Market Programs - Meeting Agenda

Date: Thursday November 8th, 2012

Time: 4:00 p.m. – 6:00 p.m.

Location: Elliot Bay Room (Top of the Economy Building)

Committee Members: Bruce Burger (Chair), Ann Magnano (Vice-Chair), Betty Halfon, John Finke, Jackson Schmidt, and Gloria Skouge

4:00pm I. Administrative: 
A. Approval of Agenda 
B. Approval of the Market Programs October 11th Meeting Minutes

4:05pm II. Announcements and/or Community Comments

4:10pm III. Programs and Marketing Directors Report
A. Programs & Promotions Update

4:20pm IV. Presentations and Discussion
A. Social Services Strategic Review
B. 2013 Marketing Plan
C. Parking Promotion

5:40pm V. Action Items
A. Action Item: Proposed Resolution 12-84: Authorization for Non-Exclusive Trademark Licensing Agreement with Paisley and Parsley Designs
B. Action Item: Proposed Resolution 12-85: Authorization for Non-Exclusive Trademark Licensing Agreement with Seattle Public Library

5:50pm VI. Concerns of Committee Members

5:55pm VII. Public Comment

6:00pm VIII. Adjournment
Thursday, September 13th, 2012  
4:00 p.m. to 6:00 p.m.  
Atrium Conference Room

Committee Members Present: Bruce Burger, Ann Magnano, Gloria Skouge  

Other Council Members Present: Bruce Lorig  

Staff Present: Ben Franz-Knight, Kelly Lindsay, Teri Wheeler, Lillian Hochstein, Scott Davies, Emily Crawford, David Dickinson, Dianna Goodsell  

Others Present: Brian Boram, Ernie Sherman, Joan Paulson, Bob Messina, Paul Dunn, Beckie Lindly  

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

I. Administration  
   A. Approval of the Agenda  
      The agenda was approved by Acclamation  
   B. Approval of the September 13th, 2012 Meeting Minutes.  
      The minutes were approved by Acclamation  

II. Announcements and Community Comments  
Ernie Sherman commented on the linking of the farmers to the Market and why the farmers do not have enough customers. He noted that we should get information from the actual locals on why they are not shopping at the market. He added that he has talked about the farmer market issue in the past. He asked for a brief report to the community and the status from the committee on the farmer market issue.  

Bruce Burger noted we are looking at having a retreat next month and looking specifically at the farm program. He added that the farm program and the success of our farmers is a high priority.  

Joan Paulson commented on the Pike Place Market Customer/General Population Research report she had submitted to the committee last month. She noted that the report contained a snapshot of how and when people came into the Market back then. She noted the report is a good resource.  

III. Marketing Directors Report  
   A. Programs and Promotions Update  
Kelly Lindsay briefly reported on the Programs and Promotions update. She announced a reminder to purchase tickets for the October 12th Arcade Lights Event. She noted that we are trending slightly behind in ticket sales for Arcade Lights in comparison with April sales figures. She commended Teri Wheeler and her team for their hard work and preparations for Arcade Lights; they recruited 75 vendors for the event,
which had been 15 more vendors than the prior event in April. She briefly discussed the Farm Fresh Lunch campaign and the results from the promotion. She noted there were 6000 bags distributed; combined with the small radio advertisement purchase, there were approximately 3.3 million impressions. She also noted that with the Farm Fresh Lunch campaign, 900 diners were surveyed and coupon redemptions were trending just over $9000 in September. She gave a brief update on the school program, stating that the school tours days have been extended from Tuesday through Thursday. She noted we are pleased to meet the demand for the school tour program requests along with the exposure kids have to the Market. She added that Scott Davies is in the process of creating a… She lastly noted that we have been marketing American Craft Week, which has been celebrated as a virtual event this year.

IV. Presentations and Discussion

A. Brian Boram Principle and Lead Designer from RMB Vivid gave a presentation on the Market Wayfinding Signage project; this project is in conjunction with the Asset Management Committee. Jennifer Maietta gave a brief introduction to the presentation noting that we are heading in a good direction with the wayfinding efforts; there is still much fine tuning to come. A copy if the presentation has been included with these minutes.

There was a brief question and answer period that followed

Bruce Lorig commented on the uniformity of wall background colors throughout the levels down under the Main Arcade; he added the possibility of color uniformity on each floor level.

Bruce Burger mentioned about the Market boundaries and to lead people beyond the Arcade.

Ann Magnano made some comments regarding color and using as indicators. She also commented on tile work- are we stuck on that work. It looks like the bathroom tiles.

Ernie Sherman inquired about the vandalism aspect of the signs and what prevention measures are going to be used.

Brian Boram noted that signs are very modular, ensuring that the materials are not impervious to wear and tear.

There was a brief discussion regarding the term “down under”. One business owner commented that there has been much confusion with the term “Arcade”; she would like to still see the term “down under” used to signify the lower levels of the Main Arcade in the Market.

Joan Paulson provided feedback on the presentation and offered several suggestions regarding color and placement of signage in the Market.

Gloria Skouge noted she doesn’t want to overdo the Market with signage.

B. Satellite Farmer’s Markets- 2012

Kelly Lindsay gave a presentation on the results and comparisons of the Satellite Framers’ Markets for 2012. She noted that we are going to focus on the Satellite markets this month. The presentation has been included with these minutes. A brief summary of presentation noted that there were 15 satellite farmer markets this year, averaging gross sales total of $115,046. She discussed the figures from the satellite farmer’s market from this year in comparison with last year’s results.

Teri Wheeler added that the farmers continued to gain success and they are grateful for the opportunity of the satellite farmer’s markets.

There was a brief discussion that followed

Ann Magnano noted that it would be helpful to have a 4 year historic comparison of the satellite farmer’s markets performance.
Bruce Burger inquired about doing more market research on the satellite customers. He suggested a few questions to ask to the shoppers. He commented about what relationship the satellite markets have with the actual market.

Teri Wheeler noted that many of the satellite market shoppers are aware and engaged with the actual market.

C. Definition of Roles and Responsibilities - PDA and The Market Foundation

Ben Franz-Knight distributed a document summarizing the Roles & Responsibilities with Social Services regarding the PDA and The Market Foundation. A copy of the document has been included with these minutes. He noted that there would be a presentation at the Full Council meeting on Social Services.

V. Action Items

A. Action Item: Proposed Resolution 12-80: Authorization for Non-Exclusive Trademark Licensing Agreement with the Market Foundation for Melted Wine Bottles

Kelly Lindsay introduced the resolution which states that the Market Foundation has an existing trademark agreement for the use of the Pike Place Market name and logo on a label for their wine called Rachel Red for a 2 year term that started November 17, 2011 under Resolution 11-89 and is seeking to extend that agreement to include Rachel Blanc under Resolution 12-75. The Market Foundation now wishes to partner with Market craftsperson Nancy Wilson, who will melt the Rachel wine bottles for use as cheeseboards and serving boards, then affix the labels on the back and seal them. The Market Foundation intends to have Nancy Wilson sell each melted wine bottle for $38 with the Market Foundation receiving 10% of the price. The Market Foundation and Nancy Wilson will do a first run of 100 cheeseboards to be sold during the fourth quarter of 2012. Each wine label will include the line “Pike Place Market is a trademark of the Pike Place Market PDA and is used under license” and each label will say that 10% of the purchase price goes to benefit the Pike Place Market Foundation. The Market Foundation agrees that it will continue to 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 the Market Foundation and these products, and all related marketing of such; and, the PDA Council recognizes the promotional value of this wine for the Market and its businesses, and supports the Market Foundation in its effort to raise funds for the Market’s social service agencies, helping to fulfill our charter responsibilities. It be requested that the PDA Council authorizes the Executive Director or his representative to amend the current non-exclusive trademark licensing agreement with the Market Foundation for the use of the Pike Place Market name and logo for the product Melted Wine Bottles that are made by Market craftsperson Nancy Wilson and sold on the Market’s craftsline for a period of two years with no royalty rate to the PDA.

Bruce Burger suggested a straw poll for voting. All present Committee members were in favor of Proposed Resolution 12-80 but there was not a quorum.

B. Action Item: Proposed Resolution 12-81: Authorization for Continuation and Expansion of Pike Place Market Express-branded Satellite Framers Markets at City Hall Plaza, South Lake Union and One Additional Location in Summer 2013 and Beyond

Kelly Lindsay introduced the resolution which states that the Pike Place Market Preservation Development Authority (PDA) has worked with Lake Union III, LLC and Amazon Corporate, LLC to produce a weekly farmers market in the South Lake neighborhood at Van Vorst Plaza (410 Terry Avenue) these markets have proven to be popular with both consumers and farmers, with farm participants achieving strong daily sales and regular customer demand and, additional opportunities within the greater Downtown Seattle Area may exist for strategic expansion of this program and, marketing and daystall program staff shall update the PDA Council annually on the status of vendor sales, attendance counts, and operational issued related to all Pike Place Market Express-branded satellite market locations and, these satellite markets are being developed as a supplement to the Pike Place Market’s farm sales activities and Pike Place will continue to be the center of focus for farmer-related recruitment and activity in keeping with our “Meet the Producer” mission. It be requested that the PDA Council authorizes the Executive
Director or his representative to continue the execution of between the Pike Place Market Preservation Development Authority, the City of Seattle’s Fleets & Facilities Department to create and manage a Pike Place Market Express-branded satellite farmers market at City Hall Plaza between June to October. It be further requested that the PDA Council authorizes the Executive Director or his representative to continue the execution of between the Pike Place Market Preservation Development Authority, Lake Union III, LLC and Amazon Corporate, LLC to create and manage a Pike Place Market Express-branded satellite farmers market at Van Vorst Plaza between June to October and, that the PDA Council authorizes the Executive Director or his representative to identify one additional opportunity for expansion of the Pike Place Market Express-branded satellite farmers market program at a location within a 2.5 mile radius of the Pike Place Market for operation between June and October.

Bruce Burger suggested a straw poll for voting. All present Committee members were in favor of Proposed Resolution 12-81 but there was not a quorum.

Ann Magnano commented that the satellite markets are exciting and is in favor of the resolution.

VI. Concerns of Committee Members
Ann Magnano commented about conducting further research on the local residents of Seattle; a goal from the research would be gaining understanding on what is preventing locals from shopping at the Pike Place Market.

VII. Public Comment
Joan Paulson affirmed Ann Magnano’s comment about reaching out to the locals. She noted that we have to look at the issue of farming long-term; farmer’s produce food which is one of the three essential things we need to survive. She briefly discussed about alcohol consumption and the fact of less people do not consume alcohol; she suggested that the Market think about non-alcoholic beverages for customers as an alternative to wine.

X. Adjournment
The meeting was adjourned at 5:49 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator
## Social Services Strategic Review

<table>
<thead>
<tr>
<th>Action</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td><strong>Goal: Strengthen specific agencies and services</strong></td>
<td></td>
</tr>
<tr>
<td>Provide housing in PC1N</td>
<td>Decision owned by WRC &amp; mainly driven by funding</td>
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<tr>
<td>Increase support for Resident Advocate program</td>
<td>Proposed in 2012 budget</td>
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<tr>
<td>Support agencies with additional staffing</td>
<td>VISTA interns planned; will start in Feb. 2013</td>
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<tr>
<td>Enhance the Food Bank by moving it to PC1N</td>
<td>Tentatively part of PC1N plan</td>
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<tr>
<td>Better integrate Washington Cash (job training agency already in PPM)</td>
<td>Proposal for education series and potential additional workforce development activities with WA Cash written for a grant opportunity.</td>
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<tr>
<td>Provide multipurpose space in PC1N for agencies</td>
<td>Tentatively part of PC1N – office/storage space</td>
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<tr>
<td>Support struggling tenants by broadening the safety net program and farmer relief fund into a community relief fund, possibly with greater funding</td>
<td>Draft of safety net policy in progress; policy is a merging of Rental assistance and Farm Relief funds.</td>
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<tr>
<td><strong>Goal: Increase general support to agencies</strong></td>
<td></td>
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<tr>
<td>Have PDA fund more existing or new Market Foundation staff</td>
<td>Lower priority now that VISTA interns are coming. This is still an opportunity for the PDA to help support social services.</td>
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<tr>
<td>Establish consistent guidelines for rent to agencies</td>
<td>Guidelines: Should this be based on a % of fair market rent? PDA’s marginal costs? Reduce Food Bank rent?</td>
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<tr>
<td>Provide coordinated leasing &amp; support for computers, copiers, etc.</td>
<td>Discussion in progress</td>
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<tr>
<td>Provide coordinated support for other functions such as fundraising, events, finance</td>
<td>In progress within the discussion of the 4 Vista interns job descriptions.</td>
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<tr>
<td><strong>Goal: Add new services</strong></td>
<td></td>
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<tr>
<td>Add dental clinic operated by Medical Clinic</td>
<td>Not financially viable?</td>
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<tr>
<td>Food Web</td>
<td>Several ideas being discussed</td>
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<tr>
<td>Identify other services needed in and around PPM</td>
<td>This is Foundation’s role</td>
</tr>
<tr>
<td>Support PPM workforce</td>
<td>Discussion in progress</td>
</tr>
<tr>
<td>Support small farmers</td>
<td>Discussion in progress</td>
</tr>
<tr>
<td><strong>Goal: Manage our social services role</strong></td>
<td></td>
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<tr>
<td>Clarify PDA and Foundation roles relative to social services</td>
<td>Outline complete and reviewed by MP, approval by Council in December</td>
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<tr>
<td>Engage in Annual Review of Services and Needs</td>
<td>SEPTEMBER-NOVEMBER - Budget allocation of PDA funds/infrastructure support</td>
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<td>DECEMBER - PDA Annual Plan Adoption, including emerging needs discussion</td>
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<td>FEBRUARY / MARCH - Service Provider Fund Applications, including annual reports</td>
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<td>APRIL - “Cut the Pie” Grant Awards</td>
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### Negotiate new Services Agreement with the Market Foundation 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 needs
- Increasing available housing
- Support fundraising and program goals for PC1N.

### December 2012 – January 2013

DRAFT 11/8/12
DRAFT: 2013 Communications and Marketing Plan

Developed by:
Kelly Lindsay, Director of Programs and Marketing

With contributions from:
Sue Gilbert Mooers, Communications Specialist
 Scott Davies, Public Information Specialist
 Emily Crawford, Marketing and PR Specialist

Market Programs Committee: Draft Review
November 8, 2012
Overview

The Marketing Strategy Review and Assessment presented to Council in July 2012, and adopted by resolution 12-55 identified key objectives in promoting and positioning the Pike Place Market in keeping with our charter and traditional uses.

The Marketing Strategy Review and Assessment has served as a guide in developing the 2013 Communications and Marketing Plan. Among the recommendations made, the following were the most important drivers of this plan:

Brand Identity

Any communication that originates from the Market should reflect these qualities and promote a personal, emotional connection with the vendors, merchants and services found here.

- The voice should convey a warm, inviting and authentic tone.
- Images should showcase the vibrant colors, diversity and activity of the Market, but always in the context of human interaction in the environment.
- Our historic status should provide context for design elements, but should not drive design solutions.

Target Audience(s)

With over 10 million visitors a year, there is no single description that can capture the diversity of guests that the Market attracts. The following attempts to group visitors to the market in broad categories for the purpose of developing targeted communications campaigns based on their behaviors and beliefs.

- Downtown Core Residents and Workers: people who live and/or work in the 98121, 98101 and 98104 zip codes
- Greater Seattle Residents: people who live in the greater Seattle area outside the Downtown Core report similar visitation patterns to the Market.
  - 30% - Frequent Visitors (11 or more times a year)
  - 35% - Occasional Visitors (4-10 times a year)
  - 35% - Infrequent Visitors (fewer than 4 times a year)
- Regional visitors and tourists
- Market Merchants, Farmers, Crafts Persons, Residents and Staff
In addition to this demographic segmentation, we also believe that there is a psychographic profile for our customer that transcends age, income or geography. These characteristics include:

- Socially conscious consumers
- Foodies
- Locavores
- International / global citizens
- Urban farmers
- Active lifestyle

Key Messages

While messaging may shift depending on the specific audience and/or communication vehicle, the messages we will use to encourage and engage people in shopping here are:

- The Market is a destination for people who love food – from fresh, local, quality ingredients to delicious quick-service food, restaurants and bars, the Market has something to offer anyone who takes eating well seriously.
- The Market offers locally-made, hand-crafted goods as well as fun and unique products from around the world.
- By shopping at the Market, you are not only supporting local, independent businesses, you are part of a community that has been a proud Seattle tradition for over 100 years.
- Access to the Market is easy. Parking is affordable and convenient.

Lessons Learned from 2012

The success of the two major communications initiatives completed to date in 2012 have provided valuable insights for 2013.

The “Thank You Seattle” campaign marking the end of renovation highlighted the value of direct media outreach; one press release and two media tours resulted in 1.8 million impressions with an estimated value of over $115,000. Continuing to leverage media relations to achieve earned-media value as well as to promote a more fully‐dimensioned image of the Market will be an important part of the 2013 Communications Plan.

The “Thank You Seattle” campaign also highlighted the importance of recognizing the community through a shared celebration. The breakfast along Pike Place and the afternoon reception in the Economy Atrium were well received as one of the few times all aspects of the Market community could come together and recognize what a unique and wonderful environment this is.
In keeping with this sense of community, this summer’s Farm Fresh Lunch promotion invited a broader audience to be a part of the Pike Place Market. By bringing the best of what we have to offer – quality ingredients, talented chefs, great value and charming atmosphere – to other locations within the Downtown core, we created meaningful engagement with customers.

Reinforcing this sense of the Market as community hub will be a common theme in 2013, whether as part of developing the Atrium Kitchen and Economy Meeting Rooms, revitalizing our Farmer’s Market, redeveloping our website or promoting our brand as a whole.

2013 Digital Strategy

Across all of our digital mediums, we will develop content according to the following priorities:

1) Support messaging of current communications campaigns and marketing efforts on behalf of the Market community and its stakeholders from farmers to crafters to merchants to chefs
2) Tell Market stories visually and through profiles, features, news items and briefs
3) Promote individual businesses and/or share their messages.
4) Reinforce “Meet the Producer” tradition and the Market’s role as a leader in local, regional and national food issues and initiatives.
5) Provide “insider tips” about shopping in the Market
6) Capture and share photos and videos that demonstrate the unique spirit of the Market
7) Collaborate with the Market Foundation and/or Social Service agencies to share their messages
8) Educate the public about the Market’s unique mission, values and history

Digital content across our social media channels and online platforms will be curated with the goal of sparking connection, conversation and engagement with viewers, and not simply informing them about the Market

Website

In November 2012, we will begin a redesign of the user interface of our website. The goal will be to create a dynamic website that presents the Market as the world-class, internationally recognized destination that it is; highlight the unique aspects of the Market that make it a singular and desirable destination for locals as well as visitors; create user friendly navigation, font and graphics that assist visitors in planning their Market experience; keep the values of the Market front and center: authentic, local, handmade, historic, lively, community-based.

Visitors to the website are by and large most interested in 1) maps, hours, location, directions, parking, FAQ, tours and 2) what they can expect to see and visit, such as farmers, craftspeople, merchants, the flower and fish markets, produce stands and restaurants. Bringing the major attractions to the forefront will be a priority, as well as maintaining the current communication channels for the Market’s many stakeholders.
We will also include the current mapping and way finding recommendations being developed by RMB Vivid into the website update so the Market’s look is consistent and clear to current and potential visitors.

Along with this effort we will be developing a mobile-optimized version of our website that provides streamlined information targeted to visitors searching for essential details such as parking, hours, location and maps through their smart phones and i tablets. Currently, 24,000 total visitors to the website are using mobile devices. (What percentage is this?)

Blog

As we transition into the new website, we will also be changing our monthly newsletter FreshWire to a blog format. This will allow not only more flexibility in frequency and depth of communication, it will also provide useful functions such as archiving, searchability and organization into special interest topics. Users will be able to comment and share the blog posts, furthering the Market’s online presence. Popular topics, links or stories can be linked to the website. The blog will provide an added resource for the Market’s stakeholders and provide a source for current information as well as a library of content accessible from any web browser.

Social Media

Our most frequent form of communication with consumers, we will continue our daily postings on Facebook and Twitter according to the messaging priorities outlined above. We will also expand our presence on YouTube through both professionally produced and in-house videos. For the 2012 Holiday season we will be establishing a presence on Pinterest with a giving guide, and will evaluate that experience to determine how we can best move forward using this platform.

Advertising and Media Relations

Agency Review

Our incumbent advertising agency, Copacino+Fujikado, was selected through an agency review process in 2011. As a matter of due diligence, it is time to ensure that we are partnering with a firm that reflects our mission, understand our customers and provides the best value for our consulting dollars by conducting an agency review in early 2013. The timing of the process will be managed to ensure we can achieve other key communications milestones throughout the year.
**Farm Season**

One of our two major annual campaigns, the Farm Season advertising will focus on creating a greater sense of community surrounding the Farm Program here at the Market, and differentiating our offering from that of the neighborhood farmer’s markets.

While we still anticipate incorporating elements of traditional advertising into our communications efforts (i.e. radio, print, online or direct mail...), much of our focus will be on grassroots efforts at educating and engaging all visitors and inspiring them to make purchasing farm products a part of their Pike Place Market experience.

Providing recipes, shopping tips, travel-friendly item suggestions, and communications targeted towards specialty audiences such as chefs and institutions will create a more comprehensive strategy than simply advertising alone.

**Institutional Advertising**

A portion of our Marketing, Agency Fee and PR budget has been earmarked for advertising targeted at raising the general level of awareness about the Pike Place Market. The timing, medium and audiences for these messages will be determined by the best use of the budget available.

**Media Relations**

Although the Market receives a great deal of media attention simply be the nature of our iconic status, we have a tremendous opportunity to benefit from a proactive media strategy. Our goal will be to generate coverage that celebrates the richness of the Market’s heritage and provides messages that will help shape the experience of visitors to the Market. See the attached Marketing Calendar for suggested topics and timing.

**Holiday Season**

The focus of our 2012 campaign is to position the Market as a destination for the things that make Holiday celebrations extra special - meaningful gifts and quality ingredients. The Pike Place Market is preferable to shopping online or at the mall both in terms of the experience as well as the quality of products. We will evaluate the success of this year’s campaign and determine whether this was an effective strategy to continue in the future.

**Parking**

Rather than diffuse our marketing budget by creating separate advertising campaigns to promote the convenience and accessibility provided by our parking garage, we will integrate parking messaging into all of our promotions. We will also seek out partnerships with other organizations such as the DSA, City of Seattle and SDOT to help convey messages about the availability of parking at the market.
Events and Promotions

Market Events and promotions will continue to highlight and celebrate the unique elements of the Market. Keeping in mind that the Market itself is a dynamic daily event, special promotions and events will serve the larger mission of the Market: promote our farmers, craftspeople and merchants and reinforce the “meet the producer” ethic. Events will also be geared towards positioning the Market as a hub of local food access, education, artisan production and advocacy.

The timing of events will be managed to create activation in the spring and fall – times of the year when the Market is traditionally slower. With the attendees during this time being primarily “locals” it provides a great opportunity to deepen a relationship with our core customers and help them feel like this is “their” Market.

Events: Scheduled

- **Arcade Lights: April / October**
  - Established as a semi-annual artisan food, beer and wine festival, the first three productions of this event were highly successful from the standpoint of guest attendance and funds raised for the Foundation.
  - For future events, we need to:
    - evaluate ways to increase revenue for the producers
    - understand the impacts of increasing competition and frequency of this event
    - ensure appropriate allocation of staff resources
    - improve overall operational efficiency and day-of logistics

- **Daffodil Day: March**
  - An annual tradition on the first day of spring, PDA staff and volunteers take to the streets of downtown to hand out daffodils to passersby.
  - For future events we will be exploring ways to leverage this opportunity to share additional messaging about the Market to encourage return visits.

- **Atrium Kitchen Open House: March**
  - The completion of the Atrium Kitchen will warrant a celebration and invitation to various community groups, stakeholders, event planners and chefs to help promote this space as a new hub of food-related activity in the region.

- **Flower Festival: May**
  - Held annually on Mother’s Day weekend, the Market’s flower vendors fill the streets with a colorful display that is unmatched by other markets.
For 2013 we will investigate adding educational programming and encouraging the sale of plant starts and other gardening products targeted at the urban gardener to attract a new audience to the festival.

- **Farm Season: June – September**
  - As the growing season reaches its peak, we will continue the tradition of designating special days that promote farmers selling on the street, including closing Pike Place from Pine to Virginia on Sundays for additional selling and programming space.
  - For 2013 we will be exploring the possibility of adding a third location for our remote market program.
  - With the addition of the Atrium Kitchen we will also be looking to develop opportunities for “hands on” education about storing, preparing and preserving the locally-grown produce available from our farmers.

- **Sunset Supper: August**
  - The Market Foundation’s annual fundraiser featuring restaurants, wineries and breweries serving up their specialties with proceeds supporting the Market’s social service agencies.

- **Feast at the Market / Pumpkin Push: October**
  - Feast at the Market is an annual progressive dinner through the Pike Place Market neighborhood offering guests the opportunity to enjoy a self-guided tour of tastes at participating Market restaurants. Proceeds support the Pike Market Medical Clinic.
  - The Pumpkin Push 5K to Care for Seattle’s Homeless is a timed 5K run or 2 Mile walk around Seward Park in South Seattle supporting specialized service provided by the Pike Market Medical Clinic.

- **Magic in the Market: November**
  - The annual holiday celebration and tree-lighting ceremony featuring Santa, carolers, local farm products and decorations as well as the kick-off for the holiday shopping season.

**Events: Under Consideration For Development**

- **BeefFest: late September**
  - William VonSchneidau of BB Ranch has expressed an interest in working with the PDA and the Market Foundation to develop an event featuring ranchers and other producers promoting education and activities celebrating the benefits of locally-grown meat products.
• **American Craft Week: October**
  - Members of the craft community have expressed an interest in reestablishing an annual festival focused on promoting hand crafted products, leveraging the national celebration of American Craft Week.

• **Holiday Night Market: December**
  - Members of the craft community have expressed an interest in developing a European-style holiday Night Market targeted at after-work shoppers in downtown Seattle.

**Events: Discontinued**

- Busker’s Festival
- Cheese Festival

**Internal Communications**

Keeping the Market community and general public informed about issues relating to the management and operations of the Market is an essential function of the PDA. It is also important that the PSA use these communication channels to further a sense of trust, openness and mutual respect among all the various groups and stakeholders that make the Market such a vital and interesting place.

In addition to the monthly Market Insider newsletter that goes out to all Market tenants, we will be developing two new areas of focus for internal communications in 2013.

- **Quarterly Residential Newsletter**: Developed specifically for the Market’s residential tenants, this newsletter will provide news and information about events and issues specific to our residential tenants, offer tips and suggestions for accessing services and improving quality of life and give residents an opportunity to have a voice within their own community with guest columns and Q and A articles.

- **PC1N Communications**: As plans move forward with the development of the PC1North site, keeping the Market community and general public informed about the process will become increasingly important. We already have established protocols for providing notice of public meetings, and a mailing list sign up form is available on our website. Continuing to provide timely information about the project and encouraging public participation will be a focus for 2013 and beyond.

**Education Program**

The PDA’s school program introduces local elementary students to the history and mission of the Market through a presentation in their classroom followed by a guided Market tour that takes students into Market shops and behind the scenes—both to continue the love and passion of the Market by Seattleites and to cultivate the next generation of Market shoppers and supporters. We anticipate serving more than 2,000 Seattle-area students this year.
Several new initiatives have been introduced to allow the school program to better serve the schools we currently partner with as well as to increase the number of students exposed to the information.

- **Expanded Tour Dates:** We have expanded the days we offer in-Market tours from two to three a week – Tuesday, Wednesday and Thursday. Introduced last spring, the additional day has allowed us to meet the current demand and expand the program to new schools.

- **Web-based Curriculum:** In response to feedback from teachers currently participating in the school program we are in the process of developing a designated Education section on our website where teachers can access downloadable curriculum materials as well as interactive educational features.

- **Curriculum Development:** A special committee of professional educators and historians was formed recently to update our current curriculum, add new lessons and help to ensure alignment of our materials with the Seattle School District’s learning objectives.
**DRAFT: 2013 Communications and Marketing Calendar**

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<th></th>
<th>DIGITAL</th>
<th>ADVERTISING</th>
<th>MEDIA RELATIONS</th>
<th>INTERNAL</th>
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<td><strong>JANUARY</strong></td>
<td>Website redesign</td>
<td>Agency Review</td>
<td>Comfort Food: Restaurants and Recipes</td>
<td>Residential</td>
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<td>Market Wedding Resource Guide</td>
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<td>FreshWire</td>
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<td>Gum Wall Management</td>
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<td>International Cultures in the Market</td>
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<td>Farm Tours: Planning and Planting</td>
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<td>Farm Season</td>
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<td>Weekly Farm Blog</td>
<td>Farm Promotion</td>
<td>10 Reasons the Market is NOT for Tourists</td>
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<td>(How to Visit Like a Local)</td>
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<td>Weekly Farm Blog</td>
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<td>Weekly Farm Blog</td>
<td>Holiday Planning</td>
<td>New Business Roundup</td>
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<td>Holiday Specialty Foods</td>
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<td>Holiday Promotion</td>
<td>Meaningful Gifts</td>
<td>Insider</td>
<td>Night Market</td>
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**Ongoing:** Facebook, Twitter, Blog Posts  
**As Needed:** PC1North
PROPOSED RESOLUTION: 12-84
Authorization for Non-Exclusive Trademark Licensing Agreement with Paisley and Parsley Designs

November 2012

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 4x4” travertine coasters and 6x6” travertine trivets that they have sold to five gift shops and offer for sale on their website; and,

WHEREAS, PPMPDA 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 Portland Vital Signs located in Portland, OR) and sold on a wholesale basis ($3.50 per coaster and $7.00 per trivet) to gift shops and at a higher retail price ($7 per coaster and $14 per trivet) on the Paisley and Parsley Designs website; 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 becomes valid. The start-up fee will be due upon signing of the Trademark 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 Approved by Council:

For:  
Against:  
Abstained:
Pike Place Market Preservation and Development Authority (PDA)

PROPOSED RESOLUTION: 12-85
Authorization for Non-Exclusive Trademark Licensing Agreement with
The Seattle Public Library

November 2012

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, The Seattle Public Library 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 a series of six colorful new library cards featuring images that reflect Seattle history and culture.

WHEREAS, PPMPDA and The Seattle Public Library have agreed that in accordance with the terms and conditions of this Agreement, The Seattle Public Library may use the Pike Place Market design mark and name in the production of library cards and promotional materials throughout the Library’s 27 locations and on their website at spl.org; and,

WHEREAS, The Seattle Public Library 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, The Seattle Public Library 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 library cards and all related marketing of such; and,

WHEREAS, the PDA Council recognizes the promotional value of the library card to the Market and its businesses, and supports The Seattle Public Library in its effort to reflect Seattle history and culture; and,

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 The Seattle Public Library for the use of Pike Place Market trademarks in the production and promotion of library cards that feature the Market clock and sign.

____________________________  ______________________________
Gloria Skouge, Secretary/Treasurer                            Date
Date Approved by Council:
For:
Against:
Abstained: