



Pike Place Market Preservation and Development Authority (PDA)

**MARKET PROGRAMS COMMITTEE
Meeting Minutes**

**Thursday April 12th, 2012
4:00 p.m. to 6:00 p.m.
Atrium Conference Room**

Committee Members Present: Bruce Burger, Ann Magnano, Jill Andrews, John Finke, Jackson Schmidt, 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, Molly Kirk, Dianna Goodsell

Others Present: Ernie Sherman

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

I. Administration

- A. Approval of Agenda
The agenda was approved by acclamation
- B. Approval Market Programs Minutes of March 8th, 2012 Minutes.
The minutes were approved by acclamation.
- C. Announcements and Community Comments
There has been a schedule change for the next Market Programs Committee meeting. The rescheduled meeting date is now Wednesday May 9th, 4:00 to 6:00pm.

II. Wi-Fi

- A. Update & Discussion of Potential Uses
Ryan Yale gave an introductory presentation of bringing Wi-Fi to the Market. His presentation incorporated key topics including:
 - a) Wireless Fidelity: How Wi-Fi works, logistics and technology
 - b) Obstacles: Limited infrastructures, current broadband/conduit capabilities, build out for future uses including initial costs, Wi-Fi range and use, and Wi-Fi potential for PC-I.
 - c) Opportunities: enhance revenue and opportunities for tenants, public access and tenant specific services, advertising/marketing prospects, branded browser and user experience.
 - d) Visitors of the Market: Ease of use/access, seamless interaction, length of access, way finding
 - e) Vendor/Tenant Impact: fees/costs, monitoring usage, security, bandwidth, Bing App
 - f) Funding: PDA costs, government grants, sponsorship

- g) Timeline: minimal service/ hotspots allow 2 months, moderate service/limited bandwidth allow 3-4 months, maximum service/complete coverage allow 1 year.
- h) Next Steps: Cost vs. Service, vendor/tenant involvement, visitor experience, return on investment, opportunities

There was a discussion that followed the presentation. A large element of the discussion revolved around what needs and opportunities are there for establishing Wi-Fi in the Market.

John had asked if there was an overall problem we are trying to solve by adding Wi-Fi to the Market; Jill responded she believes there is a problem because many of the Market tenants do not have access to Wi-Fi, including the DownUnder merchants. Jackson agreed with John adding the possibility of cataloging how Market tenants and customers would use Wi-Fi. Jackson also commented on the relationship with merchant services and the use of internet or phone; asking if Wi-Fi would be a benefit for those merchants. Bruce B. commented about the possibility of surveying vendors regarding their interest and needs of having Wi-Fi.

Ben discussed two components for Wi-Fi which were merchant services and customer service. Ben stated the ability to use handheld devices through merchant services is a big push for the daystall tenants and farmers for the summer and near future. He also commented from a customer service aspect, there is a clear benefit of Wi-Fi in terms of wayfinding. He noted many people now are using technology to find directions.

Bruce L. commented on Ryan's presentation and noted there was no conclusion or recommendation regarding Wi-Fi. Ben established a few key questions from the Wi-Fi presentation: What sort of Wi-Fi service should we be providing? Should we try to provide a broad market wide range of Wi-Fi service or should we be focusing on target components such as customer service and merchant services?

Bruce B stated he had asked Ryan to present an initial presentation of Wi-Fi to start discussion of the subject. Bruce B. concluded he was seeking input regarding any concerns and or opportunities regarding Wi-Fi in the Market, in which was received. Expectantly after reviewing the feedback from the Council and Market community, a recommendation can be later presented.

III. Marketing Strategy

A. Overview, Brand, Audience & Messaging

Kelly gave a presentation overviewing the 2012 Strategic Issues Marketing Strategy. She had focused on 3 of the 6 Marketing Strategy Assessment topics presented at last month's meeting, in which she will present the remaining 3 topics at the next month's meeting. Her presentation concentrated on the Brand Identity, Target Audience and Key Messages designed for the Market. Her methodology included: The Charter's goals and priorities, review of past marketing strategies, advertising briefs and consumer research, discussions with PDA staff, Council, Committee, Input from merchants, craftsperson's, interest groups and statistical information from DSA, SCVB and City of Seattle. Listed below are several key themes from her presentation:

- a) Brand Identity:
 - Voice: warm, inviting, authentic
 - Image: vibrant colors, diversity, activity Human interaction important to showcase
 - History: past should be respected, but not overpower Market's contemporary relevance
- b) Target Audiences and Key Messages:
 - Downtown residents: Neighborhood market. Regular shopping for food, gifts, frequent bars, restaurants. Welcoming to all income levels.
 - Downtown workers: Proximity a perk of working downtown. Accessible for regular shopping or dining out. Destination for special purchases
 - Seattle/Regional residents: The Original Farmer's Market. Not just for taking guests. Destination for special purchases. Great choice for a night out or special meal.
 - Tourists: Where the locals shop. Independent businesses, authentic merchandise. Culinary destination. Living history.

- Merchants, daystall tenants, buskers, residents and employees: The PDA cares about me and the Market as a whole. Decisions are made with care and respect for the community. Programs and marketing are appropriate and effective.

There was a discussion that followed the presentation.

John commented on how the weather affects the Market traffic, especially when it rains. He added people typically plan to attend the market on a sunny day and suggested a possible marketing catchphrase; "It's raining, let's go to the Market".

There was a discussion revolving around parking and access to the Market. Kelly noted the Market Parking garage has one of the best rates downtown. She also noted future termination of the Seattle Metro's ride free area would hinder public access to the Market. Bruce L commented on the problems with parking utilization in the Market and stated that a part of the advertising campaign should address the issue. He added that current parking rates should be further reduced and possibly subsidized; if the parking garage usage increased due to lower rates, it could potentially bring in more visitors to the Market.

IV. Events

A. Post-Renovation PR Campaign

Kelly stated it has been a very busy month. She announced we are two weeks away from launching the "Thank you Seattle" campaign. She added that the campaign will be launching on April 26th and continue throughout the month of May. To celebrate the completion of the 3 year levy funded renovation, there will be substantial media tours and a day dedicated to community appreciation. She also discussed PRR's plans in displaying installations of informational signage throughout the Market in signifying the benefits from renovation. The installations will provide before and after imagery of the renovation changes.

V. Marketing Director's Report

A. Arcade Lights

Kelly briefly updated the committee on the upcoming Arcade Lights Event. She stated so far about 300 tickets have been sold, which is a great response comparable to last year's figures. She announced a reminder to purchase tickets before they sell out. She added that she may request Ryan Hostetler to come back to the committee and share the results from the event.

B. Farm Season Marketing

Kelly briefly mentioned the Farm Season Marketing season has started. She added that we will keep the same advertising agency as last year to continue the relationship. She will be updating on the progress of this campaign as efforts continue.

C. Events Calendar

Kelly noted that there was an observation made regarding the absence of a crafts festival at the Market. After consideration, the Fruit festival has exited from the events calendar. Kelly added that a craft focus festival will be added to the events calendar, TBD Oct 6-7th. She mentioned she is planning to have discussions with the craft community to see what ideas they have in terms of developing a craft focused festival.

VI. Daystall Manager's Report

A. WSU Hmong Farmer's Survey

Teri Wheeler briefly reviewed the Hmong Farmer Focus Methods Report with the committee. The focus group is part of a three-year farmer's market research project and its specific purpose was to learn about; barriers to successful entry to farmers markets, opportunities for increased success and capacity for markets to generate income to farmers. Teri stated she was very pleased with the turnout.

B. Daystall Stakeholder's Survey

Terri Wheeler handed out a copy of the 2012 Daystall Stakeholder's Survey. She noted that the actual results will not be determined until many months out. She added she was very optimistic with the turnout of surveys returned. There were 12 out of 80 Farmers, 85 out of 225 craftspeople and 35 out of 400 buskers' that responded back.

There was a question and answer period.

VII. Action Items

A. Action Item: Proposed Resolution 12-27: Authorization for Non-Exclusive Trademark Licensing Agreement with Starbucks Coffee Company

Sue introduced the resolution which proposes that Starbucks Coffee Company wishes to renew their trademark licensing agreement for Pike Place Roast (set to expire January 17, 2013), that allows them to make use of the Pike Place Market name and trademark in connection with a Pike Place Market coffee blend named Pike Place Roast. Starbucks Coffee Company agrees to pay the PDA \$100,000 to be paid in annual installments of \$20,000, with the first payment due on the effective date of the Agreement and the remaining payments due one calendar year from the date upon which the previous payment was made; and. Starbucks Coffee Company further agrees to make a donation of \$25,000 to the Market Foundation which will be distributed in an annual donation of \$5,000 to the Pike Place Market Farmer Relief Fund, with the first payment due on the effective date of the Agreement and the remaining payments due one calendar year from the date upon which the previous payment was made.

There was a discussion that followed regarding the proposed Trademark Licensing agreement with Starbucks Coffee Company. The Committee wanted to have an attorney review specific terms of the agreement including negotiation in trademark fees.

Proposed resolution 12-27 had been removed from the agenda and will be presented at next month's Market Programs Committee meeting.

VIII. Consent Agenda-Resolution(s)

None

IX. Concerns of Committee Members

Jill shared her experience from the Washington Tourism Alliance (WTA) Summit with the Committee. She concluded there is opportunity for the market in lobbying for more tourism.

X. Public Comment

XI. Adjournment

The meeting was adjourned at 6:01 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator