



Pike Place Market Preservation and Development Authority (PDA)

**MARKET PROGRAMS COMMITTEE
Meeting Minutes**

**Monday, July 15th, 2013
4:00 p.m. to 6:00 p.m.
Elliott Bay Room**

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

Other Council Members Present:

Staff Present: Ben Franz-Knight, Kelly Lindsay, Emily Crawford, Scott Davies, Lillian Hochstein, Allison Krueger

Others Present:

The meeting was called to order at 4:04p.m. by Bruce Burger, Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the June 13th, 2013 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

Bruce Burger welcomed David Ghoddousi and Patrice Barrentine to the Market Programs Committee as a new member for 2013. He thanked John Finke and Jackson Schmidt for their participation in the Committee the last several years. Bruce briefly overviewed the tentative Market Programs 2013 annual schedule of topics. A copy of the schedule was included with the meeting minute's record.

III. Programs and Marketing Director's Report

- A. Programs & Promotions Update
Kelly Lindsay presented the Programs and Marketing Directors Report. She noted that the farmers markets are performing very well this year with the help of the appropriate farming conditions and weather. She noted that the Pioneer Square Farmers Market still needs to grow; the biggest challenge at that location is community perception. She noted that we need to do more outreach and grow a bigger audience for the Pioneer Square Farmers Market location. She gave a brief update on the Out to Lunch concert series and the recent success of the Farmer's Markets fresh produce filled totes. She lastly gave thanks to the Market Foundation for their generous donation of matching farm bucks which has benefited the community and farmers greatly. She noted that the Market Programs meeting scheduled on September 12th will be relocated to an alternative meeting location; there is an Open House schedule for that day with the Events & Programs Department.

B. Education Program Year-End Summary

Scott Davies presented on the Pike Place Market PDA Education Program Year-End summary. A copy of his presentation was included with the meeting minute's record. He gave an overview of the overall process for the School Program tour. He noted that he had 93 classes participate in the school tour with over 2100 children; this was over 500 students more than last year. He reported that there were 74 school presentations, participation from 15 volunteer teachers as school program leaders, with extension of the education program to Wednesdays. He briefly discussed the many experiences with the Education Program and tours.

There was a brief discussion that followed

Bruce Burger inquired about the capacity of school tours for the education program.

Scott Davies noted that the school tours had increased from 73 to 93 tours this last year.

IV. Presentations and Discussion

Bruce Burger discussed a brief overview of the goals for the evenings meeting regarding aggregation which included; what types of aggregation the committee would like to discuss over the next several months and determining a rough approach to move forward with the options.

A. Partnership Updates & Opportunities

Kelly Lindsay gave a presentation Partnership Updates and Opportunities. A copy of the presentation was included with the meeting minute's record. She noted the current goals and status of the Farmland Preservation Partnership Update with The City of Seattle and King County. A summary of the presentation is as follows

Long Term Goals of the Joint Strategy

- Increase the amount of King County farmland preserved.
- Increase production of food in King County for King County residents to meet the rising demand for fresh food.
- Increase the profitability of small and mid-sized farm operations.
- Increase the number of small and mid-sized farm operations and total acres in production.
- Provide access to land for new farmers, including immigrant and low-income farmers.
- Increase marketing and distribution options, including farmers markets and aggregation.
- Increase local food availability and food access, especially for underserved populations.
- Support a robust and healthy regional food system.
- Ensure that the region has an adequate base of farmland for the future.

Scope of Work

In 2013, the partners intend to undertake a scope of work to complete Phase I of developing the strategy, to consist of the following tasks:

- Stakeholder Group Identification and Facilitation
- Analysis and Recommendations for Land Preservation and Restoration
- Analysis and Recommendations for Farm to Consumer: Market and Distribution Opportunities.
- Planning for Phase 2: Identify Direction and Strategy for Implementation

Next Steps

In 2013, the partners intend to undertake a scope of work to complete Phase I of developing the strategy, to consist of the following tasks:

- Stakeholder Group Identification and Facilitation
- Analysis and Recommendations for Land Preservation and Restoration
- Analysis and Recommendations for Farm to Consumer: Market and Distribution Opportunities.
- Planning for Phase 2: Identify Direction and Strategy for Implementation

There was a discussion that followed

B. Farmland Preservation Partnership Update

Kelly Lindsay gave a presentation on the Farmland Preservation Partnership Update. A copy of the presentation was included with meeting minute's record. She noted the current goals and status of the Farmland Preservation Partnership Update with The City of Seattle and King County. A summary of the presentation is as follows. She discussed the Farm and Food Program goals for 2013 including aggregation goals. The presentation was summarized as follows.

Farm and Food Program Goals - Goals 2013 and Beyond:

- Enhance farmer profitability
- Increase farmer participation in the Market
- Increase customer base to support farmers
- Leverage Market brand to support farm and food initiatives
- Center the Market as the resource for food and farm issues regionally and nationally
- Support preservation of farmland and access to affordable land for farmers
- Identify actionable policies and programs for the PDA

Aggregation Goals:

- Provide additional revenue streams for Market farmers beyond direct to consumer
- Provide incentive for new farmers to sell at Pike Place
- Create "economies of scale" through centralized packing, production, distribution and/or promotion
- Provide new opportunities for customers to engage with Market brand

Potential Markets:

- Market Social Service Agencies
- Market Restaurants
- Direct to Consumer – CSA, Farm stand
- Restaurants
- Institutions – hospitals, private schools, universities, etc.
- Wholesale to grocery
- Wholesale to distributors

Considerations:

- Location / Space needed
- Capital Investment
- Staffing
- Ongoing operational needs
- Number of farmers benefitting
- Competitive pricing
- Quality control
- Ability to achieve goals / Return on investment

There was a brief discussion that followed.

V. Items for the Consent Agenda

None

VI. Concerns of Committee Members

None

VII. Public Comment

None

IX. Adjournment

The meeting was adjourned at 5:53 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator



Pike Place Market Preservation and Development Authority (PDA)

PROPOSED RESOLUTION: 12-84

**Authorization for Non-Exclusive Trademark Licensing Agreement with
Paisley and Parsley Designs**

August 2013

WHEREAS, the Pike Place Market Preservation and Development Authority (PDA) is the owner of all rights, title, and interest in and to certain trademarks and graphical representations of the Pike Place Market name and trademark; and,

WHEREAS, Paisley and Parsley Designs, a home-based business located in Vancouver, WA, desires to make use of the Pike Place Market design mark (Public Market Center sign as depicted on the PDA trademark license application) and the name Pike Place Market in connection with natural stone tiles (6x6" trivets, 4x4" coasters and 2x2" magnets, garden stakes and wine collar/ornaments) and 5x7" notecards for sale at gift shops and on their website; and,

WHEREAS, PMPDA and Paisley and Parsley Designs have agreed that in accordance with the terms and conditions of this Agreement, Paisley and Parsley Designs may use the Pike Place Market design mark and name in the production and promotion of coasters and trivets that are made-on-demand when ordered (made by PVS Instore Graphics located in Portland, OR) and sold on a wholesale basis to gift shops and at a retail price on the Paisley and Parsley Designs website; and,

WHEREAS, Paisley and Parsley Designs has informed us that they are in compliance with the Prohibition of Sweatshop Conditions in our trademark usage guidelines (ensuring that all production facilities adhere to or exceed the sweatfree code of conduct in their practices and policies regarding applicable workers); and,

WHEREAS, Paisley and Parsley Designs agrees that they will not during the term of this Agreement, or thereafter, challenge the title or ownership of the PDA to the name or trademark or challenge the validity of this Agreement; and,

WHEREAS, Paisley and Parsley Designs agrees that they will use the terms and images related to Pike Place Market and the licensed name and trademark in a way that will reflect positively on the Pike Place Market. The PDA has the right to approve or disapprove of any potential design or marketing plans involving the marks, likenesses or trademarked name(s) owned by the Pike Place Market PDA in relation to their coasters and trivets and all related marketing of such; and,

WHEREAS, Paisley and Parsley agrees to pay the PDA a start-up fee of \$250 and a royalty rate of 10% of gross sales for all licensed items sold during the duration of a two-year licensing agreement, and agrees to pay 10% of gross sales on infringing items sold before the agreement become valid. The start-up fee will be due prior to preparing the Trademark Licensing Agreement. Quarterly reporting and payment will be due throughout the term of the licensing agreement, with dates specified in the agreement.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with Paisley and Parsley Designs for the use of Pike Place Market trademarks in the production and promotion of coasters and trivets that feature the Market clock.

Gloria Skouge, Secretary/Treasurer

Date

Date Approved by Council:

For:

Against:

Abstained: