



Pike Place Market Preservation and Development Authority (PDA)

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**MARKET PROGRAMS COMMITTEE**  
Meeting Minutes

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Thursday, December 13<sup>th</sup>, 2012  
4:00 p.m. to 5:30 p.m.  
Elliott Bay Room

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

**Other Council Members Present:**

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

**Others Present:** Ernie Sherman, Kim Drew

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

**I. Administration**

- A. Approval of the Agenda  
The agenda was approved by Acclamation
- B. Approval of the November 8<sup>th</sup>, 2012 Meeting Minutes.  
The minutes were approved by Acclamation

**II. Announcements and Community Comments**

Ernie suggested a revision to Proposed Resolution 12-104 with the addition of a bullet point encouraging and supporting the function of a dental clinic under the last paragraph. He noted that a dental clinic is a very obvious need for the Market and its community.

**III. Marketing Directors Report**

- A. Programs and Promotions Update  
Kelly gave a brief update on the ongoing holiday promotions. She noted that we have been doing the holiday advertising through the radio, magazines and online. She lastly added that the holiday parking promotion is going strong; we have seen year to date an increase of 35% from the time period of 10-2pm.

**IV. Presentations and Discussion**

- A. Social Services Strategic Review  
Ben Franz-Knight distributed out Proposed Resolution 12-104 Approval of Social Service Strategic Review. He noted that there is an attachment that outlines the roles and responsibilities included with the resolution. He noted that the Services agreement with The Market foundation is up for renewal.

There was a discussion that followed.

Bruce Burger commented on the resolution and proposed to add “unmet needs” under the fourth bullet point on the last page next to “Meeting emerging needs”.

The change to add “unmet” to the resolution was approved.

Bruce Burger proposed an amendment in adding the language “look at options in significantly increasing social services” under the sixth bullet on the last page next to “Delivery of a 5 Year Strategic Plan by August 2013”.

The motion failed.

**Action Item:** Proposed Resolution **12-104:** Social Service Roles and Responsibilities, Process for Annual Review of New and Emerging Needs and Authorization to Negotiate a new Services Agreement with the Market Foundation

Ben Franz-Knight introduced the resolution which states that the PMPDA identified Social Services as a key strategic issue for 2012 to assess the needs, roles, and opportunities; and, the PMPDA Programs committee has undertaken a review of roles and responsibilities, potential models for increasing services and drafted recommendations; and, the 2013 Budget includes funding for a new volunteer driven effort through the Vista Volunteer program and funding for additional resident advocacy and social work support for residents; and, the Market Foundation is embarking upon a strategic review of fundraising potential, capacity building and capital campaign assessment; and, the Services agreement between the Market Foundation and PMPDA is up for renewal in 2013.

NOW THEREFORE, BE IT RESOLVED, that the PMPDA Council adopts the Roles and Responsibilities attached to this resolution; and that the PMPDA Council approve the following Annual calendar and process for review of existing Social Service Agencies, new and emerging needs:

- FEBRUARY / MARCH - Service Provider Fund Applications, including annual reports
- APRIL - “Cut the Pie” Grant Awards
- MAY/JUNE - MF Report to PDA on Annual Grants and Emerging Needs
- SEPTEMBER-NOVEMBER -Budget allocation of PDA funds/infrastructure support
- DECEMBER- PDA Annual Plan Adoption, including emerging needs discussion; and,

BE IT RESOLVED FURTHER RESOLVED that the PMPDA Council authorizes the PMPDA Executive Director to enter into negotiation with the Market Foundation for a new services agreement that facilitates greater alignment of programs and goals including:

- Fundraising
- Support for entrepreneurial enterprise including small businesses, farmers and arts and crafters
- Increasing capacity of existing social services
- Meeting emerging and unmet needs
- Increasing available housing
- Delivery of a 5 Year Strategic Plan by August of 2013
- Support fundraising and program goals for PCIN.

Ann Magnano moved, Betty Halfon Seconded

Approve: Ann Magnano, Betty Halfon, John Finke, Jackson Schmidt, Gloria Skouge

Against: Bruce Burger

Abstain: 0

Resolution 12-104 passed with a vote 5-1-0.

## B. 2013 Marketing Plan

Kelly Lindsay briefly reviewed the 2013 Communications and Marketing Plan which has been included with the minutes. There was a resolution presented for approval of the 2013 Communication and Marketing Plan that followed.

**Action Item:** Proposed Resolution **12-105:** Approval of 2013 Marketing and Communications Plan

Kelly Lindsay introduced the resolution which states that the PDA Council adopted the *2012 Marketing Strategy Review and Assessment in August 2012* recommending emphasizing human interaction in Market imagery, instilling an appreciation for the Market's character and values in our regional and national audiences, developing comprehensive strategies for media relations and social media, updating and expanding the Pike Place Market website, and investigation into the benefits of customer research; and the Director of Programs and Marketing, in consultation with the Marketing & Communications staff has developed the 2013 Communications and Marketing Plan to define tactics for implementing the recommendations made in the 2012 Marketing Strategy Review and Assessment; and the Market Programs Committee and members of the Market community have been given the opportunity to review and comment prior to adoption of this plan;

THEREFORE, BE IT RESOLVED that the PDA Council adopts the *Communications and Marketing Plan* for the year 2013.

Gloria Skouge motioned, Betty Halfon seconded

Betty Halfon gave thanks to Kelly and her staff for their hard work on the 2013 Communications and Marketing Plan. She noted though that one thing the PDA is failing to do is in regards to reaching out to Jr.High and High School kids and bringing them into the Market. She noted it would be especially helpful during the Holiday Season when there is outside competition with the Market. She added that we need to continue promoting the people in the Market and keep bringing people back to the Market for it to continue to grow.

Ben Franz-Knight noted that we could look at future options in engaging Jr.High to High School kids with the Market.

There was further discussion regarding additional promotion during the first and last quarter in the Market.

Approve: Bruce Burger, Ann Magnano, Betty Halfon, John Finke, Jackson Schmidt, Gloria Skouge  
Against: 0  
Abstain: 0

Resolution 12-104 passes unanimously

C. Pike Place Market Trademark Policy

Ben Franz-Knight presented the Trademark Licensing Review and Discussion and reviewed the current trademark agreements with the PDA. He highlighted the purpose of the guidelines written in the current PPM Trademark usage Guidelines. He noted that the goal is to discuss the current Trademark policy and suggest any changes in deemed necessary. A copy of the Trademark Licensing Review and Discussion presentation, PPM Trademark Usage Guidelines document and list of current trademark agreements with the PPM PDA has been included with the minutes.

There was a discussion that followed.

Ben noted that it may be helpful to come back in January or February with fine points and/or components of the current Trademark Usage Guidelines for the committee to look at.

Jackson Schmidt noted that the staff needs to do research within the Market and to see which varieties of products the Council has approved and accepted. He also noted that authenticity is what makes the market.

D. 2013 Committee Goals

Bruce Burger distributed a handout regarding the Market Programs Committee responsibilities and 2013 goals and the Committee Calendar which has been included with the minutes.

There was a brief discussion that followed.

Gloria would like to substitute the phrase "low hanging fruit" to "review options for immediate or near term" with the 2013 Committee goals.

Ben Franz-Knight requested for an intentional break in the Committee Calendar for July and August due to the busy Farm Season.

V. **Action Items**

A. **Action Item:** Proposed Resolution **12-93:** Authorization for Non-Exclusive Trademark Licensing Agreement with Kim Drew

Kelly Lindsay introduced the resolution which states that 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, Kim Drew desires to make use of the Pike Place Market name and clock image in connection with a "Pike Place Market Collection" of his original artwork on mugs (11 and 14 ounce), canvas tote bags, large trivets with rope, acrylic key chains, magnets, ornaments, playing cards, shot glasses, and square coasters (all featuring Kim Drew's Market Brellas image; acrylic magnets to feature five additional images) for a 2 year term to begin January 1, 2013; and, PMPDA and Kim Drew have agreed that in accordance with the terms and conditions of this Agreement, Kim Drew may use the Pike Place Market name and design mark in the production and promotion of these products featuring his original artwork; and, Kim Drew agrees that he will not during the 2 year 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, Kim Drew agrees that he 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 PDA in relation to these products; and, Kim Drew agrees to pay the PDA a start up fee of \$250 and a royalty rate of 8% of gross sales for all licensed items sold. The start-up fee will be due upon signing of the Trademark Agreement. Semi-annual sales reporting and royalty fee payment will be due, 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 Kim Drew for the use of the "Pike Place Market" name and trademarks for a Pike Place Market Collection of products outlined above (mugs, canvas tote bags, large trivets with rope, acrylic key chains, magnets, ornaments, playing cards, shot glasses, and square coasters) with images of his original artwork.

Jackson Schmidt moved, Ann Magnano seconded.

There was a discussion that followed.

Kim Drew commented on his work and the resolution commenting that people love the trinkets and they love the market; they will continue to sell and buy these types of items. He noted that as a current craftsperson he would like to grow his business and provide customers with affordable items that represent the Market tastefully. He commented on existing Trademark agreements that have similar representation of products he would like to sell.

The Committee members viewed the sample products Kim Drew brought to the meeting.

Ann Magnano motioned to table the resolution until next month. Betty Halfon seconded the motion.

Approve: Bruce Burger, Ann Magnano, Betty Halfon, Gloria Skouge

Against: Jackson Schmidt, John Finke

Abstain: 0

This resolution was tabled with a vote 4-2-0

**VI. Concerns of Committee Members**

Ann Magnano stated her appreciation for the 2012 Full Council Retreat. She noted that not everyone was on the same page but was excited to see everyone starting to think about the Farm program; she stated it was a positive days spent.

**VII. Public Comment**

None

**X. Adjournment**

The meeting was adjourned at 5:33 pm by Bruce Burger, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Administrative Services Coordinator