



Market Programs Committee Meeting Agenda

Date: Tuesday, November 3, 2015

Time: 4:00 p.m. – 6:00 p.m.

Location: The Classroom

Committee Members: Betty Halfon (Chair), Patrice Barrentine (Vice-Chair), Gloria Skouge, Ann Magnano and David Ghoddousi

4:00pm	I. Administrative	Chair
	A. Approval of Agenda	
	B. Approval of the Market Programs September 8 th , 2015 Meeting Minutes	
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4:05pm	II. Announcements and/or Community Comments	
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4:10pm	III. Programs and Marketing Director's Report	
	A. Programs & Promotions Update	Emily Crawford
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4:35pm	IV. Reports and Discussion Items	
	A. Review of 2015 Strategic Issue: Market Craftspeople	David Dickinson & Ben Franz-Knight
	B. 2015 Farm Program Review	Farm Program Staff
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5:20pm	V. Action Item(s)	
	A. Action Item: Proposed Resolution 15-66: Authorization for Non-Exclusive Trademark Licensing Agreement with Aegis of Queen Anne	Sue Gilbert Mooers
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5:40pm	VI. Resolutions to be Added to Consent Agenda	Chair
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5:45pm	VII. Concerns of Committee Members	Chair
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5:50pm	VIII. Public Comment	
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6:00pm	IX. Adjournment	Chair



Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)
Tuesday, August 8th, 2015
4:00 p.m. to 6:00 p.m.
The Classroom

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

Other Council Members Present: Patrick Kerr

Staff Present: Ben Franz-Knight, David Dickinson, Scott Davies, James Cornell, Dianna Goodsell

Others Present: Howard Aller, David Kenagy, Miranda Marks, Sharon Shaw

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 August 11th, 2015 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
Ben Franz-Knight briefly discussed the recent media relations and programming activities for the Market in place of the Marketing Director's absence.

IV. Presentation and Discussion Items

- A. Review of Magic in the Market and Saturday Holiday Activities
Betty Halon, Chair of the Committee reviewed the holiday preparations in the Market including Magic in the Market and Saturday festivities. She briefly reviewed an outline of the activities scheduled around the holiday season. A summary of the holiday activity schedule was as follows:

Magic in the Market Holiday Activities on Saturday, November 28
("Small Business Saturday")

- Free cookie decorating for kids/families in Atrium Kitchen

- Figgy Pudding caroling teams at busker spot under clock and sign
- STRUM ukulele acoustic band in Atrium
- Santa and elf on cobblestones
- Market Spice, Indi chocolate and other commercial tenants TBD with booths on street
- Farm table or two on street, TBD
- Market Carrot and Strawberry roaming Market together, passing out pins made by craftsperson Graig Anderson, stickers for kids and handout with Magic in the Market activities
- Tree lighting ceremony with Santa at 5 pm

Saturdays in December Holiday Activities

- Free holiday themed cooking demos in Atrium Kitchen with 4 different chefs
- High school Jazz band quartets in Atrium
- Possibility of Sasquatch photo booth Atrium
- 2-4 p.m., Sasquatch makes rounds in the Market, passing out pins made by craftsperson Graig Anderson, stickers for kids, taking pictures/selfies! with visitors
- Sasquatch hopefully inhabited by an Unexpected Productions improvisation artist
- Marketing to create holiday gift guide featuring gift/specialty foods – available at Info booth, distributed electronically and available on website

Getting the word out:

- Activities/events will be promoted through traditional media via Richmond PR
- Social media platforms
- Homepage of Pike Place Market.org will feature all activities
- General Advertising campaign will also direct people to homepage where they will see activities
- Posters and postcards will be made available to PDA tenants to post/distribute in store

B. Behind the Table Community Event Update

Miranda Marks and Sharon Shaw provided an update on the Behind the Table Community Event which is scheduled to take place on Friday, October 23rd, 6:00 p.m. in the Economy event spaces.

Sharon Shaw provided a background of the genesis of the Behind the Table event. She reported that there were 32 people who had already accessed the Safety Net with \$18k distributed throughout the Market community.

Sharon said that the Behind the Table event is one of the first events that actually involves the entire Market. She added that Folks that access the funds come from all facets of the Market.

C. Building for Culture: Arts Cultural Facilities Grant Application

Ben Franz-Knight presented a review of the Arts Cultural Facilities Grant Application including an opportunity for committee members to ask specific questions surrounding the concept and future of the art program at the Market. The grant request would be roughly \$224,000 which would support the infrastructure for the art concept. The grant application included a glass blowing station concept which artists could demonstrate their craft.

David Dickinson discussed the opportunity of having an artist demonstration station at the Market as well as potential ideas to incorporate into the program.

Sharon Shaw vocalized her ideas in involving the art grant project as a means to help support the Community Safety Net as well.

Patrice Barrentine noted that this is a very nice space to add. She mentioned the idea of having an enclosed studio space to utilize on a rainy day. She was concerned with the weather impacts with the current location of the space though and keeping the art space activated.

David Ghoddousi said his concern with the art concept was with the current proposed location and the potential of the demonstration space blocking the walkway on the plaza.

V. Action Items

None

VI. Resolutions to be added to Consent Agenda

None

VII. Concerns of Committee Members

Patrice Barrentine asked about the status of the recent Marketing Specialist position posted at the Pike Place Market PDA.

David Ghoddousi asked about the current PDA Marketing Director functions and keeping it aligned with the oversight of Daystall and Farm.

VIII. Public Comment

None

IX. Adjournment

The meeting was adjourned at 4:44 pm by Betty Halfon, Chair

Meeting minutes submitted by:
Dianna Goodsell, Executive Administrator



PROPOSED RESOLUTION 15-66

Authorization for Non-Exclusive Trademark Licensing Agreement with Aegis of Queen Anne November 2015

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, 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, The 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, Secretary/Treasurer

Date

Date Approved by Council:

For:

Against:

Abstained:

Attachment to Proposed Resolution 15-66 / Activity Room Rendering

