Market Programs - Meeting Agenda

Date: Thursday June 13th, 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

4:00pm I. Administrative: Chair
A. Approval of Agenda
B. Approval of the Market Programs May 9th, 2013 Meeting Minutes

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

4:10pm III. Programs and Marketing Directors Report Kelly Lindsay
A. Programs & Promotions Update
B. Summer Farm Season Promotion

4:25pm IV. Presentations and Discussion Lillian Hochstein, Kelly Lindsay
A. Social Services Program Review and Recommendations
B. Trademark Usage Guidelines
C. Farm Program Consumer Research

5:25pm V. Action Items Kelly Lindsay
A. Action Item: Proposed Resolution 13-40: Update to Trademark Guidelines and Expansion of Federal Registration

5:40pm VI. Resolution(s) to be Added to Consent Agenda Chair

5:45pm VII. Concerns of Committee Members

5:50pm VIII. Public Comment

6:00pm IX. Adjournment Chair
MARKET PROGRAMS COMMITTEE
Meeting Minutes

Thursday, May 9th, 2013
4:00 p.m. to 6:00 p.m.
Elliott Bay Room

Committee Members Present: Bruce Burger, John Finke, Gloria Skouge, Ann Magnano, Betty Halfon

Other Council Members Present: David Ghoddousi

Staff Present: Ben Franz-Knight, Kelly Lindsay, Tamra Nisly, Zack Cook, Scott Davies, Melissa Balding, Lillian Hochstein, Matt Holland, John Turnbull, Dianna Goodsell

Others Present: Steve Evans, Bob Burns, Tom Neir, Sally Otten

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

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

   B. Approval of the March 13th, 2013 Meeting Minutes.
      The minutes were approved by Acclamation

II. Announcements and Community Comments
    None

III. Programs and Marketing Director’s Report
    A. Programs & Promotions Update
       Kelly Lindsay presented the Programs and Marketing Directors Report. She provided several brief updates on the monthly metrics. She noted that farm attendance and Craft attendance was slightly down compared to April; both had attendance rates had been up in March so trends are being monitored. With the Education Program, there were 10 tours of the market, servicing 230 students and with contribution from 12 volunteers. Under Social Media, there are now roughly 190,000 plus likes for the Market’s page with a weekly reach of 423,548 impressions. The Market website had also 63,249 unique visits this month. She noted several April activities under Programs and Events including events hosted by Seattle Chefs Collaborative, Washington Community Alliance for Self Help, Unexpected Productions, Creative Business Solutions, BB Ranch, NeighborCare and others as well. She reported on the recent Arcade Light’s event which successfully hosted over 1,100 people and raised more than $11,000 for the Market Foundation. She lastly noted that there was MHC approval for room Economy event room improvements including glad door frosting, drapes, blinds, acoustic paneling and lighting.
IV. Presentations and Discussion

A. Pike Place Market Website: Design and Functionality Update

Kelly Lindsay gave a presentation on the Pike Place Market 2013 Website Refresh. A copy of the presentation was included with the meeting minute’s record. She overviewed current website visitor figures, guiding principles, design objectives and measurable results in the presentation. A summary of the presentation is as follows:

Website Analytics
- Of 78,000 total website visits, 79% are new or unique visitors
- 54% of total visits to the website lasted 10 seconds or less
- 87% of all new visitors are from the U.S, 44% of those visitors are from Washington State, 22% are from the Seattle area
- The homepage, map, hours, directions, parking and event info are the most viewed pages, followed by explore the Market section
- 33% of users are using iPhone, iPad or other mobile devices to view the site

Guiding Principles
- Present the Market as the world-renowned public market that it is
- Showcase the Market’s unique character; people and history
- Represent the various stakeholders such as farmers, merchants, crafters, restaurants, buskers, residents and community members
- Create user-friendly navigation, web-friendly fonts and graphics that assist all visitors in curating their Market experience

Design Objectives
- Convey the whimsy, charm and fun of the Market
- Keep the values of the Market: authentic, local, handmade, historic, lively, community based
- Create separate portals for site visitors, stakeholders and PDA administration
- Use clear, clean design to organize locations and stakeholders
- Create user-friendly, updated directory of Market businesses
- Leverage elements from the way-finding project
- Create an event calendar to feature Market happenings

Measurable Results
- Increased total web visitors
- Increased number of return visitors
- Increased page views and time on the website
- More engagement by Seattle and WA residents
- Better understanding of the Market by visitors, more views of the pages of farmers, crafters, shops, restaurants, etc.
- Further diversity of pages viewed
- Increased traffic to the site from Google searches and recommending sites

There was a brief discussion that followed.

Bruce Burger noted that we need to look at the following items in regards to the website refresh: Making it easier for local residents to do the shopping at the Market and to help people discover other parts of the market if they are not aware of it. He provided helpful advice for the website including a request to include the Market businesses website link.

Ann Magnano inquired about the costs of the website redesign and about how often would we need to go through a redesign process.

B. 2013 Strategic Plan: Farmland Preservation and Access Opportunities

1. Current Farmer Business Models
2. Tall Chief Golf Course Operational Model
Ben Franz-Knight gave an introduction to the Tom Neir and Sally Otten and briefly overviewed a background of the couple interested in privately investing in the Tall Chief property for farmland preservation. A background of the couple was as follows; Tom Neir strongly supports the effort to bring local healthy, sustainability food and skills to our community. He is a native of Kirkland and has worked and lived in a number of places across the US and internationally. He has a background in business with degrees from the University of Washington (Economics) and the University of Virginia (MBA). Tom has worked on a number of boards over the years and is currently a member of Seattle Tilth and the Kirkland Transportation Commission. Tom has corporate experience in finance, sales, marketing, and planning. He is also a proven entrepreneur who founded and grew a successful business in Hong Kong, which gave him significant experience in brand development & management and retail operations. His partner Sally Otten grew up in Edmonds and has also worked and lived in a variety of places in the U.S. and abroad. She went to Whitman College and has a degree in Economics. Sally’s corporate background is in banking and finance with experience in retail banking, corporate banking, investment banking, risk management, marketing & communications in both domestic and foreign markets. Sally does volunteer work supporting both local private & public schools. She is also currently on the board of Athletes for Kids and is an Overseer of Whitman College. Tom and Sally’s Tall Chief Property Business Planning discussion including preliminary review of: Profit & Loss, Balance Sheet, Cash Flow, People and Assets Purchases.

There was a brief discussion that followed.

3. Collaborative Agreement with King County and City of Seattle

Kelly Lindsay discussed the opportunities with preservation of farmland regarding partnership with King County and City of Seattle. There was a draft resolution presented as follows.

V. Action Items

A. Action Item: Proposed Resolution 13-29: Approval of Goals for the Preservation of Farmland in the Puget Sound Region and Strategic Partnership with City of Seattle and King County to Evaluate Opportunities for Action.

Ben Franz-Knight introduced the resolution which states that WHEREAS, on October 7th, 1907 the Seattle City Council adopted ordinance No. 17187 establishing Pike Place as a public market for the sale of “fresh fruits, vegetables, berries and other farm and garden products, and accept also butter, eggs, cheese, poultry, meats, lard and preserved fruit and vegetables raised, produced or manufactured by the person selling or offering the same for sale”; and, WHEREAS, the Puget Sound region has lost more than 58% of its farmland since 1950, and; WHEREAS, in 1979, King County voters approved an initiative authorizing the PDA to acquire and preserve farmland, resulting in the Farmland Preservation Program, which has acquired the development rights on 13,400 acres of high quality farmland, and; WHEREAS, on February 28th, 2013 the PDA Council approved Resolution 13-12 identifying Strategic Goals and Programs (“a-f”) Intended to Increase Farmer Profitability and Enhance Support of Small and Independent Farmers at Pike Place Market, and; WHEREAS, Strategy “e” - Investigating opportunities for the PDA to participate in farmland access, preservation and to include a farmland trust land has been the subject of detailed study by PDA staff and the Market Programs Committee, including review of opportunities for purchase of land with the PCC Farmland Trust, management agreements for property with King County, potential strategic partnerships, analysis of current market farmer needs and status in relation to land access, and review of detailed business analysis for sustainable farm operations, and; WHEREAS, King County, the City of Seattle and Pike Place Market have identified shared goals for the preservation of farmland, specifically to:

- Increase production of food in King County/Puget Sound to meet rising demand for fresh food products
• Preserve farmland for the production of fresh food in King County and Puget Sound
• Increase the profitability of small and mid-size farm operations
• Increase the number of small and mid-size farm operations and total acres in production
• Provide access to land for emerging farmers, immigrant and low-income populations
• Support easier access to consumers through farmers markets and aggregation
• Increase access to healthy foods for children, seniors and low-income populations
• Strengthen institutional and wholesale relationships to small farm operations (hospitals, schools, restaurants)
• Support a robust and healthy regional food network, and;

WHEREAS, King County, the City of Seattle and Pike Place Market are interested in developing a collaborative partnership to identify the actions that would be most effective in preserving farmland in King County sufficient to meet shared goals, examples of which may include but are not limited to the following: a new Farmlands Preservation bond or levy; increased Transfer of Development Rights; purchase of Development Rights; agricultural legacy development credits; conservation easements; food levy; purchase of land to lease to new farmers; other financing mechanisms and regulatory approaches.

NOW THEREFORE BE IT RESOLVED; that the PDA contribute an amount not to exceed $10,000 towards a jointly funded effort between the PDA, King County and the City of Seattle with the objective of developing a joint farmland preservation strategy to identify financing and regulatory mechanisms that King County, City of Seattle and Pike Place Market PDA can act upon and/or support that would be most effective for preserving farmland in King County, and;

AND BE IT FURTHER RESOLVED; that the PDA Council will continue to review opportunities with early action potential for achieving the shared goals through strategic partnerships, property management agreements, land acquisition, or other activities on a case-by-case basis that are consistent with the PDA Charter and operating rules and regulations.

Ann Magnano moved, John Finke seconded

There was a discussion that followed.

John Finked noted that that he is in high favor of the resolution. He mentioned the possibility of making a similar presentation on Farmland Preservation opportunities with the Market Foundation. He added that money from Market charitable donations would be ideal to funds this type of efforts.

Ann Magnano noted that she finds the opportunity very exciting and supports the resolution.

David Ghoddousi mentioned his concern about leaving land, or buying land outside the historical district.

For: Ann Magnano, Gloria Skouge, Bruce Burger, Betty Halfon, John Finke
Against: 0
Abstain: 0

Resolution 13-29 passed unanimously

Ann Magnano left at 6:04pm

VI. Items for the Consent Agenda
None

VII. Concerns of Committee Members
David Ghoddousi noted shared concerns with the Tall Chief property and the use of pesticides on the property previously; he would like to look into having soil testing performed at the interested property.

VIII. Public Comment
None
IX. Adjournment
The meeting was adjourned at 6:10 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator
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 trademarks include those listed in Attachment A; and,

WHEREAS, the PDA licenses other parties to use these trademarks for uses that will enhance the image of the Pike Place Market as defined by the Market’s Charter; and,

WHEREAS, the primary purposes for granting licenses for the above referenced trademarks is:
1. to enhance the image of the Pike Place Market as defined in the Market’s Charter
2. to cultivate shoppers and promote retail sales for Market merchants
3. to further the public appreciation of the traditional character, purposes, and products of the Market; and,

WHEREAS, the issuance of non-exclusive license agreements meets certain general conditions including:
1. the proposed licensed use is consistent with all the primary purposes listed above
2. the licensed use does not infringe upon licenses already granted, nor does it create confusion in the mind of the consumer, based on interpretation by the PDA
3. the licensed use materially benefits and improves the Market community by producing revenues not otherwise available through normal Market resources; and,

WHEREAS, licensing partners agree to use the licensed name and trademark only in a way that will reflect positively on the Pike Place Market; and,

WHEREAS, the PDA pursues enforcement against those infringing on our trademark rights to cease using them in order to protect our trademark rights and the integrity of our marks; and,

WHEREAS, active licensing of products in various categories strengthens the PDA’s ability to pursue enforcement of trademark infringement,

NOW, THEREFORE, BE IT RESOLVED that the PDA Council will add the following to the general conditions of issuance of non-exclusive license agreements:

1. The licensed product is consistent with the use permits granted by the Pike Place Market Historical Commission for merchandise sold within the Market.

2. All products using Market trademarks are manufactured in compliance with the Prohibition of Sweatshop Conditions and free of hazardous materials. Upon request, applicant will
disclose the names and locations of factories, and information about wages and working conditions, for all products using Market trademarks.

BE IT FURTHER RESOLVED that the PDA Council authorizes the PDA Executive Director to secure additional federal registration for the Pike Place name and graphical representation of the Public Market Center clock and sign in multiple categories with funding to be allocated in the 2014 Marketing and Communications Budget, Legal, Accounting Code 487043-00; and,

BE IT FURTHER RESOLVED that the PDA Council authorizes the PDA Executive Director to pursue federal registration for the Gum Wall. Adequate funding will be allocated in the 2014 Marketing and Communications Budget, Legal, Accounting Code 487043-00.

____________________________________  ______________________________
Gloria Skouge, Secretary/Treasurer                            Date

Date Approved by Council:
For:
Opposed:
Abstained:
PIKE PLACE MARKET
TRADEMARK USAGE GUIDELINES
DRAFT REVISION 6/11/13

Policy for using the Market’s name and other forms of proprietary identification.

Preservation & Development Authority (PDA)
85 Pike St. Room 500 Seattle, Washington 98101 (206) 682-7453
FAX: (206) 625-0646
INTRODUCTION

The Pike Place Market (the “Market”) is a nine-acre Historic District in the heart of downtown Seattle, Washington. The Market’s landlord and management agency, the Pike Place Market Preservation & Development Authority (“PDA”), was established by the City of Seattle pursuant to State law and the City’s public corporation enabling ordinance.

The PDA is a non-profit corporation chartered to protect and preserve the structures, traditional uses, and character of the Market Historical District. To accomplish the PDA’s objective, the PDA has registered its ownership of the following trademarks:

Word Marks:
- THE PIKE PLACE MARKET
- THE PIKE PLACE PUBLIC MARKET
- THE PIKE PLACE FARMERS MARKET
- PIKE PLACE

Design Marks:
- The graphic representation of the rooftop sign located at the junction of Pike Place and Pike Street. The image includes the sign’s structural framework, the words PUBLIC MARKET CENTER and the clock face; as viewed from all perspectives or as depicted by other letter forms and graphic treatments:

During nearly 100 years of continuous operation, the words “Pike Place Market” have taken on meaning in the mind of the public beyond their descriptive, geographical origin. The words signify a traditional style of retail activity distinctly associated with the Pike Place Market as characterized by the Market’s high level of personal contact between individual buyers and sellers. The name also carries with it an unusually high expectation of seller accountability, expressed for many years in the Market’s well-known slogan “Meet The Producer.”

The Pike Place Market was one of the first historic districts in the nation where the traditional uses and cultural environment of the area were mandated for preservation along with its architecture. In this spirit, the PDA endeavors to preserve and protect the Market’s trademarks so that Merchants of the Market can continue to enjoy the benefits of the Market’s longstanding reputation.

INFRINGEMENT POLICY

The goal of trademark law is to eliminate consumer confusion. Trademark law could not achieve this goal simply by prohibiting marks that are identical; thus, use of similar names and marks in connection with similar goods and services is prohibited because, though not identical, similar
marks are likely to deceive consumers. The PDA is committed to enforcing its right to exclusive use of Pike Place Market trademarks. In order to protect the PDA’s interest, the PDA not only prohibits direct copying of the specific, registered trademarks listed above, but also the use of a number of other similar names and marks.

**WHO MAY USE PIKE PLACE MARKET TRADEMARK?**

Through many years of use, the name “Pike Place Market” and associated trademarks have acquired special meaning for consumers as a form of identification for the Market’s unique atmosphere, which imparts real commercial value to the name. Merchants in the Market benefit from the equity built up in the name and trademarks, an equity that will be drastically diminished by the inappropriate or unauthorized use of the name and marks.

For this reason, the PDA has registered with the State of Washington and the Federal Government its ownership of a number of the word marks and the design mark specifically identified with the Market.

Pike Place Market merchants authorized to conduct business within the Market are entitled to use the name “Pike Place Market” and the PDA’s trademarks in accordance with either their rental agreement or lease.

All other uses of the name “Pike Place Market” or the PDA’s trademark are expressly prohibited unless a licensing agreement has been approved by the PDA Council. Generally, licenses will not be granted to organizations or individuals outside the Market, unless they demonstrate that their use of the name or trademarks will enhance the goals of the PDA without infringing on licenses already granted. Royalty rates will be set depending on type of use and may be required in advance.

**GENERAL TRADEMARK USE REQUIREMENTS**

Merchants’ trademark use requirements are set forth in either their rental agreement or lease. Pursuant to these agreements, merchants are only permitted to use the name “Pike Place Market” and or other PDA trademarks for the limited purpose of identification and promotion of the location of the Merchant’s business inside the Market. **Leases and rental agreements do not entitle tenants to unrestricted use of PDA trademarks.** On the contrary, merchants must obtain a license for any and all uses other than the limited use expressly permitted under their lease or rental agreement.

Likewise, all individuals and organizations outside of those authorized to do business as merchants within the Market are prohibited from using the trademarks and name without first obtaining a license from the PDA Council.

**In all cases, the primary purpose of employing PDA trademarks is:**

1. To enhance the image of the Pike Place Market as defined by the Market’s Charter.
2. To cultivate shoppers and promote retail sales for Market Merchants.
3. To further public appreciation of the traditional character, purposes, and products of the Market.
GENERAL CONDITIONS FOR LICENSED USE

Non-exclusive licensing agreements for use of Market trademarks may be granted by the PDA under certain conditions, including:

1. The proposed licensed use is consistent with the primary purposes listed above.

2. The licensed use does not infringe upon licenses already granted, nor does it create confusion in the mind of the consumer, based on interpretation by the PDA.

3. The licensed use materially benefits and improves the Market community by producing revenues not otherwise available through normal Market resources.

4. The licensed product is consistent with the use permits granted by the Pike Place Market Historical Commission for merchandise sold within the Market.

5. All products using Market trademarks are manufactured in compliance with the Prohibition of Sweatshop Conditions (Exhibit C) and free of hazardous materials. Upon request, applicant will disclose the names and locations of factories, and information about wages and working conditions, for all products using Market trademarks.

TIMELINE

Trademark applications are first reviewed by the PDA staff to determine if they meet the minimum required guidelines. If so, the application will be presented to the Market Programs committee of the PDA Council at their next available monthly meeting. If approved at this meeting, the application is forwarded to the following PDA Council meeting for consideration. This process can easily take two months or longer, depending on agenda items already in place for the meetings.

TRADEMARK LICENSE APPLICATION AND ROYALTY FEES

There is no fee to apply for trademark use. If an application is approved by the PDA Council, there is a non-refundable $250 start-up fee before an agreement is drafted. The PDA will pay up to one hour for our legal costs in setting up the agreement; any addition legal expenses we incur must be paid by the applicant. Royalty fees are charged and vary depending on the use, but are typically a percentage of sales.

FOR MORE INFORMATION

We appreciate your interest in using the Pike Place Market’s trademarks and in helping us protect our trademark rights.

If you have further questions, please contact Sue Gilbert Mooers at the PDA at 206-774-5259 or sue@pikeplacemarket.org.
PIKE PLACE MARKET PDA TRADEMARK LICENSE APPLICATION

1. Applicant Information

Name of Applicant: __________________________________________________________
Business Name: ______________________________________________________________
Address: __________________________________________________________________
City, State, ZIP: ________________________________________________________________
Phone Number: ________________________________________________________________
E-mail Address: ________________________________________________________________

2. Please indicate which trademark(s) you are requesting permission to use (check all that apply):

   DESIGN MARKS: Note: If approved, our agreement will allow you to photograph the
                  Market clock or use another image of it that you supply. This image must be
                  shown in your sample (see below) for approval. The use of the PDA’s logo
                  is not included.
                  □ _______________________________________________________________________

   WORD MARKS:
                  □ THE PIKE PLACE MARKET
                  □ THE PIKE PLACE PUBLIC MARKET
                  □ THE PIKE PLACE FARMERS MARKET
                  □ PIKE PLACE

3. Describe in detail how you would like to use the trademark(s). Include descriptions of proposed
   products and attach sample drawings to this application. Describe your marketing plan in detail,
   including where the proposed items will be sold, for how much, how many will be produced,
   who they will be made or manufactured by, and any other details.

   __________________________________________________________________________

4. Describe how this trademark request meets the general use requirements listed on page A-4 of
   this document:

   __________________________________________________________________________

5. Attach a sample of your item, showing in detail how you propose using the Market’s trademarks.

RETURN COMPLETED APPLICATION AND SAMPLES TO:
Sue Gilbert Mooers | Pike Place Market PDA | 85 Pike Street, Room 500 | Seattle, WA 98101 | 206-774-5259
sue@pikeplacemarket.org
The Pike Place Market Preservation and Development Authority shall only license goods and services covered by this policy from applicants that ensure that all Production Facilities adhere to or exceed the following sweatfree code of conduct in their practices and policies regarding applicable Workers.

a. **Legal Requirements.** Production Facilities shall comply with all applicable domestic labor, employment, health and safety, environmental, and building laws; the “core” conventions of the International Labor Organization, including those regarding forced and child labor, non-discrimination, and freedom of association and collective bargaining; and other internationally recognized labor rights, including those regarding health and safety, maternity leave, hours of work, wages, and homework.

b. **Wages and Benefits.** Production Facilities shall pay a non-poverty wage. In the United States, the non-poverty wage is the level of wages required for a full-time worker to produce an annual income equal to or greater than the United States Department of Health and Human Services’ most recent poverty guideline for a family of three plus an additional 20% of the wage level paid either as hourly wage, health benefits, or pension benefits. Outside the United States, a non-poverty wage is a comparable nationwide wage and benefit level, adjusted to reflect the local cost of living, sufficient to raise a family of average size out of poverty.

c. **Hours of Work and Overtime.** Production Facilities shall not require hourly and quota-based workers to work more than 48 hours per week or the limits on regular hours allowed by the law of the country of manufacture, whichever is lower. In addition, Production Facilities shall provide at least one day off in every seven-day period, as well as holidays and vacations. Production Facilities shall ensure that all hours worked beyond the limits on working hours are voluntary, except as provided for by both national law and a bona fide collective bargaining contract. Required overtime should only be permitted when each of the following conditions exists: a) national law permits mandatory overtime; b) the facility is party to a collectively negotiated contract with a representative labor union and this contract permits mandatory overtime, and; c) mandatory overtime does not exceed the amount allowed by the collective contract. In addition to their compensation for regular hours of work, hourly and quota-based workers shall be compensated for overtime hours at such a premium rate as is legally required in the country of manufacture or, in those locations where such laws do not exist, at a rate at least one-and-one-half their regular hourly compensation rate.

d. **Discrimination and Women’s Rights.** Production Facilities shall not discriminate in employment - including in hiring, salary, benefits, advancement, discipline, termination, retirement, or any other term or condition of employment or employer practice - on the basis of gender (including pregnancy), race, religion, age, disability, sexual orientation, nationality, political opinion, or social or ethnic origin. Production Facilities shall not require pregnancy tests as a condition of employment, nor demand pregnancy tests of employees. Women workers shall receive equal remuneration, including equal pay, benefits, treatment, and opportunity to fill positions open to male workers.
e. **Harassment and Abuse.** Production Facilities shall not harass or abuse workers sexually, psychologically, or verbally, or use corporal punishment.

f. **Freedom of Association.** Production Facilities shall respect workers’ rights to freedom of association, collective bargaining, striking or other concerted protest, and filing of grievances.
MHC Use Permits allowing for Souvenir-type Products

**House of Jade** (7/31/80 approval)
Jade castings, silver and gold rings, jewelry, imported clothing, hand carved items (general Asian imports) to include: jewelry (modern costume and Indian jewelry), tourists items (mugs, belt buckles, key chains, crystals, clown masks, magnets, spoons).

**Rings & Things** (4/30/90 approval)
Souvenirs and novelties including Pike Place, Seattle, Washington and special event items. The total display of any one item shall not exceed: 20% beads and findings, 25% costume jewelry, 45% fine jewelry, 35% T-shirts and 30% souvenirs.

**Pike Place Gifts** (1/15/09 clarification of use)
Sandoval, Pacific Northwest and Seattle themed shirts, aprons, caps and tote bags (no more than 75% of space). Balance of space to include Sandoval, Pacific Northwest and Seattle themed items such as mugs, postcards, calendars, ornaments, magnets, shot glasses, frames and licensed sports merchandise.

(This use approval does say: This Certificate is issued with the understanding that the applicant will obtain all other permits and approvals that may be required.” That statement is not listed on the Rings & Things certificate – which includes permission for “Pike Place”.)

**First & Pike News** (11/16/12 expansion of use)
Expanded to include sundries, including but not limited to pain relievers, gum, batteries, toothbrushes, per the attached product list.

Product List: 5-hr. energy, pain relievers, band aids, batteries (AA only), gum, cameras, lip balm, floss, hand sanitizer, Kleenex, lifesavers, lighters, Mentos, pens, playing cards, razor, reading glasses, toothbrush, Tums, water.

Pike Place Market Preservation and Development Authority (PDA)

PROPOSED RESOLUTION: 13-42
Authorization for Contract Authority for Farmers Market Consumer Research

June 2013

WHEREAS, the Pike Place Market Preservation and Development Authority (PDA) has identified the growth and development of the Farm Program as a strategic priority; and,

WHEREAS, increasing profitability for small and mid-sized farmers who sell at the Market is a critical component of the development of this program; and,

WHEREAS, the PDA may consider developing a new Consumer Supported Agriculture (CSA) program as part of an overall aggregation strategy; and,

WHEREAS, the PDA has not, to date, conducted detailed research into consumer attitudes and behaviors regarding shopping at the farm stalls or purchasing membership in a CSA; and,

WHEREAS, quantitative and qualitative analysis of consumer attitudes and behaviors can help ensure the success of future promotions and program development;

THEREFORE BE IT RESOLVED that the PDA Council authorizes the PDA Executive Director or his designee to enter into a contract with **PRR** in an amount not to exceed **$21,150** for the execution of qualitative and quantitative research to help increase customer demand for the Farm Program. Funding for this project will be drawn from Community Events and Programs, Farm Hub Market Research Accounting Code 488666-00.

____________________________________  ______________________________
Gloria Skouge, Secretary/Treasurer                            Date

Date Approved by Council:
For: 
Opposed: 
Abstained:
PHASE 1 – BRIEF ONLINE SURVEY

**Target audience:**

- Pike Place Market's Facebook, email, and Twitter audiences
- Especially those who live and/or work in the three target zip codes:
  - 98101
  - 98104
  - 98121

**Purpose:**

Obtain information regarding such issues as:

- Attitudes toward farmers' markets
- Attitudes toward Pike Place Market
- Do they think of Pike Place Market as a farmers’ market? Why or why not?
- How frequently do they shop at farmers markets?
- Why do they shop at farmers markets?
- Which farmers markets do they use?
- Why do they use those farmers markets?
- What do they purchase?
- Do they subscribe to a community supported agriculture (CSA) organization?
- Would they subscribe to a CSA with Pike Place Market? Why or why not?
- Is there anything that farmers markets are not providing them that they would like to see?
- Would they like to participate in our Phase 2 research?

**Approach:**

- Develop, pretest, and finalize survey questions
- Program into online format
- Field to PPM Facebook, email and other social media audiences
- Survey will be live for one week
- May incentivize with a chance to win a prize of some kind
- Analyze results using online survey software tabulation and text analysis tools
PHASE 2: IMMERSIVE RESEARCH

Target Audience:
• Those who live and/or work in the three target zip codes and who do not currently use the Markets’ farm table vendors, but who nonetheless do purchase fresh produce.

Purpose:
Obtain insights regarding the key motivators and barriers of consumers’ use of the PPM farm table vendors. Insights can inform key messages, talking points, media mix, key motivators (including impact of coupons), and social media engagement strategy. Key insights could include such things as:
• Where and when do they currently get fresh produce, including other farmers markets?
• Why do they get their fresh produce in those locations?
• What is the experience (in the moment) of getting fresh produce from the Pike Place Market farm table vendors?
• How does this experience differ, if at all, from their experience (in the moment) of getting fresh produce at their current locations?
• How can the Market’s farm table vendors become their primary location for fresh produce?
• If not their primary location, how can the Market’s farm table vendors become their secondary location for fresh produce on a regular basis?
• What is the tipping point that will get downtown residents and employees to use the Market’s farm tables as their farmers market?
• What are the important ‘rituals,’ if any, connected with buying fresh produce?

Approach:
• We will identify potential participants through responses to a recruitment question in the Phase 1 online survey. Once identified, we will recruit 10 residents and 10 workers from the targeted zip codes.
• We will use ‘Immersive’ qualitative research, defined as:
  o Activity-based research approach
  o Inspired by ethnography (aimed at understanding the experience and shared meanings of persons in a cultural setting)
  o Bringing consumers and their experience (physical, cognitive, and emotional) to life by collecting data in the moment
  o Involving online and mobile research platform designed to allow for journal keeping, illustrating with photos/videos, completing brief online surveys, and chat functions
• We will develop a series of 2 to 3 structured shopping activities, at the Market’s farm tables and at their typical place for purchasing fresh produce
• These activities will take place over a one-week period (Please note that because of a rise in price to use the Revelation software we need to reduce this from 2 weeks to 1 week.) To keep this study at 2 weeks, which we recommend, an additional $1,150 will need to be added to the research budget.
• Participants will keep online journals of their farmers market shopping experience (in the moment using mobile devices and the Revelation™ mobile app (http://www.revelationglobal.com/))
• Participants will also add additional detail to their journals (photos/video), as well as complete brief online surveys using the Revelation™ online software
• As appropriate, we may have participants engage in a chat room about their experiences via the Revelation™ chat function
• Participants will be paid $100 for their full participation (If additional incentive can be located, PRR recommends an increase in incentive)
• Analysis will involve content analysis of participants journal entries (and possibly chat conversations), as well as a review of photos/videos, and responses to any online surveys.