



Market Programs - Meeting Agenda

Date: Thursday August 9th, 2012

Time: 4:00 p.m. – 6:00 p.m.

Location: Atrium Conference Room (Top of the Economy Building)

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

4:00pm I. Administrative: Chair
A. Approval of Agenda
B. Approval of the Market Programs July 12th Meeting Minutes

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

4:10pm III. Marketing Directors Report Kelly Lindsay
A. Farm Season Promotion
B. Bing App Update

**4:30pm IV. Presentations and Discussion Kelly Lindsay
Scott Davies
Lillian Hochstein**
A. Marketing Strategy Follow-up
B. Education Program
C. Social Services

5:30pm V. Action Items

5:35pm VI. Concerns of Committee Members

5:45pm VII. Public Comment

6:00pm VIII. Adjournment Chair



Pike Place Market Preservation and Development Authority (PDA)

MARKET PROGRAMS COMMITTEE
Meeting Minutes

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

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

Other Council Members Present:

Staff Present: Ben Franz-Knight, Kelly Lindsay, Teri Wheeler, Scott Davies, Sue Gilbert Mooers, Dianna Goodsell

Others Present:

The meeting was called to order at 4:03 p.m. by Bruce Burger, Chair.

I. Administration

- A. Approval of Agenda
Bruce B proposed to move Proposed Resolution 12-55 at the end of the Marketing Strategy presentation.
The agenda, as amended was approved by Acclamation
- B. Approval of June 14th, 2012 Meeting Minutes.
The minutes were approved by Acclamation

Ben Franz-Knight entered at 4:10pm

II. Announcements and Community Comments

Bruce B stated that next month we would begin discussion on Social Services with the PDA.

III. Marketing Directors Report

- A. Farm Season Promotion
Kelly circulated a quick memo that outlines the Farm Season Promotion Overview. She noted that we would be reusing the street banners from last year. She added that we will be providing 7500 Market coupon offers in which they have greater discount values than previously. She noted that this year's Farm Season Bags are very fun and interactive this year. She lastly discussed the Fresh Lunch Campaign which launches next Wednesday with one of Tom Douglas's restaurants. She added that they would be launching the Food Trucks at City Hall Plaza first than onto other sites including People Center and Westlake Plaza.

There was a brief discussion that followed.

Ann had inquired about the total budget for the Fresh Lunch Campaign.

Kelly L had broken down several elements of the costs including hard costs; lunches, bags, and coupons. Kelly L added that we are subsidizing the lunches around \$3; the purpose is to recoup the costs of the campaign.

Ben added that it would be really interesting to track how much exposure and media is received from the Fresh Lunch Campaign. He added that the goal is to generate the buzz and excitement around the Market and its food; not necessarily centered on feeding people.

Kelly added that we would be advertising to people in the surrounding areas of where the lunches would be served; even if they do not buy lunch they can get coupons and bags if they sign up for Market Fresh Newsletter.

B. 105th Anniversary Observation

Kelly had passed out a Memo regarding the Market's 105th Anniversary Observation. She had stated that it did not feel like an event was appropriate this year. She noted that her goal for the 105th Anniversary observation was to reengage the Market. The memo states that as we approach our 105th Anniversary, it is our aim to create a more purposeful consumer within the Market. In tradition of Joshua Bell's D.C Metro performance, and Bill Murrays SXSW appearance, the Pike Place Market wants to stage some low low-key, random celebrity appearances. Kelly added that the special appearances would include a creative mix of local comedians, athletes and artists.

There was a brief discussion that followed.

Ben noted that the viral component is key in that the unannounced celebrity appearances.

C. Bing App Update

Kelly noted that the update would be very brief regarding the Bing App. She had added that there were some challenges in the Vendor Participation Trial. She still is waiting for updated information for the when the App will launch. She will follow-up on the Bing App update next month.

IV. Marketing Strategy

A. Marketing Strategy Review & Assessment

Bruce gave a brief introduction to Kelly L and her presentation on the Marketing Strategy Review and Assessment. He noted that today it is not a time for new ideas; today would be an overview before going to Full Council later this month.

Kelly gave a quick overview of the 2012 Marketing Strategy Review and Assessment which included the six areas of focus: Brand Identity, Target Audiences, Key Messages, Communication Vehicles, Special Events, Research and Partnerships.

Kelly added that one of the biggest enlightenments from the Marketing Strategy Review was that we do very little to communicate directly with the occasional tourist; she added there is a lot more we can do to outreach to them. She added that we will continue to work on strategies to develop better relations with the resident's downtown.

Ben noted that it would be helpful in a future meeting to spend more time focusing on filming in the Market. He added that he has some unique perspective and experience in this area.

V. Action Items

A. Action Item: Proposed Resolution 12-55: Adoption of the 2012 Marketing Strategy Review

Kelly introduced the resolution which states that the 2012 Strategic Plan identified Marketing Strategy as one of five the key issues and directed a review of overall Marketing Strategy including current programs, assessment of new opportunities, review of media platforms, resource allocation and priorities. The Director of Programs and Marketing, in consultation with the Market Programs Committee has conducted a thorough analysis of current practices, identified priorities and made suggestions for future activities. The recommendations include emphasizing human interaction 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. The complete analysis and recommendations are provided in the attached document, Marketing Strategy Review and Assessment. Let it be resolved that the PDA Council adopts the 2012 Marketing Strategy Review and Assessment for the year 2012.

Jill Andrews moved, Gloria Skouge seconded
Approve: Bruce Burger, Jill Andrews, Gloria Skouge
Against: 0
Abstain: Ann Magnano

Kelly added that there will be a 2013 Marketing Strategy with a Resolution to follow for the near future.

Anne had inquired about the need for a resolution. She had added that it seems hard to vote for a resolution she does not feel it is necessary to use one for this purpose.

Ben noted that the direction this year was to have a resolution for each strategic issue, in which the Marketing Strategy was one of them.

VI. Presentations and Discussion

A. Website Development Planning

Kelly distributed a memo regarding the Website Development Recommendations. The recommendations for the Website Development included Information Hierarchy, Wayfinding, Education and Mobile Optimization. She went into a discussion to receive further suggestions for the Website Development.

There was a discussion that followed.

Jill mentioned she has had a difficult time trying to find contact information for staff at the Pike Place Market PDA on the website.

Gloria mentioned purposely placing parking information directly on the homepage so users can locate the information easily.

Bruce B. noted that adding photographs could help the business and customer's visualization of the atmosphere in the Market. He also had mentioned of having links available for publications including the freshwire publications.

B. Farmer's Market Comparative Analysis

Terry passed out a handout regarding the 2012 Comparative Cost Analysis Location TimeLine. She discussed the purpose of the study and the details for which Farmer's Market's and Grocery Stores would be surveyed and what information would be tracked. Teri also gave an update for what the daystall staff has been working on. She mentioned that they will be launching the food coupons (EBT/SNAP) and that the denominations were in increments of \$2 and \$5 amounts. She circulated the final EBT/SNAP market food coupons to the committee. She lastly added the interns would be helping with the stand EBT/SNAP stands.

There was a brief discussion that followed.

Bruce had questions regarding diversity of the survey items tracked. He also suggested in adding Whole Foods to the list in Westlake. He lastly stated congrats to Teri and her staff for the implementation of SNAP.

VII. Consent Agenda-Resolution(s)

None

VIII. Concerns of Committee Members

None

IX. Public Comment

None

X. Adjournment

The meeting was adjourned at 5:17 pm by Bruce Burger, Chair

Meeting minutes submitted by:

Dianna Goodsell, Administrative Services Coordinator