Market Programs Committee
Meeting Agenda

Date: Tuesday, April 12, 2016
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, David Ghoddousi and Colleen Bowman

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<thead>
<tr>
<th>Time</th>
<th>Section</th>
<th>Chair/Assignee</th>
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<tbody>
<tr>
<td>4:00pm</td>
<td>I. Administrative</td>
<td>Chair</td>
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<tr>
<td></td>
<td>A. Approval of Agenda</td>
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<td>B. Approval of the Market Programs Meeting Minutes for March 8, 2016</td>
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<tr>
<td>4:05pm</td>
<td>II. Announcements and/or Community Comments</td>
<td>Chair</td>
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<td>4:10pm</td>
<td>III. Programs and Marketing Director’s Report</td>
<td>Emily Crawford</td>
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<td>A. Programs &amp; Promotions Update</td>
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<td>4:35pm</td>
<td>IV. Reports and Discussion Items</td>
<td>Leigh Newman-Bell</td>
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<td>A. Update on Farm Initiatives</td>
<td>Emily Crawford</td>
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<td>B. Digital Marketing for Farm</td>
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<td>5:10pm</td>
<td>V. Action Item(s)</td>
<td>Sue Gilbert Mooers</td>
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<td>B. Action Item: Proposed Resolution: 16-23: Authorization for Non-Exclusive Trademark Licensing Agreement with Pike Brewing Company</td>
<td>Emily Crawford</td>
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<td>5:35pm</td>
<td>VI. Resolutions to be Added to Consent Agenda</td>
<td>Chair</td>
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<td>5:40pm</td>
<td>VII. Public Comment</td>
<td>Chair</td>
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<td>5:50pm</td>
<td>VIII. Concerns of Committee Members</td>
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<td>6:00pm</td>
<td>IX. Adjournment</td>
<td>Chair</td>
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Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)
Tuesday, March 8, 2016
4:00 p.m. to 6:00 p.m.
The Classroom

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

Other Council Members Present:

Staff Present: Ben Franz-Knight, Emily Crawford, John Turnbull, David Dickinson, Scott Davies, Zack Cook, Justin Huguet, Dianna Goodsell

Others Present: Howard Aller, Joan Paulson, Harvey Forman, Daniel Leen

The meeting was called to order at 4:02p.m. by Betty Halfon, Chair.

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

   B. Approval of the February 9, 2016 Market Programs Committee Meeting Minutes
      The minutes were approved by acclamation.

II. Announcements and Community Comments
Harvey Foreman, an artisanal food vendor who participates at the Pike Place Market Express Markets commented on the 2016 Daystall Rules review, specifically proposed rule change # 29 by PDA Staff. The proposed rule change would further define supplemental farm products. Farmers may sell certain products to supplement the sale of permitted products from farming operation. The sale of supplementary products is intended to be secondary to the sale of permitted products and therefore certain restrictions apply. He said that he feels part of the Market community and that customers do seek his product out.

Daniel Leen, an Author in the Market for the past 30 years community commented on a new proposed rule change #26 which staff had proposed limited allowance of published assets related to craft. Daniel noted that if someone is serious about their writing, they should be allowed the opportunity to sell their books in the Market.
III. Programs and Marketing Director’s Report
   A. Programs & Promotions Update
   Emily Crawford, Director of Communications presented a summary of recent marketing activities. She noted that Scott Davies and Justin Huguet have been incredibly busy assisting with several marketing efforts in place of Sue Gilbert-Mooers absence. Emily provided a brief review of the Alex Jackson 40 day celebration as well as video production with several of the Market businesses. She lastly reported that the 19th reiteration of Daffodil Day would be on March 18th.

IV. Reports and Discussion Items
   A. 2016 Daystall Rules Review: Proposed Changes
   David Dickinson, Daystall Program Manager, provided an initial review of the proposed daystall rule changes for 2016; a copy of the proposal packet was included as part of the PDA Council records. There had been 37 proposed rules changes submitted for 2016 as part of the annual rules review process.

   David Dickinson provided a brief summary of each of the 37 Daystall rules proposals as presented:

   Proposal #1: Author – Tamma Farra (Crafts) Pertains to Craft Joint Permits
   • Addresses attendance requirements for joint permit holders

   Proposal #2: Author – Tamma Farra (Crafts) Pertains to Craft Joint Permits
   • Proposes specification of one business license per Daystall Permit

   Proposal #3: Author – Tamma Farra (Crafts) Pertains to Craft Joint Permits
   • Proposed regulation of product mix presented on joint permit tables

   Proposal #4: Author – Tamma Farra (Crafts) Pertains to Craft Joint Permits
   • Proposes further regulation of products allowed in joint permit formation

   Proposal #5: Authors - Rolf & Gerd Nieuwejaar (Crafts) Pertains to Craft Joint Permits
   • Combination of multiple proposals regarding craft permits

   Proposal #6: Author – Barbara Benning (Crafts) Pertains to Craft Joint Permits
   • Proposes clarification/further regulation of product mix on joint permit tables

   Proposal #7: Author - Lee Strohm (Crafts) Pertains to Craft Joint Permits
   • Proposes clarification of joint permit holder attendance

   Proposal #8: Author - Lee Strohm, (Crafts) Pertains to Craft Joint Permits
   • Proposes further regulation formation of joint permits

   Proposal #9: Author - Lee Strohm, (Crafts) Pertains to Craft Joint Permits
   • Proposes regulation of product mix on join permit tables
Proposal #10: Author – PDA Staff (Crafts) Pertains to Consistent Product Mix
• Proposes wet paper wraps replace bagged water in Market flower bouquets

Proposal #11: Author – PDA Staff (Crafts) Pertains to Craft Joint Permits
• Proposes special event on New Year’s Day with allowance for non-permitted items to be sold

Proposal #12: Author – Marcus Roloson, (Crafts) Pertains to Product Originality
• Increase daily table rent fees by 3%

Proposal #13: Author – Chris Stearns, (Crafts) Pertains to Product Add-Ons
• Establish egregious violations of the standards of behavior towards others as grounds for permit revocation

Proposal #14: Author – JB Brick (Crafts) Pertains to Product Originality
• Addresses attendance requirements for joint permit holders

Proposal #15: Author – JB Brick (Crafts) Pertains to Product Originality
• Proposes specification of one business license per Daystall Permit

Proposal #16: Author – PDA Staff (Crafts) Pertains to Product Originality
• Proposed regulation of product mix presented on joint permit tables

Proposal #17: Author – Mel Dofredo (Crafts) Pertains to Craft Attendance
• Proposes ability for craftspeople to earn additional vacation time

Proposal #18: Authors – Frances Das (Crafts) Pertains to Craft Attendance
• Proposes ability for craftspeople to earn additional vacation time

Proposal #19: Author – Shari Druckman-Roberts (Crafts) Pertains to Craft Attendance
• Proposes more flexibility in distribution of attendance days throughout year

Proposal #20: Author – Marcus Roloson (Crafts) Pertains to Craft Misc
• Proposes “Daystall Advocacy Board”

Proposal #21: Author - John Sollid (Crafts) Pertains to Extra Table Space
• Proposes a method for sharing of extra table space between poles

Proposal #22: Author – Melody Price (Crafts) Pertains to Roll Call Times
• Proposes option for earlier Roll Call on anticipated higher volume days

Proposal #23: Author – Melody Price (Crafts) Pertains to Craft Table Hours
• Proposes seasonal adjustment to end-of-day table hours

Proposal #24: Author – JB Brick (Crafts) Pertains to Screen Printing
• *Proposes change to permitted craft product guidelines*

Proposal #25: Author – PDA Staff (Crafts) Pertains to Collaborative Products
  • *One year review as written into 2015 rule change re. collaborative craft products*

Proposal #26: Author – PDA Staff (Crafts) Pertains to Books
  • *Proposes limited allowance of published assets related to craft*

Proposal #27: Author – PDA Staff (Farm) Pertains to Farm street booths
  • *Proposes clarification of rules pertaining to farm selling on the street*

Proposal #28: Author – PDA Staff (Farm) Pertains to Farm Products
  • *Proposes clarification of what constitutes a “permitted” farm products*

Proposal #29: Authors – PDA Staff (Farm) Pertains to Farm Products
  • *Proposes clarification of what constitutes a “supplemental” farm products*

Proposal #30: Author – PDA Staff (Farm) Pertains to Growing Season
  • *Proposes adjustment to official beginning and ending dates of Market “growing season”*

Proposal #31: Author – Greg Paul (Buskers) Pertains to Clock Spot
  • *Proposes adjustment of regulation at Clock Spot*

Proposal #32: Author – Melody Price (Buskers) Pertains to Clock Spot
  • *Proposes new restrictions to buskers at Bridge and Clock Spots*

Proposal #33: Author – PDA Staff (General) Pertains to Edits
  • *Proposes assorted edits for brevity and elimination of duplicate and obsolete passages*

Proposal #34: Author – PDA Staff (General) Pertains to Market Maintenance
  • *Updates rule addressing Market facility damage by tenants*

Proposal #35: Author – Rhonda Guilford (Farm & Crafts) Pertains to Online Payment
  • *Proposes ability for electronic/online payment for Daystall table rent*

Proposal #36: Author – Haley Land (Farm & Crafts) Pertains to Display Guidelines
  • *Proposes permanent public posting of display guidelines*

Proposal #37: Author – PDA Staff (Farm & Crafts) Pertains to Table Rent
  • *3% increase in daily daystall table rents*

Zack Cook had walked through the daystall rule change proposals related to farm which dealt with clarification of what constitutes a “permitted” and “supplemental” farm product.
A final recommendation for the 2016 Daystall Rules would be presented at the March 31st PDA Council meeting.

There was a brief discussion that followed.

David Ghoddousi had asked on the number of Daystall vendors who had sold books.

Ann Magnano asked about proposed rule change #26.

Ben Franz-Knight highlighted a minor rule change regarding the acceptance of credit card payments. Administrative costs associated with the new proposed rule change would be calculated at five percent of the total payment. Ben explained the rationale for the administrative costs associated with the acceptance of credit card payments noting that there are indeed real costs such as with accounting and merchant processing fees.

Patrice Barrentine inquired regarding the use of language for the merchant services fee noting that with farmers markets you could not assess a “surcharge”. Staff would look into the appropriate language for the acceptance of credit cards and the administrative costs associated with this rule change.

B. Farmers Markets Communication Strategy

Emily Crawford presented a review of the Farmers Markets Communication Strategy; a copy of the presentation was included as part of the PDA Council records. A summary of the Farmers Markets Communication Strategy was noted as follows:

Communications Situation Analysis
- Pike Place Market is Seattle’s cornerstone farmers market - excellent brand awareness
- Since 2010, PPM has operated weekly farmers markets in downtown neighborhoods, including on Pike Place
- Weekly markets: 1. Increased revenue for PPM farmers; 2. Boosted PPM farmers market brand awareness; 3. Helped retain keep farmers on Pike Place
- Each remote market has a different growth trajectory based on the year it was founded
- PPM will launch an evening farmers market on Wednesdays on Pike Place based on the success of the smaller neighborhood market model

Opportunities / Challenges
- PM brand is so well-known it can be a challenge to call attention to the remote markets
- Launch of Wednesday market requires focus, dollars and staff time
- Reaching a diverse audience of office workers & downtown residents including: Millennials, Gen Xers, Boomers and those of each with families
- Perception challenges: parking, crowds, cost and competition
Each of the PPM farmers markets have different communications and marketing needs:

- Growth trajectory
- Key audiences
- Core base of shoppers

Core Audiences/Shoppers who:

- Prioritize eating fresh fruits and veggies within the designated 10-12 block radius/10 minute travel time
- Value community, fun, and a neighborhood experience
- Recently arrived downtown residents
- Low-income families and individuals, SNAP and WIC shoppers
- Are on-site and may be taking advantage of other services/shops (promotional signage to welcome these shoppers)
- Local business or community groups that are actively engaged within the neighborhood
- Are workers, residents, visitors, staff or other groups associated with PPM farmers market partners

Evening Market Communications Strategy/Public Relations

Media Outreach

- Press release, March 1
- Daffodil Day promotion to food/news writers with farmers market materials, March 18
- Invite media to opening market, June 1
- Family/Downtown online groups like Downtown Dwellers, Parents for a Better Downtown

Downtown Business Outreach

- Property managers – list services, company intranet listings
- Residential building managers and concierges
- HR managers at major employers
- Direct delivery of fliers, posters and farmers market shopping list for workers/residents

Outreach to Community Partners/Champions

- DSA: Neighborhood Blogs, the Downtown Residents Council (DRC), DSA members outreach
- Visit Seattle, CVB
- Residential Concierges
- Downtown Hotel Concierges
- City of Seattle/King County
- Local business or community groups that are actively engaged within the neighborhood

Outreach to Market Advocates and Shoppers
• Market community: buskers, craftspeople, merchants and employees
• PDA Council, Market Foundation Board, Friends of the Market
• Residents in PDA buildings, building managers
• Social Service agency partners: Preschool & Childcare, Medical Clinic, Senior Center/Food Bank
• SNAP and WIC shoppers; low income residents in and around the markets

Advertising
• 12 vertical king Metro bus ads
• 55 11x17 interior ads
• Radio spots May 17-31 on KEXP
• Seattle’s Child Summer Guide
• Promoted Facebook posts
• PPM social media, website,
• e-newsletters

Additional Promotions
• Second Wednesday “Family Fun Nights”
• Third Wednesday “Shop with the Chef” programming in the Atrium Kitchen
• Exploring: additional music or highlighted buskers
• Exploring: easy, fun community activities for kids, families and individuals

There was a discussion that followed by the committee.

C. Briefing on Pending Trademark Application
Ben Franz-Knight provided a brief review of a pending Trademark Application with Pike Brewery Company. He noted that Pike Brewery was interested in utilizing the Trademark Pike Place name on one of their craft brews. There would be interest in sourcing hops in from local farmers in Washington State as part of the production of the proposed trademark craft brew, including a modest contribution to the Market Foundation for trademark related licensing fees. Ben noted that the intended goal in sourcing ingredients from local farmers was aligned with the overall Market’s mission and the need for supporting farmers.

There was a brief discussion that followed.

V. Action Items
None

VI. Resolutions to be added to Consent Agenda
None

VII. Concerns of Committee Members
None
VIII. Public Comment
Howard Aller commented on Farmers Markets Communication Strategy noting that he disagreed with the notion that people are aware that the Pike Place Market is a farmers market. He separately commented on rule change proposal #26 noting that a writer is an intellectual producer equivalent to placing paint on a canvas.

Joan Paulson comment on the Farmers Markets Communication Strategy noting that there is not a tie to the Nighttime opportunities in the Market including the fact that there are roughly 37 restaurants in the Market.

IX. Adjournment
The meeting was adjourned at 5:08 p.m. by Betty Halfon, Chair

Meeting minutes submitted by:
Dianna Goodsell, Executive Administrator
Authorization for Renewal of Non-Exclusive Trademark Licensing Agreement with Paisley and Parsley Designs
April 2016

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, Paisley and Parsley Designs, a home-based business located in Vancouver, WA, desires to renew their trademark agreement permitting use of the Public Market Center design mark in connection with travertine tiles (6x6 trivets, 4x4 coasters, 2x2 magnets) and 5x7 blank cards that they have sold to gift shops in the greater Seattle area and offered for sale on their website, as well as the addition of a 18x24” microfiber suede kitchen towel; and,

WHEREAS, PPMPDA and Paisley and Parsley Designs have agreed that in accordance with the terms and conditions of this Agreement, Paisley and Parsley Designs may use the Public Market Center design mark in the production and promotion of these products that are sold on a wholesale basis to gift shops and at a higher retail price on the Paisley and Parsley Designs website; and,

WHEREAS, Parsley and Paisley Designs 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, Paisley and Parsley Designs 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 their coasters and trivets and all related marketing of such; and,

WHEREAS, Paisley and Parsley agrees to pay the PDA 10% of gross sales for all licensed items sold since the original agreement and expired and during the duration a two-year renewal of this licensing agreement; and,

WHEREAS, Paisley and Parsley agrees to provide quarterly sales reports and royalty payments as well as an annual reporting of production details and distribution outlets.

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 Paisley and Parsley Designs for the use of Pike Place Market trademarks in the production and promotion of coasters and trivets that feature the Market clock.

Gloria Skouge, Secretary/Treasurer

Date

Date Approved by Council:

For:
Against:
Abstained:
Authorization for Non-Exclusive Trademark Licensing Agreement with The Pike Brewing Company
April 2016

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 Pike Brewing Company desires to make use of the Pike Place name (word mark as defined on the PDA trademark license application) in connection with Pike Place Ale for a 4 year term; and,

WHEREAS, The PPMPDA and The Pike Brewing Company have agreed that in accordance with the terms and conditions of this Agreement, that The Pike Brewing Company may use the Pike Place Market name in the production and promotion of Pike Place Ale; and,

WHEREAS, The Pike Brewing Company agrees that it 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, The Pike Brewing Company 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 The Pike Brewing Company’s Pike Place Ale and all related marketing of such; and,

WHEREAS, The PPMPDA is committed to supporting the increased profitability of local farmers, especially small independent farmers; and,

WHEREAS, The Pike Brewing Company has confirmed a commitment to sourcing local ingredients to support Washington State Farmers for Pike Place Ale and has agreed as a condition of this license to guarantee no less than $20,000 in annual purchases of malts and ingredients for Pike Place Ale from Washington State Farmers; and,

WHEREAS, The Pike Brewing Company has agreed to pay an annual royalty fee of $3,000 to the PPMPDA and has agreed to make an annual contribution to the Pike Place Market Foundation in the amount of $3,000; and,

WHEREAS, The Pike Brewing Company agrees to provide quarterly sales reports as well as an annual reporting of production details and distribution outlets.

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 The Pike Brewing Company for the use of the Pike Place name for Pike Place Ale.
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**Date Approved by Council:**

For: 
Against: 
Abstained: