



Market Programs Committee Meeting Agenda

Date: Tuesday, January 10, 2017

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

4:00pm	I. Administrative	Chair
	A. Approval of Agenda	
	B. Approval of the Market Programs Committee Meeting Minutes for December 6, 2016	
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4:05pm	II. Announcements and/or Community Comments	Chair
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4:10pm	III. Programs and Marketing Director's Report	
	A. Programs & Promotions Update	Emily Crawford
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4:30pm	IV. Reports and Discussion Items	
	A. Holiday Marketing Metrics Report	Emily Crawford
	B. Discussion of MarketFront Advertising Concepts	Emily Crawford
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5:30pm	V. Action Item(s)	
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5:35pm	VI. Resolutions to be Added to Consent Agenda	Chair
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5:40pm	VII. Public Comment	Chair
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5:50pm	VIII. Concerns of Committee Members	
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6:00pm	IX. Adjournment	Chair



Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)

Tuesday, December 6th, 2016

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

The Classroom

Committee Members Present: Betty Halfon, David Ghoddousi, Colleen Bowman

Other Council Members Present:

Staff Present: Ben Franz-Knight, Emily Crawford, Scott Davies, Aliya Lewis, Justin Huguet, Sue Gilbert, Diana Goodsell

Others Present: Howard Aller, Chris Scott

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

I. Administration

A. Approval of the Agenda

No quorum.

B. Approval of the November 1st, 2016 Market Programs Committee Meeting Minutes

No quorum.

II. Announcements and Community Comments

None

III. Programs and Marketing Director's Report

A. Programs & Promotions Update

Emily Crawford went over the details of Magic in the Market. Some of Crawford's personal observations were the diversity of Seattle families present to shop and take photos and that the tree lighting provides another reason for people to stick around, as the sun goes down. She noted that the holiday campaign advertising is running and that Saturday Jazz in the Atrium is happening again this year (started last Saturday) 2 – 3:30 p.m.

Crawford noted that the holiday guide was passed out during Magic at the Market and will continue to be handed out every day at the parking garage. Complimented Justin Huguet and Sue Gilbert for the work they put into the guide. She also noted two other guides that Huguet and Gilbert made as well, "Holiday Meals Made Easy" and "Thanksgiving Meals Made Easy", which were picked up in the Seattle Times. There is a social media holiday contest currently in progress to encourage vendors and visitors to

take pictures of their purchases at the Market. She showcased the advertisement that Justin Huguet and David Dickinson worked together that are featured in City Arts, Seattle Made, and Seattle Met.

She reviewed an article from Edible Seattle titled “From Farm to Food Bank”.

Ben Franz-Knight went over a trademark enforcement issues found in a guide sent out by a gift show that is being hosted at the Convention Center in January. Immediate action has been taken and a letter will be going out to them shortly. A copy of the promotion was present at the meeting. An update will be given to the committee on the topic next month.

Betty Halfon asked if King 5 news has permission to use pictures of the Market. Emily Crawford noted that Sue Gilbert is working on figuring out that situation.

Emily Crawford remarked that she will speaking at a conference next month in relation to the Farm Department. She also spoke that Justin Huguet is working on setting up a blood drive at the Market on January 27th from Noon – 6 p.m., there will be a bus and it will block off a couple of parking spots.

Howard Aller asked a question about the accessibility of the bus to handicap during the blood drive.

IV. Reports and Discussion Items

A. Education Workshop Report

Emily Crawford noted that David Dickinson ran a workshop for vendors, farmers, and craftspeople through Ventures. There was a workshop that focused on how to use Square as well as a number of presentations on how to prepare for the holidays. Crawford stated that she also gave a presentation at the workshop and that the workshop as a whole received positive reviews. She stated that John Turnbull also requested for the future that the workshop be open to commercial tenants as well.

Colleen Bowman noted her interaction with a craftsperson after the workshop and they felt like it was nice to interact with other craftspeople.

B. Magic Recap and Year in Review

Justin Huguet gave a presentation on Market and social media events that have happened each month over the past year.

- January: 250,000 Facebook followers and classroom visit.
- February: Valentine’s Day countdown promoted on social media.
- Spring: Meet the Producer campaign, Daffodil Day, Evening Farmers Market and Sounders in Seattle.
- July: New map and visitors guide and Seattle Met MarketFront insert
- September: Association of Food Journalists conference
- Pocket and online printable guides

- Website refresh
- Interactive educational farm map
- Ongoing holiday campaign

C. Strategic Marketing Goals

Emily Crawford noted that she thought it is important to think about what the focus should be for next year. Crawford went through a presentation on Strategic Marketing Goals for 2017.

Crawford stated that June 29th, 2017 is the date for the grand opening of the new MarketFront. August 17th, is the 110th Anniversary and Crawford noted that the Foundation has agreed to move the date of Sunset Supper to August 18th, to make connect the anniversary and the event to create a special three day event. The mayor will be making an appearance at the MarketFront on June 29th.

Ben Franz-Knight stated the importance of the Mayor's presence at the event and that there should be some recognition of the PDA staff and council members that put in the work to make this project happened.

David Ghoddousi noted the importance of highlighting Western Ave, to make sure it isn't a forgotten part of the Market.

Emily Crawford went over various advertising strategies for the upcoming year while keeping within the budget. Crawford discussed programming for key events that will take place over the next year. She also went through a presentation of events that have happened in the past year that are anticipated to occur next year as well as added events.

There was a discussion that followed.

V. Action Items

None

VI. Resolutions to be added to Consent Agenda

None

VII. Public Comment

Howard Aller expanded on David Ghoddousi's comment on Western Ave and that view of the underpass from below is unappealing and that it should be cleaned and painted before the tapestry is put up. Aller also spoke on the 110th Anniversary and that the energy put into the visible parts of the Market should also be put on the invisible parts of the Market such as social services and the residents. The Market was founded on the principles of providing services to a number of people.

Betty Halfon asked for clarity on if the Pike Place Market Foundation does the promotions for social services. Emily Crawford remarked that there is a cross effort

between the PDA and the Foundation and that there are opportunities to do more promotion on the PDA side.

Chris Scott that he believed the preschool children should be involved with some of the activities for the 110th Anniversary. Howard Aller noted that the children could walk through if a parade was held.

VIII. Concerns of Committee Members

David Ghoddousi noted that some of the lights on the neon “Farmers Market” sign are out.

IX. Adjournment

The meeting was adjourned at 5:27 p.m. by Betty Halfon, Chair

Meeting minutes submitted by:
Aliya Lewis, Executive Administrator