge, Ann Magnano and David Ghoddousi

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<b>4:00pm</b>	<b>I. Administrative</b>	<b>Chair</b>
	A. Approval of Agenda	
	B. Approval of the Market Programs June 9 <sup>th</sup> , 2015 Meeting Minutes	
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<b>4:05pm</b>	<b>II. Announcements and/or Community Comments</b>	
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<b>4:10pm</b>	<b>III. Programs and Marketing Director's Report</b>	
	A. Programs & Promotions Update	<b>Kelly Lindsay</b>
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<b>4:20pm</b>	<b>IV. Presentation and Discussion Items</b>	
	A. Education Program: 2014/15 Year in Review	<b>Scott Davies</b>
	B. Holiday Campaign Messaging Priorities	<b>Kelly Lindsay</b>
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<b>5:35pm</b>	<b>V. Action Items</b>	
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<b>5:40pm</b>	<b>VI. Resolutions to be Added to Consent Agenda</b>	<b>Chair</b>
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<b>5:45pm</b>	<b>VII. Concerns of Committee Members</b>	<b>Chair</b>
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<b>5:50pm</b>	<b>VIII. Public Comment</b>	
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<b>6:00pm</b>	<b>IX. Adjournment</b>	<b>Chair</b>

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# Market Programs Committee Meeting Minutes

**Pike Place Market Preservation and Development Authority (PDA)**  
**Tuesday, June 9th, 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, Bruce Burger

**Other Council Members Present:**

**Staff Present:** Ben Franz-Knight, Kelly Lindsay, Scott Davies, Tamra Nisly, Lillian Sherman, Zack Cook, Leigh Newman-Bell, Alisha Kissell

**Others Present:** Howard Aller

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 May 12<sup>th</sup>, 2015 Meeting Minutes.  
The minutes were approved by acclamation.

## **II. Announcements and Community Comments**

## **III. Programs and Marketing Director's Report**

- A. Programs & Promotions Update  
Kelly Lindsay presented a brief overview on recent Market media relations as well as programming activities in the Market. She noted that we receive a quarterly report from our Public Relations firm in which she highlighted that we received considerable coverage on the MarketFront project. She briefly discussed anecdotal media information including social media impressions and click through rates with our website. She learned from our buying agency that our media plan was sent to the Northwest Market Awards in which we were awarded a first place gold prize. She lastly reported that the Farm team would present later this evening after wrapping up with the Express Market for the day.

Bruce Burger asked about the MarketFront marketing including how folks are hearing about the project and what information they are receiving.

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

- A. Social Services

Executive Director of the Market Foundation, Lillian Sherman presented an annual overview of the Market Foundation's work regarding social services in the Market. She had presented the figures from the "Cut the Pie" awards event that was held on May 19<sup>th</sup>. She had reported that the Market Foundation had raised over \$875,000 that would directly be contributed to vital services in the Market. A breakdown of the Cut the Pie figures were as follows:

The Neighborcare Health at Pike Place Market received \$305,000 in funding that would help provide support for the unfunded healthcare costs of 1,383 visits and support for chronically homeless adults through the Clinic's REACH program.

The Pike Market Senior Center received \$200,000 in funding that would cover 30% of their operating funds for the next year, including its meal program, wellness activities, and case management. The Pike Market Senior Center serves the most vulnerable population of any senior center in Seattle. About half of all Senior Center members are homeless and 90% are classified as very low income.

The Pike Market Childcare & Preschool received \$200,000 in funding to help support an estimated 26,670 hours of high-quality childcare for low-income families who do not qualify for a state subsidy.

The Pike Market Food Bank received \$80,000 in funding to help support an estimated 14,159 visits to the Food Bank, covering about 40% of their operating expenses.

The Food Access Program received a \$50,000 grant that supports the Fresh Bucks EBT (food stamp) matching program at local summer farmer's markets and provides discounted bags of produce to low-income preschools throughout Seattle, free weekly community cooking classes, and a monthly community meal in Pike Place Market. These programs increase access to fresh fruits and vegetables for low-income shoppers in the Market and in other Seattle neighborhoods.

The Heritage House at the Market received \$25,000 in funding to provide assisted living for seniors in Pike Place Market, 89% of whom are residing on state assistance.

The Chief Seattle Club received \$10,000 in funding to increase the presence of Native culture at the Market by producing excellent Native art to sell and encouraging Native people towards wellness and entrepreneurship.

The Community Safety Net received \$5,000 in funding which contributes to a growing, ongoing pool of funds for members of our community who are experiencing financial hardship and need emergency assistance to regain stability. This includes Market residents, clients of our social service agencies, farmers and merchants in the Market. Over the last year the Community Safety Net funded 32 requests from Market community members for a total of \$18,460.

There was a brief discussion that followed.

## B. Special Event Budget Considerations

Ben Franz-Knight reported back on a request from the committee from the the previous month in looking at special budget considerations for events at the Market; a copy of the presentation was included in the PDA Council records. He had prepared an analysis of budget considerations for special events in the Market. He thought it would be helpful to frame the context of events and explore some of the benefits with the appropriate role of the Market at the same time providing a range of the potential budget consideration. He noted that he has had a decade of event experience in his previous role. He said to Committee to keep in mind that we have a brand new public plaza being constructed in which we will need some very intentional activation. He reviewed case studies of current Market events as well as various types of events hosted. A summary of the presentation was included as follows:

### Events General Categories

- Festivals, Concerts, Commemorative Events (Centennial), Promotions, Radio stations, Movies, Parades, Health and Fitness - Races/Runs, Odd and quirky - Running of the piglet, singing in the rain, soap box derby, Car Shows and Club Gatherings

### Events – Purpose and Benefits

- Drive traffic
- Mark significant moments/holidays
- Raise awareness
- Raise money
- Activate public space
- Deepen sense of community/foster renewed sense of community
- Lengthen duration of stay
- Entertain
- It's Tradition

### Event Budget Planning

- Staffing
- Promotion
- Talent
- Out-sourced production
- Sponsorship and Partnership
- Size, duration, frequency (right sized regular frequency is more cost effective than occasional one-off)
- Current PDA Events and Promotion Budget - \$52,500
- One major event a month - additional - \$120,000 - \$200,000
- Increase vendor produced events – revamp co-op advertising – current budget - \$15,000

There was a discussion from the committee that followed.

## C. 2015 Summer Farm Program

Zack Cook, Farm Manger had presented a preview on the 2015 Summer Farm Program; a copy of the presentation was included with the PDA Council records. He provided highlights for 2015 in which he noted that attendance had increased by over 13.7 percent from the previous year. He said that there were 21 farmer visits for 2015 with two new farmers. He briefly spoke on the farmer outreach for this year with the work from the Farm Development Coordinator, Leigh Newman-Bell. A summary of the 2015 Summer Farm Presentation was included as follows:

#### Express Market Preview

- Virginia Mason: New day, location and partnership with Horizon House
- Pioneer Square: New location and partnership with CID
- Continuing markets at City Hall, South Lake Union and Microsoft Commons
- 28 farmers and artisans at 5 locations

#### CSA Program

- Partnership with King County Healthy Incentives
  - Atlantic Central Base
  - Downtown Public Health
  - Youth Services Center
- 11 confirmed CSA Delivery Sites
- Member Enrollment
  - 48 King County employees
  - 43 PDA and Market Foundation employees
  - 50+ members anticipated for the Food Access Program
- Duration: 15 weeks, from June 24<sup>th</sup>-September 30<sup>th</sup>
- 20+ participating Farmers
  - Fruits, vegetables, and several value-added farm products
- Engaging the larger Market Community
  - Senior Center- additional potential site
  - Partnership with the Food Bank
  - Volunteers from the Market community

#### Food Access Programs

- Market Bucks
  - Bike Benefits: Bikers with a special sticker will get \$2
  - Market Fresh: An additional \$5k will go to social services around our Express Markets. (\$30k distributed to Market residents and services)
  - Fresh Bucks: EBT matching program. Full time AmeriCorps Summer Associate working on outreach and promotion
  - Student Coupon: \$5 value for fresh produce for education program participants. Sent to 2,200 area students.

## Family Farmers Market Day

- When: Third Sunday of the summer months, 10am-noon. (June 21<sup>st</sup>, July 19<sup>th</sup>, Aug 16<sup>th</sup>, Sept 20<sup>th</sup>)
- Where: North end of Pike Place Market, near the corner of Pike Pl and Stewart St.
- What: Hands on family-friendly cooking and gardening demonstrations, picture book readings by Katherine Pryor, arts and crafts, games, scavenger hunt and farmers market tours.
- Who: Families and children ages 3-12.

## Cooking Demonstrations

- Sunday Chef Demos: Program has been integrated with Atrium Kitchen demonstration program. Demonstrations no longer taking place on Pike Place.
- Thursday Classes by Diane LaVonne: Free for Market residents, sponsored by Food Access Program. Classes take place in Atrium Kitchen.

There was a brief discussion that followed by the Committee.

### **V. Action Items**

None

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

None

### **VII. Concerns of Committee Members**

Gloria Skouge noted that she has been involved with the Education Program with Scott Davies for the last 17 years. She said that tomorrow would be the wrap up for another very successful year with the Education Program. She added that there was a revamping of the Program two years ago which included the introduction of storyboards for the students. She noted how interesting it was to interview folks from the various social services agencies. She had thanked Scott for his wonderful work and talents with creation of the storyboards. She lastly said that it was really fun to get to know the people who are a part of the Market and its social service aspect.

### **VIII. Public Comment**

Howard Aller commented on the photos hanging throughout the Classroom and providing a matching location to go along with the photos. Howard Aller separately commented on programming the Market and the wealth of complaints regarding the number of tourists in the Market. He noted that we need the tourists and that almost of those tourists disappear about 5pm in the evening. When you are planning programs, give a lot of thought to later afternoon and early evening programs.

Scott Davies responded that the images that are hanging in the Classroom are part of a matching game for the students.

### **IX. Adjournment**

The meeting was adjourned at 5:56 pm by Betty Halfon, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Executive Administrator