



Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)
Tuesday, July 14th, 2015
4:00 p.m. to 6:00 p.m.
The Classroom

Committee Members Present: Betty Halfon, Patrice Barrentine, Gloria Skouge, Ann Magnano, David Ghoddousi

Other Council Members Present: Patrick Kerr

Staff Present: Ben Franz-Knight, Kelly Lindsay, Scott Davies, Tamra Nisly, Emily Crawford, Sue Gilbert-Mooers, Dianna Goodsell

Others Present: Howard Aller, Joan Paulson, David Kenagy

The meeting was called to order at 4:04p.m. by Patrice Barrentine, Vice-Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the June 9th, 2015 Meeting Minutes.
The minutes were approved by acclamation.

II. Announcements and Community Comments

III. Programs and Marketing Director's Report

- A. Programs & Promotions Update
Kelly Lindsay presented a brief overview on recent Market media relations as well as programming activities in the Market. She distributed a few articles from the Seattle Times and the Puget Sound Business Journal regarding the Market.

She had informed the Committee that this meeting would be her last as she would be stepping down as Director of Marketing & Programs to spend more time with her family.

Betty Halfon entered into the meeting at 4:14 p.m.

IV. Presentation and Discussion Items

- A. Education Program 2014/15 Year in Review
Scott Davies presented on the Pike Place Market Education Program year in review for the 2014/2015 school year; a copy of the presentation was included with the PDA

Council records. He provided an annual overview of the 2014-2015 School Program including new updates to the program this year including interactive educational activities on the website. Scott reported that the School Program had hosted 104 classes from 50 schools; 28 Public, 22 Private this year. He said that he reached roughly 2,292 students with the program this year. A summary of 2014-2015 School Program presentation was noted as follows:

- One class used the Atrium Kitchen to prepare food bought in the Market (February).
- Worked with Nathan Hale High School, Seattle University and North Seattle College.
- Between our tours and these Farmers Market Nights, we reached 32 out of 69 Seattle Public Schools, elementary or K-8 schools (46 percent).
- Newspapers in Education (NIE) – a program of The Seattle Times, an 8-page insert in the April 26 edition featured an article about sustaining farming families.
- Washington Agriculture Educators
- Beecher’s Pure Food Kids Foundation
- Let’s Get Cookin’ – summer – food education program for 6 day camps in south Seattle. Activities in their Market experience include shopping from farmers, a food-oriented tour, and making lunch. Grant recipients include El Centro de la Raza, community centers, Refugee Women’s Alliance and YMCA. This is a partnership with City of Seattle, Seattle Tilth, and School’s Out Washington.
- New lessons coming soon for Education Program: Creating a business, Farmers and agriculture, World cultures in the Market and Social services

There was a discussion that followed from the committee regarding the School Program.

B. Holiday Campaign Messaging Priorities

Kelly Lindsay reviewed the Holiday Campaign Messaging Priorities with the Committee.

There was a discussion from the Committee that followed on ideas to incorporate for the Holiday Campaign.

V. Action Items

None

VI. Resolutions to be added to Consent Agenda

None

VII. Concerns of Committee Members

The Committee thanked Kelly Lindsay for her work as the Marketing & Programs Director for the Pike Place Market PDA.

VIII. Public Comment

Joan Paulson mentioned that there is no emphasis on December 21st, which is the shortest day of the year; there could be mentioned of shopping early in the Market. She separately commented on seeing measurables for the Marketing efforts.

IX. Adjournment

The meeting was adjourned at 5:07 pm by Betty Halfon, Chair

Meeting minutes submitted by:
Dianna Goodsell, Executive Administrator