



# Market Program Committee Meeting Minutes

**Pike Place Market Preservation and Development Authority (PDA)**

**Tuesday, November 3<sup>rd</sup>, 2015**

**4:00 p.m. to 6:00 p.m.**

**The Classroom**

**Committee Members Present:** Betty Halfon, Patrice Barrentine, Gloria Skouge, David Ghoddousi, Colleen Bowman

**Other Council Members Present:** Patrick Kerr

**Staff Present:** Ben Franz-Knight, David Dickinson, Scott Davies, James Cornell, Leigh Newman-Bell, Alisha Kissell, Dianna Goodsell

**Others Present:** Howard Aller, David Kenagy

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

## **I. Administration**

- A. Approval of the Agenda  
The agenda was approved by Acclamation
- B. Approval of the September 8<sup>th</sup>, 2015 Meeting Minutes.  
The minutes were approved by acclamation.

## **II. Announcements and Community Comments**

Betty Halfon welcomed Colleen Bowman as the newly appointed PDA Councilmember. She congratulated Emily Crawford to her recent promotion as Director of Marketing & Communications.

## **III. Programs and Marketing Director's Report**

- A. Programs & Promotions Update  
Emily Crawford presented an update on the current programs and promotions for the Pike Place Market PDA. She provided an overview of the holiday campaign as well as an update on the major Gum Wall cleaning for 2015. Emily introduced Justin Huguet as the new Digital Marketing Program Manager for the PDA. There was a brief review of the media activity for the Gum Wall including the extensive international coverage. There was a separate review of the Holiday Campaign including a visual preview of the advertising materials including the three proposed campaign billboards.

## **IV. Presentation and Discussion Items**

- A. Review of 2015 Strategic Issue: Market Craftspeople

David Dickinson, Daystall and Arts Program Manager presented a review of the Market Craftspeople as part of the 2015 Strategic Issues; a copy of the presentation was included as part of the PDA Council records. David Dickinson discussed the background of the Crafts Community including an overview of the makeup of the daystallers, attendance trends, incubation efforts, production standards and opportunities.

B. 2015 Farm Program Review

Leigh Newman-Bell, Farm Development Coordinator and Alisha Kissell, Farm Program Coordinator presented an annual review of the 2015 Farm Program; a copy of the presentation was included as part of the PDA Council records.

Leigh Newman-Bell provided an overview of the Farm Program year to date including a recap of the Express Markets and Farm development update. She reported on the performance on the five Pike Place Satellite Markets including markets at City Hall, South Lake Union, Microsoft, Pioneer Square and First Hill. All of the five express markets had reported an increase in total sales compared to the figures from the previous year. She separately reported on the farm development efforts including the establishment of a young farmer group. She noted that the young farmer group was created to collaborate on topics such as programming, communication, networking, grant opportunities and educational resources such as workshops. Future workshops include small business ventures and production planning.

Alisha Kissell discussed the Farm to Go CSA program recap with the Committee. She reported that the CSA program had including partnerships with the Pike Place Market PDA, King County and the Food Access Program. Figures included an average of 149 CSA bags distributed weekly with a total of 2,236 bags distributed in total for the 2015 year. As part of the packing labor for this year's CSA program, five volunteers were integrated into the weekly program coordination.

Ben Franz-Knight commented on the CSA partnership with the Food Access Program noting that this particular sector utilizes a higher administrative capacity than the other CSA partnerships. He highlighted the importance of the social service benefit seen from the CSA collaboration with the Food Access Program noting that this benefit could be relieved from a grant service in the near future.

There was a brief discussion that followed by the Committee.

V. **Action Items**

- A. **Action Item:** Proposed Resolution **15-66:** Authorization for Non-Exclusive Trademark Licensing Agreement with Aegis of Queen Anne

Sue Gilbert Mooers, Communications and Brand Manager presented Proposed Resolution 15-66 which states that the 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, Aegis Senior Communities LLC, dba Aegis of Queen Anne,

desires to make use of the Pike Place Market name and Public Market Center sign for the sole purpose of creating a safe, familiar and therapeutic environment in the Aegis Queen Anne activity room for senior residents dealing with dementia or other challenges that limit their ability to safely travel and experience the Pike Place Market in person; and, whereas, the Public Market sign and other Market displays were made locally by Dillon Works (of Mukilteo) and have been installed in the activity room to provide a comfortable, familiar atmosphere for elderly residents; and, whereas, the PDA and Aegis have agreed that in accordance with the terms and conditions of this Agreement, Aegis of Queen Anne may use the Pike Place Market name and Public Market Center sign in the activity room at their 223 West Galer St. location and on their website with a gallery of other photos from this location for a term of 5 years; and, whereas, Aegis agrees that they will not during the 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, Aegis agrees that they 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 the activity room and all related marketing of such; and, whereas, the PDA Council recognizes the promotional and community value of the activity room to the Aegis of Queen Anne residents and families, and supports Aegis in its effort to provide a familiar atmosphere for residents; and,

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 Aegis Senior Communities LLC for the use of Pike Place Market trademarks in their Queen Anne activity room.

Gloria Skouge moved the proposed resolution, David Ghoddousi seconded.

There was a discussion that followed by the Committee.

Gloria Skouge noted her concerns in terms of the trademark approval process with Aegis Senior Communities. It had been noted that the Aegis of Queen Anne community activity room had already incorporated the Pike Place Market trademark without prior permission.

Proposed Resolution 15-66 had been requested to be moved forward to the PDA Council for review as a new business item. Forward

**VI. Resolutions to be added to Consent Agenda**

None

**VII. Concerns of Committee Members**

The Committee welcomed Colleen Bowman as a new member to the PDA Council as well as a new committee member of Market Programs.

**VIII. Public Comment**  
None

**IX. Adjournment**

The meeting was adjourned at 5:39 pm by Betty Halfon, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Executive Administrator