MARKET PROGRAMS COMMITTEE
Meeting Minutes

Thursday, January 10th, 2013
4:00 p.m. to 6:00 p.m.
Elliott Bay Room

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

Other Council Members Present:

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

Others Present: Jill Andrews

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

I. Administration
   A. Approval of the Agenda
      The agenda was approved by Acclamation

   B. Approval of the December 13th, 2012 Meeting Minutes.
      The minutes were approved by Acclamation

II. Announcements and Community Comments
Bruce Burger noted that next month there will be a discussion regarding PDA Trademark Policies and Daystall Rule Revisions for 2013.

III. Marketing Directors Report
   A. Programs and Promotions Update
      Kelly Lindsay discussed several updates regarding Programs and Promotions in the Market. She noted that we concluded a successful holiday campaign in which details on the parking promotion would be provided next month. She also noted that the Market welcomed 17 new craftspeople in December and that the Daystall rules review is underway for 2013. She reported the following updates including: the start of redesigning of the website, introduction of the Residential Insider for the residential tenants in the Market and the near completion of the interactive educational components for the education section on the website. She lastly noted that the PDA has secured a booth at the Seattle Wedding Show and is working on developing a budget list for space improvements for the Atrium event rooms.
IV. Presentsations and Discussion
A. 2013 Farm Program Recommendations
Kelly Lindsay gave a presentation to the committee on the 2013 Farm Program Recommendations. A copy of the presentation has been included with the minutes. She discussed several Farm and Food Program goals for 2013 which included: enhancing farmer profitability, increasing farmer participation in the Market and increasing customer base to support farmers. She noted immediate opportunities included revising the current “Farm Days” program for activity on Pike Place, expanding the incentive program that promote farmer sales and return visits, continuation of Satellite Market Program and addition of location(s) and increasing consumer education and advocacy. Kelly Lindsay lastly discussed ongoing activities with the Farm Program which included the addition of 10 new cooler spaces for the farmers, active participation in food and farm-related organizations, rules change recommendations moving foraged items to approved products for farmers and expansion of the seed program.

There was a discussion that followed.

Ann Magnano inquired about Organic Wednesday’s at the Market and the decline in organic farmers.

Teri Wheeler noted that when the CSA went away, many of the organic farmers left as well.

Ann Magnano noted that the committee should vote this evening on Proposed Resolution 12-81 since there was a mention of expansion of the satellite markets in the presentation.

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

Kelly Lindsay introduced the resolution which states that in ongoing efforts to support Washington state farmers and enhance recruitment of farmers who may sell at Pike Place Market Express-branded satellite markets, as well as extend the brand of Pike Place Market the Pike Place Market Preservation Development Authority (PDA) has worked with the City of Seattle to produce a weekly farmers market at City Hall Plaza (600 4th Avenue) on Tuesdays in June through October since 2009 and, 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) on Thursdays since 2011 and, 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 issues 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.

NOW, THEREFORE, BE IT RESOLVED 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 and,

BE IT FURTHER RESOLVED 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,

BE IT STILL FURTHER RESOLVED that the PDA Council authorizes the Executive Director or his representative to identify up to two additional opportunities 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.

Jackson Schmidt moved, Ann Magnano seconded
There was a brief discussion that followed.

Bruce Burger moved to amend the resolution authorizing up to two additional locations in the Summer 2013 and Beyond. Ann Magnano seconded the motion.

For: Jackson Schmidt, Bruce Burger, Ann Magnano, Gloria Skouge
Against: 0
Abstain: 0

Proposed Amended Resolution 12-81 passed unanimously

B. Agency Review and Roster Development

Kelly Lindsay gave a presentation to the committee regarding Agency Review and Roster Development for the PDA. A copy of the presentation has been included with the minutes. She noted that the last full agency review was conducted in 2011; with an updated review it would allow more flexibility to pick and choose agencies appropriately as needed. She noted that the PDA Staff is embarking on a public agency review with the purpose of developing a roster of marketing communications consultants from which to choose for future campaigns. Kelly reviewed the types of services considered from consultants, selection criteria and timeline for the agency review process.

Jackson Schmidt encouraged Kelly Lindsay to look at the full spectrum of agencies in the Seattle area, both large and small companies.

V. Action Items

A. Action Item: Proposed Resolution 13:02: Proposal for Trademark Licensing Agreement with Pike Place Chowder

Sue Gilbert-Mooers 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, Pike Place Chowder desires to make use of the Pike Place name (word mark as defined on the PDA trademark license application) in connection with packaged Pike Place Chowder for wholesale distribution for a 2 year term to begin January 1, 2013; and, PPMPDA and Pike Place Chowder have agreed that in accordance with the terms and conditions of this Agreement, Pike Place Chowder may use the Pike Place Market name in the production and promotion of Pike Place Chowder made and packaged for wholesale distribution; and, Pike Place Chowder agrees that it 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, Pike Place Chowder agrees that it 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 Pike Place Chowder wholesale distribution and all related marketing of such; and, Pike Place Chowder agrees to pay the PDA a $250 start-up fee and 6% of gross sales on packaged wholesale pouches sold through other businesses in the Pike Place Market and businesses outside the Market; this includes some sales that took place prior to the start of this agreement. The start-up fee will be due upon signing of the Trademark Agreement and the dates when semi-annual sales reports and royalty payments are due will be specified in the licensing agreement. It be requested that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with Pike Place Chowder for the use of the “Pike Place” name for the wholesale product Pike Place Chowder.

Jackson Schmidt moved, Ann Magnano seconded.

There was a brief discussion that followed.

For: Jackson Schmidt, Bruce Burger, Ann Magnano, Gloria Skouge
Against: 0
Abstain: 0
Resolution 12-81 passed unanimously

VI. Items for Consent Agenda
Resolution 13-02 was placed on the Consent Agenda.

VII. Concerns of Committee Members
None

VIII. Public Comment
Jill Andrews noted that the WTA, Washington Tourism Alliance annual meeting will be held on March 12th in Olympia WA, in which the new Governor of Washington will be a key speaker; she invited the committee and staff to the event.

X. Adjournment
The meeting was adjourned at 5:35 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator