Market Programs - Meeting Agenda

Date: Thursday January 10th, 2013

Time: 4:00 p.m. – 6:00 p.m.

Location: Elliott 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

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4:00pm  I. Administrative:  
A. Approval of Agenda  
B. Approval of the Market Programs December 13th 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. 2013 Farm Program Recommendations  
B. Agency Review and Roster Development

5:20pm  V. Action Items  
A. Action Item: Proposed Resolution 13-02: Proposal for Trademark Licensing Agreement with Pike Place Chowder

5:30pm  VI. Concerns of Committee Members

5:35pm  VII. Public Comment

5:40pm  VIII. Adjournment

Chair
MARKET PROGRAMS COMMITTEE
Meeting Minutes

Thursday, December 13th, 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 8th, 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 PPMPDA identified Social Services as a key strategic issue for 2012 to assess the needs, roles, and opportunities; and, the PPMPDA 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 PPMPDA is up for renewal in 2013.

NOW THEREFORE, BE IT RESOLVED, that the PPMPDA Council adopts the Roles and Responsibilities attached to this resolution; and that the PPMPDA 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 PPMPDA Council authorizes the PPMPDA 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 PC1N.

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, PPMPDA 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 crafts person 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
Pike Place Market Preservation and Development Authority (PDA)

PROPOSED RESOLUTION: 13-02
Authorization for Non-Exclusive Trademark Licensing Renewal/Agreement with Pike Place Chowder

January 2013

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, 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,

WHEREAS, 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,

WHEREAS, 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,

WHEREAS, 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,

WHEREAS, 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.

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 Pike Place Chowder for the use of the “Pike Place” name for the wholesale product Pike Place Chowder.

____________________________________  ______________________________
Gloria Skouge, Secretary/Treasurer                            Date

Date Approved by Council:
For: 
Opposed: 
Abstained:
At the request of Council following the annual retreat, the Programs staff has developed several recommendations for consideration that can be immediately implemented and would have direct impact on our two primary farm program goals for 2013: increasing profitability for our farmers and attracting new and more frequent customers to the farm tables.

These recommendations are entirely preliminary. Following discussion by the Market Programs Committee, recommendations will be further evaluated for resource requirements, farmer input, impact on other businesses within the Market, and overall effectiveness.

In addition to these short-term recommendations, the Program staff will continue to develop a long-term strategy for the continued growth and sustainability of the Farm Program at the Pike Place Market.

**Revise current “Farm Days” program**

Creating a dense, vital “Market within a Market” on Pike Place is the intent of designating specific days of the week as “Farm Days.” In recent years these days have been Wednesday, Saturday and Sunday. On Sundays, Pike Place is closed to automobile traffic from Pine to Virginia for pedestrians, farm vendors and farm-related programming. Recommendations include:

- Review of days, hours, street layout and load-in/out access to identify opportunities for improvement
- Consideration of adding additional day (or partial day) to current Sunday street closure
- Creating opportunity for independent artisan food producers to sell items made from locally-sourced ingredients

**Expand Incentive Programs**

The continued development of both general coupons and low-income support program can be a key source of revenue generation for farmers. Last summer’s consumer coupon program promoting “save $5 on a $10 purchase” performed above expectations. The reintroduction of SNAP at the farm tables was an important, if somewhat slow, first step in providing locally-grown, nutritious foods to low-income residents as well as creating a new customer base for our farmers.

- Develop consumer-focused incentives that promote sales and return visits. Add special emphasis to outreach programs for downtown residents.
- Identify source of matching funds for SNAP benefits
- Improve access to and awareness of SNAP program for farm tables
- Reinstate PPM as WIC distribution point
- Evaluate current Market Fresh coupon program for effectiveness and improvement
- Review options for promoting farm products to PDA and Market employees
Continue Satellite Market Program and Add Additional Location(s)

Introduced in 2009, the Satellite Market program has seen strong participation by farmers and increasing revenues. Continuing to have a presence at City Hall and South Lake Union is a great opportunity to strengthen the Pike Place Market brand and develop relationships with new loyal customers. Capitalizing on this success with the addition of a third satellite market location in would help to continue to define Pike Place Market as “Downtown’s neighborhood farmer’s market” and further cultivate a new customer base. Criteria for site selection could include:

- Location would be less than 2.5 miles from the Historic District, but not closer than .5 mile
- Critical mass of workers and/or residents sufficient to support a minimum of 5 vendors
- Strong opportunity for partnership and co-promotion with host organization

Consumer Education and Advocacy

The strongest farmers markets take an active role in promoting the availability, benefits and uses of local, seasonal produce. The Pike Place Market, through both established and new communications channels, has an opportunity to significantly increase the amount of information provided to consumers and the media about locally grown produce. Materials may include, but are not limited to:

- Printed brochures, pamphlets and recipe cards
- Blog posts and email newsletters
- Dedicated pages on the Pike Place Market website
- Press releases and targeted media placements
- Paid media “advertorials” focusing on using local produce
- Cooking demonstrations and classes
- Farmer recruiting materials including testimonials, best-practices, resources and support guide

Other Activities

In addition to the above initiatives, the following activities are currently being implemented for the 2013 Farm Season.

- Adding Pine Building cooler: 10 new spaces with priority for farmers
- Staff attending WSFMA conference for networking / recruiting
- Rules change recommendations moving foraged items to approved products (from supplemental products) and allowing for co-packing of value added products
- Expand seed program. Look into providing additional education on cultivation practices
Long-Range Strategy
Concurrent with executing some or all of the above suggestions, Program Staff will, over the next 6-10 months, develop a strategy and tactics to ensure the continued growth and success of the Pike Place Market Farm Program. Specific issues to be explored include:

- Monitor impacts of USDA/WSDA regulations on farmers and/or farmers market operations
- Analysis of feasibility for active participation in farmland preservation and/or new farmer development
- Exploration of opportunities for wholesale aggregation or alternative distribution models
- Identification of elements for consideration in programming of PC-I North site development
F.D.A. Offers Broad New Rules to Fight Food Contamination

By STEPHANIE STROM

The Food and Drug Administration on Friday proposed two sweeping rules aimed at preventing the contamination of produce and processed foods, which has sickened tens of thousands of Americans annually in recent years.

The proposed rules represent a sea change in the way the agency polices food, a process that currently involves taking action after contamination has been identified. It is a long-awaited step toward codifying the food safety law that Congress passed two years ago.

Changes include requirements for better record keeping, contingency plans for handling outbreaks and measures that would prevent the spread of contaminants in the first place. While food producers would have latitude in determining how to execute the rules, farmers would have to ensure that water used in irrigation met certain standards and food processors would need to find ways to keep fresh food that may contain bacteria from coming into contact with food that has been cooked.

New safety measures might include requiring that farm workers wash their hands, installing portable toilets in fields and ensuring that foods are cooked at temperatures high enough to kill bacteria.

Whether consumers will ultimately bear some of the expense of the new rules was unclear, but the agency estimated that the proposals would cost food producers tens of thousands of dollars a year.

A big question to be resolved is whether Congress will approve the money necessary to support the oversight. President Obama requested $220 million in his 2013 budget, but Dr. Margaret Hamburg, commissioner of the F.D.A., said “resources remain an ongoing concern.”

Nonetheless, agency officials were optimistic that the new rules would protect consumers better.
“These new rules really set the basic framework for a modern, science-based approach to food safety and shift us from a strategy of reacting to problems to a strategy for preventing problems,” Michael R. Taylor, deputy commissioner for foods and veterinary medicine, said in an interview. The Food and Drug Administration is responsible for the safety of about 80 percent of the food that Americans consume. The rest falls to the Agriculture Department, which is responsible for meat, poultry and some eggs.

One in six Americans becomes ill from eating contaminated food each year, the government estimates; most of them recover without concern, but roughly 130,000 are hospitalized and 3,000 die. The agency estimated the new rules could prevent about 1.75 million illnesses each year.

Congress passed the Food Safety Modernization Act in 2010 after a wave of incidents involving tainted eggs, peanut butter and spinach sickened thousands of people and led major food makers to join consumer advocates in demanding stronger government oversight.

But it took the Obama administration two years to move the rules through the regulatory agency, prompting complaints that the White House was more concerned about protecting itself from Republican criticism than about public safety.

Mr. Taylor said that the delay was a function of the wide variety of foods and the complexity of the food system. “Anything that is important and complicated will always take longer than you would like,” he said.

The first rule would require manufacturers of processed foods sold in the United States to come up with ways to reduce the risk of contamination. Food companies would be required to have a plan for correcting problems and for keeping records that government inspectors could audit.

An example might be to require the roasting of raw peanuts at a temperature guaranteed to kill salmonella, which has been a problem in nut butters in recent years. Roasted nuts would then have to be kept separate from raw nuts to further reduce the risk of contamination, said Sandra B. Eskin, director of the safe food campaign at the Pew Charitable Trusts.

“This is very good news for consumers,” Ms. Eskin said. “We applaud the administration’s action, which demonstrates its strong commitment to making our food safer.”
The second rule would apply to the harvesting and production of fruits and vegetables in an effort to combat bacterial contamination like E. coli, which is transmitted through feces. It would address what advocates refer to as the “four Ws” — water, waste, workers and wildlife.

Farmers would establish separate standards for ensuring the purity of water that touches, say, lettuce leaves and the water used to irrigate soil, which reaches plants only through their roots.

A farm or plant where vegetables are packaged might, for example, add lavatories to ensure that workers do not urinate in fields and post signs similar to those in restaurants that remind employees to wash their hands.

The food industry cautiously applauded the proposals, with most companies and industry groups noting that they would be poring over them and making comments as necessary in the coming weeks.

“Consumers expect industry and government to work together to provide Americans and consumers around the world with the safest possible products,” the Grocery Manufacturers Association said in a statement. The group added that the food safety act and putting it into effect “can serve as a role model for what can be achieved when the private and public sectors work together to achieve a common goal.”

The association noted that the government would have to issue more than 50 regulations to fully carry out the new law.

The businesses that must comply with the proposals may face new costs, but how much remains to be seen. Dr. Hamburg said that the measures might save businesses money in the long run, and that in many cases, they already take such precautions voluntarily.

The agency estimated that it would cost large individual farms as much as $30,000 a year to comply with the new rules, and the food manufacturing industry as a whole as much as $475 million a year. It said it would finance the regulations in part from savings within its budget and from fees for things like reinspections, which Congress has already authorized.

In a conference call with reporters, Mr. Taylor, the deputy commissioner, said some foods would require more attention than others. Fruits and vegetables destined for canning operations, for instance, might be subject to less stringent guidelines because they are processed using heat that would kill bacteria, unlike produce intended for raw consumption. Vegetables that are much more likely to be consumed cooked, like potatoes and artichokes, would be exempt from the rules, Mr. Taylor said.
“We were directed by Congress to establish risk-based standards that are practical, and we think this approach targets what will be significant from a public health standpoint,” he said. “If we get evidence to the contrary, we will make adjustments.”

While such precautions may seem obvious and some food producers and makers may already be taking them, there has not been any legal requirement they even consider doing so.

“We’re not going to relinquish all risk of contamination, but these steps will make us think more about what we can do to reduce it,” Mr. Taylor said.

After a 120-day period for public comment, the agency will complete the rules.

Other rules are pending, including one that would cover importers’ responsibilities for the safety of food products grown or made overseas. About 15 percent of food eaten by Americans — and an even higher percentage of produce — is imported.