



Pike Place Market Preservation and Development Authority (PDA)

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**MARKET PROGRAMS COMMITTEE**  
**Meeting Minutes – March 8<sup>th</sup> 2012**

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**Thursday March 8<sup>th</sup>, 2012**  
**4:00 p.m. to 6:00 p.m.**  
**PDA Conference Room**

**Committee Members Present: Bruce Burger, Jackson Schmidt, Jill Andrews, John Finke, Ann Magnano, Gloria Skouge**

**Other Council Members Present: Bruce Lorig**

**Staff Present: Ben Franz-Knight, Kelly Lindsay, Ryan Yale, Scott Davies, Teri Wheeler, Scott Davies, David Dickinson, Ryan Hostetler, Sue Gilbert Mooers, James Cornell, Dianna Goodsell**

**Others Present:**

The meeting was called to order at 4:00 p.m. by Bruce Burger, Chair.

**I. Administration**

**A. Approval of Agenda**

The amended agenda was approved by acclamation.

**B. Approval Market Programs Minutes of January 12, 2012 Minutes.**

The minutes were approved by acclamation.

**C. Announcements and Community Comments**

Joe commented on proceeding with selling shrimp at the Market. He discussed entry into the Market as a Shrimp Fisherman and provided details of his product he would like to offer at the Market. A concern averting his entry to the Market has been due to the complexities involving the business, which does not fit the current guidelines of the Market. There will be a follow-up on the issue next month.

**II. Daystall**

**A. Rules and Regulations Review**

David updated the committee on Staff recommendations for the Daystall Rules and Regulations which are attached. He gave an overview of the proposed changes in the Rules and gave the reasoning and rationale of the Staff recommendations. The updated recommendations were stemmed from evaluation of feedback from the Daystall Community and Staff. Specific Staff Recommendation Updates included;

- Proposal #1 and #2: No change. Staff reviewed technology guideline concerns and found no legitimate problems.
- Proposal #14: Updated. The current weekday Roll Call remains consistent, Staff moved Sunday's Roll Call to 9:30am from 10am.

- Proposal #18-A: Updated. As result, several differing concerns from craftspeople and merchants prompted the Staff to not support the proposal.

A question and answer period followed

Ben stated that the Rules and Regulations process has been very successful. He noted the Daystall Staff provided a very respectful forum for community members to voice their concerns and had placed great thoughtfulness in their responses.

**B. Action Item: Proposed Resolution 12-20: Adoption of Daystall Rules and Regulations**

The resolution stated that the PDA staff has held Daystall community meetings regarding the potential changes and has altered the Initial proposed changes to Daystall Rules and Regulations based upon those meetings. On March 8<sup>th</sup>, 2012 the Market Programs Committee held an open public meeting that discussed and considered said rule changes with opportunity for public comment. It is requested that the Pike Place Market PDA Council hereby approves the following 2012 changes to the Daystall Rules and Regulations.

Jill moved, Ann seconded

Approve: Bruce Burger, Jackson Schmidt, Jill Andrews, John Finke, Ann Magnano, Gloria Skouge

Against: 0

Abstain: 0

Resolution 12-20 passed unanimously.

**III. Marketing Strategy**

**A. Review Outline of Potential Assessment Topics**

Kelly presented preliminary questions to ask in analyzing the current Marketing Programs, which is attached. The topics of her discussion included:

- a) Brand Development
  - Voice, Visual, Integrity and Administrative
- b) Target Audience(s)
  - What are the demographics of the greater Downtown area and how can the Market target specific audiences?
  - What opportunities are available targeting commuters/downtown workers and new customers? How do we communicate within the Market community?
- c) Messaging
  - What are the key messages for each audiences defined above? What are the priorities?
  - What other audiences and or/ messages do we need to consider?
- d) Communication Vehicles
  - Advertising, Direct Promotion, Website, Digital Media, Media Relations and Publications
- e) Special Events and Partnerships
  - Bing App, Market Tours and Filming

A question and answer period followed

**IV. Events**

**A. Review 2012 Events Calendar and changes from 2011**

Teri and Ryan presented the 2012 Events Calendar and discussed the changes from 2011. Listed below are the 2012 Events and dates, which is also included as an attachment to these minutes:

- Daffodil Day March 20<sup>th</sup>
- Arcade Lights April 20<sup>th</sup>
- Pike Place Market Flower Festival May 12<sup>th</sup> & 13<sup>th</sup>

- Seattle Cheese Festival May 19<sup>th</sup> & 20<sup>th</sup>
- Fruit Festival July 22<sup>nd</sup>
- 105<sup>th</sup> Birthday August 17<sup>th</sup>
- Sunset Supper August 17<sup>th</sup>
- Busker's Festival September 16<sup>th</sup>
- Feast at the Market October 2<sup>nd</sup>
- Arcade Lights October 12<sup>th</sup>
- Magic in the Market Kick Off November 24<sup>th</sup>
- Farm Days on the Cobblestones June-October (Wed, Sat, Sunday)
- Pike Place Market Express City Hall
- Pike place Market Express South Lake Union

A question and answer period followed

**B. Identify Strategic Goals for Events Program and Assessment**

Bruce commented on prospective strategic goals for Market Events including, increasing the experience of being in the Market, educating people to different aspects of the Market, drawing people to special events and overall attracting more people to the Market.

**V. Marketing Director's Report**

- A. Arcade Lights** – Kelly briefly discussed the upcoming Arcade Lights event. She noted there is a change from last year regarding pricing. There will be a two-tiered pricing system; \$25 will be charged for reserved tickets and \$30 will be charged for tickets purchased the day of. She further explained that advance ticket sales will include taxes and fees and amount to \$25 total, which will be more convenient for the customers. Lastly, she mentioned advanced ticket sales will be cut off prior to the 1200 limit, which will allow customers to have the opportunity to purchase tickets the day of the event.
- B. Thank You Seattle** – Kelly gave an update on the development for the Thank You Seattle Campaign. She stated that the Marketing staff decided to find outside consultant assistance to effectively execute the program. She discussed the process of selecting the appropriate PR firm. She issued an RFP in which 6 selected firms were invited to participate in. Out of the 6 PR Firms invited, 4 firms responded with proposals and 3 were interviewed. The PR firm that was chosen to partner for the program was PRR. She noted the possibility of incorporating several components to the program including, a heavy focus on media relations, a special Thank You card for key stakeholders who made the levy possible and public facing.

**VI. Action Items**

**VII. Items for the Consent Agenda**

None

**VIII. Public Comments**

None

**IX. Concerns of Committee Members**

**X. Adjournment**

The meeting was adjourned at 5:52pm by Bruce Burger, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Administrative Services Coordinator