



Market Programs Committee Meeting Agenda

Date: Tuesday, August 11th, 2015

Time: 4:00 p.m. – 6:00 p.m.

Location: Elliott Bay Room

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

4:00pm	I. Administrative	Chair
	A. Approval of Agenda	
	B. Approval of the Market Programs July 14 th , 2015 Meeting Minutes	
<hr/>		
4:05pm	II. Announcements and/or Community Comments	
<hr/>		
4:10pm	III. Programs and Marketing Director's Report	
	A. Programs & Promotions Update	Emily Crawford
<hr/>		
4:20pm	IV. Presentation and Discussion Items	
	A. Impacts of the 2015 Drought on WA Farmers	Leigh Newman-Bell
	B. Holiday Messaging and Magic in the Market Discussion	Emily Crawford
<hr/>		
5:35pm	V. Action Items	
	A. Action Item: Proposed Resolution 15-53: Authorization for Contract Authority - DEI Creative, Inc. for PDA Website Move to New Platform	Emily Crawford
<hr/>		
5:40pm	VI. Resolutions to be Added to Consent Agenda	Chair
<hr/>		
5:45pm	VII. Public Comment	Chair
<hr/>		
5:50pm	VIII. Concerns of Committee Members	
<hr/>		
6:00pm	IX. Adjournment	Chair



Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)

Tuesday, July 14th, 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: Patrick Kerr

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

Others Present: Howard Aller, Joan Paulson, David Kenagy

The meeting was called to order at 4:04p.m. by Patrice Barrentine, Vice-Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the June 9th, 2015 Meeting Minutes.
The minutes were approved by acclamation.

II. Announcements and Community Comments

Howard Aller had commented on the MarketFront groundbreaking ceremony and the use of live music in the evenings that could stimulate the MarketFront for the future. He said that there was a brass band that performed at the groundbreaking ceremony that encouraged a vast amount of people to the site. He mentioned the possibility of having a brass band playing in the evenings on the Plaza to activate the site.

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 distributed a few articles from the Seattle Times and the Puget Sound Business Journal regarding the MarketFront. She highlighted one similarity seen with the recent Market Front news which is that the media is and getting the story right. She further added that awareness and consistency seen with recent MarketFront media is due in part from the work with our staff, the Market Foundation and our PR firm. She spoke of an insert regarding the MarketFront project for Seattle Met Magazine. She noted that the insert is a great summary piece of all of the details that go

into the project, including the history and timeline. The MarketFront project insert was distributed in this month's Seattle Met Magazine and would be included again in the August issue due to some technicalities with the insert fastening. She separately talked about other media relations with the Market including a recent filming with ABC's Good Morning America, a feature with Bon Appetite Magazine and Seattle Magazine. She reported on the status of the Express Markets noting some phenomenal results from the express markets so far. All of the markets have been performing really well with sales up in the double digits. She highlighted that the Express Market at Virginia Mason, which in the past has been struggling, has seen an increase with sales over 117 percent.

Betty Halfon entered into the meeting at 4:14 p.m.

She had lastly informed the Committee that this meeting would be her last as she would be stepping down as Director of Marketing & Programs to spend more time with her family.

IV. Presentation and Discussion Items

A. Education Program 2014/15 Year in Review

Scott Davies presented on the Pike Place Market Education Program year in review for the 2014/2015 school year; a copy of the presentation was included with the PDA Council records. He provided an annual overview of the 2014-2015 School Program including new updates to the program this year including interactive educational activities on the website. Scott reported that the School Program had hosted 104 classes from 50 schools; 28 Public, 22 Private this year. He said that he reached roughly 2,292 students with the program this year. A summary of 2014-2015 School Program presentation was noted as follows:

- One class used the Atrium Kitchen to prepare food bought in the Market (February).
- Worked with Nathan Hale High School, Seattle University and North Seattle College.
- Between our tours and these Farmers Market Nights, we reached 32 out of 69 Seattle Public Schools, elementary or K-8 schools (46 percent).
- Newspapers in Education (NIE) – a program of The Seattle Times, an 8-page insert in the April 26 edition featured an article about sustaining farming families.
- Washington Agriculture Educators
- Beecher's Pure Food Kids Foundation
- Let's Get Cookin' – summer – food education program for 6 day camps in south Seattle. Activities in their Market experience include shopping from farmers, a food-oriented tour, and making lunch. Grant recipients include El Centro de la Raza, community centers, Refugee Women's Alliance and YMCA. This is a partnership with City of Seattle, Seattle Tilth, and School's Out Washington.
- New lessons coming soon for Education Program: Creating a business, Farmers and agriculture, World cultures in the Market and Social services

B. Holiday Campaign Messaging Priorities

Kelly Lindsay reviewed the Holiday Campaign Messaging Priorities with the Committee. She said we would start preparations for holiday promotions tomorrow with staff. She distributed a chart that included a schedule for marketing efforts and events including media placements. She noted that we have many channels with the marketing placements that will need a lot of messaging. She asked the committee on what type of message(s), products and visuals to include with this year's holiday campaign.

There was a discussion from the Committee that followed on ideas to incorporate for the Holiday Campaign.

Betty Halfon noted that with whatever we do, she would like it to represent the whole Market.

Ann Magnano commented that she would like to focus singularly on a business, person or theme that could represent the Market.

Kelly Lindsay responded to Betty and Ann's comments noting that we have the ability to do both intimate to broader themes with the holiday promotion of the Market.

David Ghoddousi mentioned on having some type of festive activity in the fall such as pumpkin carving in the Market.

Patrice Barrentine mentioned the idea of Market stocking stuffers. She added that it would be neat to include Busker CD's as a stocking stuffer; it is very rare that we would get to involve the buskers with some of the Market gift options.

There was some discussion on the idea of stocking stuffers and gift ideas to include from the Market.

Betty Halfon would like to see some children's choirs or bands at the Market, especially during the holidays; this could encourage their families to come and shop at the Market.

Ann Magnano inquired about the numerous clocks around the market and utilizing those clocks to remind folks to shop during the holidays.

Patrice Barrentine said it would be neat to create a visual of specific colors and products from the Market such as the color theme "silver and white".

V. Action Items

None

VI. Resolutions to be added to Consent Agenda

None

VII. Concerns of Committee Members

Betty Halfon thanked Kelly for all the wonderful work she has done the last few years and said that she will be missed.

David Ghoddousi thanked Patrice for chairing the Committee this evening.

The Committee thanked Kelly Lindsay for her work as the Marketing & Programs Director for the Pike Place Market PDA.

VIII. Public Comment

David Kenagy said that we need to close off the streets to allow vendors to sell during the holidays.

Joan Paulson mentioned that there is no emphasis on December 21st, which is the shortest day of the year; there could be mention of shopping early in the Market on this day. She noted that the emphasis for Marketing should be shop local and shop early. She said January should be a time to promote the Market restaurants and evening dining for the locals. She separately commented on establishing measurable goals and tracking those goals for the ongoing Marketing efforts.

Howard Aller noted that if we could somehow emphasize to our audience on coming on down to the Market now since the Market is ours again.

IX. Adjournment

The meeting was adjourned at 5:07 pm by Patrice Barrentine, Vice-Chair

Meeting minutes submitted by:
Dianna Goodsell, Executive Administrator



PROPOSED RESOLUTION 15-53

Authorization for Contract Authority - DEI Creative, Inc. for PDA Website Move to New Platform August 2015

- WHEREAS, the Pike Place Market website is the single most viewed PDA sponsored resource used by future and current visitors to plan visits to and learn about the history, charter, vendors and current events at the Market through multiple rich content pages, special highlights on the homepage, an up-to-date vendor directory and event calendar; and,
- WHEREAS, in December, 2009 the PDA issued a Request for Proposal from qualified agencies and individuals to provide consultation/web design services in relation to Pike Place Market's website; and,
- WHEREAS, after receiving nine proposals and interviewing four finalists, the PDA had selected DEI Creative, Inc. to act as the Market's web design firm with the adoption of Resolution 10-13; and,
- WHEREAS, in 2013, the Market's website design was updated to improve user experience, better position the Market businesses and streamline navigation including highlighting most visited content pages, including farmers markets, crafts, specialty foods, shops, restaurants, and directions and parking, creating a blog feed to the homepage, a calendar list view with specific event detail pages, and special feature callouts on the home page and interior pages to highlight specific vendors and areas of the Market; and,
- WHEREAS, the PPMPDA has determined that a migration of the website to a new server and open-source content management system (CMS) framework from its current, custom built framework will decrease downtime on the site, reduce maintenance costs, and position the website to better thrive in the future as the current server and CMS framework has begun to deprecate and be unsupported; and,
- WHEREAS, the PPM PDA has sought a proposal from our current web design firm DEI, Creative, Inc. to research and select a new server, move the HTML coding for each unique website layout, setup SEO (search engine optimization) for website content, move all content, including text, images and vendor directory, conduct extensive testing on multiple browsers and launch the site on the new platform; and,
- NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or his designee to enter into a contract with **DEI Creative, Inc.** an amount not to exceed **\$20,000** for the "migration of the current www.pikeplacemarket.org website and all content from its current custom built platform to a flexible, fully supported and secure framework.

The funds for this project will be drawn from the Account: Website Development **487065-00**.

Gloria Skouge, Secretary/Treasurer

Date

Date Approved by Council:

For:

Against:

Abstained: