



Pike Place Market Preservation and Development Authority (PDA)

OPERATIONS & COMMUNICATIONS COMMITTEE
Meeting Minutes – June 2011

Thursday June 16th, 2011
4:00 p.m. to 6:00 p.m.
PDA Conference Room

Committee Members Present: Ann Magnano, Patrick Kerr, David Ghoddousi, Gerry Kumata, John Finke, Bruce Lorig

Other Council Members Present: Gloria Skouge,

Staff Present: Ben Franz-Knight, Ryan Yale, Ryan Hostetler, John Turnbull, Jennifer Maietta, Scott Davies, Kateesha Atterberry, Teri Wheeler, David Dickinson, Lauren Tarpey, Elsie Janson

Others Present:

The meeting was called to order at 4:04 p.m. by John Finke, Chair.

Administration

- A. Approval of Agenda
The agenda was approved by acclamation.
- B. Approval of April 14th, 2011 Minutes
Approval of May 12th, 2011 Minutes
The minutes were approved by acclamation.
- C. Announcements and Community Comments
None

II. Marketing

- A. Staff Reports
Ryan Hostetler reported on Farm Season and stated that the Marketing Staff has been working hard to prepare Farm Season marketing materials for distribution. The first step in this process was to obtain MHC approval of the artwork to be displayed within the Historic District. On June 8th the Commission granted their approval to move forward using the commissioned artwork by a local artist. Ryan distributed the approved artwork that will be used across all of our Farm Season deliverable to obtain a consistent message and brand image throughout all mediums. This artwork will be featured on 14 pole banners that will be displayed beginning today through October 1st, with 5 banners hanging along Pike Place, 4 banners hanging along 1st Ave and 5 banners hanging along Pike Street. These banners will be displayed as only part of the planned marketing efforts to support Farm Season. He noted that the other important pieces of the plan include a total of 320 (:15, :10 and :05 second) radio ads that will play on KCMS, KIRO am/fm, KMTT, KPLZ, and KZOK running the weeks of June 13th, July 11th, Aug 8th and Sept 5th. The plan also calls for 21,000 Direct Mail pieces to be distributed in the downtown core to select zip

codes and businesses surrounding the market. The mailed pieces will be distributed in two waves of 5,500 with the first wave going out this week and the second syncing with a radio flight the week of August 8th. As part of an effort to market to downtown work force and residents we will have a total of 46 bus kings displaying messaging July 1st- Aug 25th on routes that link Capitol Hill, Queen Anne, Ballard, University District all with downtown. And last but not least we have continued our use of the fastest growing media Facebook by investing in a new Facebook Page tab that displays the Chef Demo schedule and messaging as well as Facebook ads that begin running today highlighting Farm Season with 3 distinct messages encouraging click thru and new likes. Ryan discussed the latest marketing milestones including the June publication of the Seattle Met, which has Pike Place Market on the cover and features a number of articles that are Market specific. The idea was to give readers a "local's guide" to the Market. Writers and editors talked to Market staples like Sol from Pure Food Fish, Nancy from the Creamery and commissioned an artist to create a 4 page pull out map that provides a 3D perspective of the Market. Ryan reported that as of today, the 7th Edition of Pike Place Palate is live on pikeplacemarket.org. This online edition is written by Marketing Staff members features articles ranging from blended beverages made from farm fresh berries to specialty meats. Staff will work over the next few weeks to spread links to articles using Freshwire, Facebook and Twitter. He stated that on June 10th and 11th a survey group with the city wide ePark system was on site near our parking payment locations conducting a short survey that they conduct at all participating location at no cost to the PDA. After the data is tabulated officials will share with the PDA the findings of the survey conducted at Pike Place about parking tendencies. The PDA hopes that these findings may help in the future with parking specific decisions. Ryan updated the Council on the social media presence and how the increase with our Facebook "likes" are now up to 124,000 and the Twitter followers are just under 7,500 and that all has been achieved in just under two years.

B. Action Item: Proposed Amended Resolution 11-49A&B: Authorization for Non-Exclusive Trademark Licensing Renewal/Agreement with Savor Seattle Food Tours

Ben presented the proposed resolution and discussed the trademark licensing agreement with Savor Seattle Tours (owned by Angela Shen) that was entered into on April 7, 2009 for a term of two years. It was for use of the name Pike Place Market and clock image. The use was allowed for guided tours and their promotion, which included advertising on Savor Seattle's website, online advertising, and rack cards. The agreed upon fee was \$10,000 (\$5,000 paid annually). Following the expiration of the first agreement, Savor Seattle sought renewal for an additional two year term. Ben added that Resolution 11-29 for *Non-Exclusive Trademark Licensing Renewal/Agreement with Savor Seattle Food Tours* was presented at the March 17, 2011, PDA Council Meeting and was approved. The resolution outlined Savor Seattle Food Tours desire to use the Pike Place Market name and clock/sign image for the Pike Place Market Food & Cultural Tour for a two year term. It specified that trademarks may be used on the company's website and other marketing tools limited to rack cards, online advertising, and Seattle Visitor and Convention Center print material for an annual fee of \$6500 (\$13,000 total). Ben commented on the Issues with Draft Trademark Licensing Agreement and stated that upon Staff review of the draft agreement and after follow-up conversations with Savor Seattle we discovered that the proposed increase of \$1500 a year over the prior agreement was directly related to advertising and promotion space on the PDA's website tour page. This agreement included placement of Savor Seattle's logo, written information they provide, and a link to their website. This proposed selling of advertising space on the PDA website is currently possible, but staff is not aware of any previous discussion or policy direction regarding the use of the website resources in this manner. Therefore, staff felt it was prudent and appropriate to return to the Council with options for amending the resolution and, if needed, provide an opportunity for initial discussion of issues related to advertising on the PDA website. Ben discussed the possibility of website advertising and noted that to date the PDA website has been used exclusively as a source of information and a promotional tool for the Market as a whole including a directory of Market tenants, maps, events, history, and general links to Market related organizations. If there is interest in reviewing the benefits and issues related to advertising on the website, staff would return to OPSCOM and the Full Council with detailed analysis and recommendations. In the interim, Savor Seattle has requested that we move forward with their license agreement. Ben stated that PDA staff recommends the following two options for amending Resolution 11-29. Option A would be to keep the Resolution Terms as Passed, with Reduced Royalty Fee or Option B, which would be to add website advertising to the resolution.

OpsCom Recommendation:

On June 16, 2011 the PMPDA Operations and Communications Committee voted unanimously to approve Option A and amending Resolution 11-29 (11-49A) to reduce the annual licensing fee for Savor Seattle to \$5000 per year without website advertising.

Motion to approve 11-49A

Jackson moved, Bruce seconded

Approve: 6

Against: 0

Abstain: 0

The Amended Resolution passed by acclamation

C. Other

III. Farm Program

A. Staff Reports

Teri reported on the attendance for May, which is slightly up, but still down 15% from last month. Teri discussed the information booth that will be in place within the next couple weeks and she distributed the types of information that has been produced in house. She noted that the Market Fresh publication will be distributed approximately every two weeks. She also added that Staff has purchased binders that will be distributed to the public with local Farmer information and recipes. In addition she commented on a project that Daystall has been working on, which consists of a large map detailing where the Farmers of the Market are coming from throughout the State of Washington. Teri introduced the new intern, Lauren Tarpey. Teri discussed the remote Markets, Amazon and City Hall, and stated City Hall will begin next week and Amazon will start as soon as the contract is approved.

IV. Property Management

A. Residential Property Management Report

Elsie reported on the Vacancy Report and stated that there are currently 22 units vacant mostly due to the Sanitary Market and Livingston Baker tenant relocation plans. Elsie reported on the latest round inspections and noted it went very well and did not see a problem going forward. She discussed the funder's audit and stated only minor findings were found by the National Equity Fund/Low Income Housing. In addition, the Washington State Housing sent a letter stating that there were no substantial findings.

John reported on Stewart House planning and tenant meetings and stated it has been going very well. .

The meeting went into closed session at 4:44 p.m.

B. Closed Session (RCW 42.30.110 [c])

- i. Review of Lease Proposals
- ii. Review of Delinquency Report
- iii. Vacancy Report
- iv. Current Lease Negotiations

Closed session ended at 5:04 p.m.

C. Approval of Lease Proposals

D.

John Finke motioned to place the lease proposals for Bottega Italiana, Christopher's Lamp and Sotto Voce were placed on the consent agenda for the June 30th PDA Full Council Meeting.

David moved, Ann seconded

Approve: 6

Against: 0

Abstain: 0

The motion to move the Lease Proposals to the Consent Agenda passed by acclamation

V. Items for the Consent Agenda

Lease proposals for Bottega Italiana, Christopher's Lamp and Sotto Voce

VI. Public Comments

Liza commented on the proposed uses of the PDA website and the possibility of including tenants and merchants of Pike Place for promotion and advertising.

VII. Concerns of Committee Members

VIII. Adjournment

The meeting was adjourned at 5:07 p.m. by John Finke, Chair.

Meeting minutes submitted by:
Ryan Yale, Executive Assistant