



# Market Programs Committee Meeting Agenda

**Date:** Tuesday, January 9, 2018

**Time:** 4:00 p.m. – 6:00 p.m.

**Location:** The Classroom

**Committee Members:** Betty Halfon (Chair), Patrice Barrentine (Vice-Chair), Gloria Skouge, David Ghoddousi, Colleen Bowman, Paul Neal and Mark Brady

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<b>4:00pm</b>	<b>I. Administrative</b>	<b>Chair</b>
	A. Approval of Agenda	
	B. Approval of the Market Programs Committee Meeting Minutes for December 5, 2017	
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<b>4:05pm</b>	<b>II. Announcements and/or Community Comments</b>	<b>Chair</b>
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<b>4:10pm</b>	<b>III. Programs and Marketing Director's Report</b>	<b>Emily Crawford</b>
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<b>4:30pm</b>	<b>IV. Reports and Discussion Items</b>	
	A. Craft Report	<b>David Dickinson</b>
	B. 2017 Holiday Campaign Recap	<b>Justin Huguet</b>
	C. Annual Campaign 2018	<b>Emily Crawford</b>
	D. Trademark Update	<b>Kalyn Kinomoto</b>
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<b>5:40pm</b>	<b>V. Action Items</b>	
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<b>5:55pm</b>	<b>VI. Resolutions to be Added to Consent Agenda</b>	<b>Chair</b>
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<b>5:50pm</b>	<b>VII. Public Comment</b>	<b>Chair</b>
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<b>5:55pm</b>	<b>VIII. Concerns of Committee Members</b>	
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<b>6:00pm</b>	<b>IX. Adjournment</b>	<b>Chair</b>

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# Market Programs Committee Meeting Minutes

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

**Tuesday, December 5<sup>th</sup>, 2017**

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

**The Classroom**

**Committee Members Present:** Patrice Barrentine, David Ghoddousi, Paul Neal, Colleen Bowman, Gloria Skouge, Mark Brady

**Other Council Members Present:**

**Staff Present:** Emily Crawford, Aliya Lewis, Kalyn Kinomoto, Justin Huguet, Scott Davies, Karin Moughamer, David Dickinson, Maggie Mountain, John Turnbull

**Others Present:** Howard Aller

The meeting was called to order at 4:01 p.m. by Patrice Barrentine, Vice Chair.

## **I. Administration**

A. Approval of the Agenda

*The agenda was approved by acclamation.*

B. Approval of the November 7<sup>th</sup>, 2017 Market Programs Committee Meeting Minutes

*The November 7<sup>th</sup>, 2017 Minutes were approved by acclamation.*

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

None.

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

Emily Crawford began by noting the Marketing team is preparing for the beer history event on Friday. Tickets sales are going OK and this event will be featured in The Stranger as a Top Pick as well as Seattle Met's Nosh Pit e-newsletter. Today Seattle Refined has a feature on the Online Gift Guide as well as Market Charms. The Smithsonian speakers are arriving later in the week for the beer event. Theresa McCulla, the Smithsonian's beer historian, will be meeting with Charles Finkel and Chris from Old Stove to conduct research on the northwest beer history.

Emily Crawford continued by mentioning three clips in the packet: Two by Neil Murray, a Scottish writer and one by Rosemary McClure from the LA Times.

Colleen Bowman asked if anyone has reached out to the Washington Beer Association. Emily Crawford responded that many beer associations, guilds, and commissions have been contacted, but if Colleen or Patrice has a name to pass along, that would be great to have.

## **IV. Reports and Discussion Items**

A. Craft Program Update

David Dickinson introduced the new Daystall Program Coordinator, Maggie Mountain and provided a brief overview of her background. David continued by providing an update on Magic in the Market, passing around buttons created by Greg Anderson, noting this is an annual tradition of making buttons to hand out to the community. In addition a giant Greg Anderson windbreak mural was created and mounted at the north end of the MarketFront Pavilion as well as a handful of wood painted displays scattered throughout the Market. David would like to continue adding more wood displays each year.

David Dickinson continued by introducing the new event, Stocking and Stuffers, which took place during the day of Magic in the Market. Crafters who create stockings were invited to sell on the pavilion as well as people who create items that could fit inside a stocking. It was well received by the vendors and sales seemed to do well. David then shared a video of the event he had recorded on his phone and concluded by thanking the Committee for their support.

Patrice Barrentine commented she was impressed by the amount of space available in the pavilion and how it seems to cultivate the flow of people and activity.

Colleen Bowman welcomed Maggie Mountain to the Market.

Emily Crawford added that sales were still strong on the Sunday following Magic in the Market. A more in-depth dive for Magic will be provided in January and the sign above the Desimone Bridge directing people to the MarketFront seems to be working.

Emily and David shared the challenges of permitting the tent that now connects the Desimone Bridge doors to the MarketFront Pavilion.

#### B. Update on Trademark Program

Emily Crawford began by directing councilmembers to the Trademark spreadsheets provided in the packet. Kalyn Kinomoto provided detail on the spreadsheet, noting there are ten active trademark license agreements, ordered by soonest expiration date, and provided a little information on each license. She touched on those that auto renew, noting that Pike Place Market Recipes auto renews as long as the book is in print and Seattle Chocolates auto renews as long as quarterly royalties are received. Emily thanked Kalyn for her work in pulling this information together. Kalyn Kinomoto mentioned that Market crafters who use Market marks are not required to pay royalties, unless they sell outside the Market, giving the example of the vendor who makes aprons and bags with a rendition of the Pike Place Market sign.

Colleen Bowman asked how that applies to website use of the Pike Place Market logo by crafters or merchants. Kalyn Kinomoto said she would be happy to look into that. Emily Crawford added the community is really good at coming to the Marketing team to seek approval before using Market trademarks.

Patrice Barrentine asked if trademarks that are not being used anymore be part of the regular updates. She also asked if Emily could create a comparison chart for new trademark requests showing what they are making and how it compares to other licenses, as well as how much the PDA is charging based on the perceived sales in order to have a good solid historic background to help during the approval process.

Emily Crawford noted she has asked Kalyn Kinomoto to create a framework for licensing fees and asked Karin Moughamer to search through past Resolutions to see if there are guidelines on licensing fees more recent than a 2011 Resolution.

Paul Neal asked for confirmation that the value of a license agreement is based on precedent and what came before. Emily Crawford said yes and added there are protective categories so that is referenced as well.

Paul Neal asked if the Market knows what the value of the brand is. Emily Crawford responded that last year Ben Franz-Knight worked with a company to provide a valuation of the Market trademark. Emily just received that report from IP Metrics last week and she forwarded it to the Market trademark attorney and will share it with the Committee.

David Ghoddousi asked it would be nice to know who is using the Market Trademark online and in the media. Kalyn Kinomoto stated that she keeps a spreadsheet with all media requests, noting that some uses aren't tracked or followed up on due to a high cross-promotional value, such as Monday Night Football. Since June only two companies have paid for trademark use in films: Travel Channel and Best Western Washington State. Other requests have been considered a cross-promotional benefit so they pay a site fee but don't get recorded in the Trademark books. All of that is kept on a separate spreadsheet.

Patrice Barrentine asked for a cost/benefit analysis, time negotiating trademark usage in order to maximize how these funds are used. She followed up with this may not be the best time to conduct this research.

Emily Crawford noted the trademark negotiations with Starbucks are going well and that she, along with Sabina Proto, Matt Hanna, general counsel for the Market and trademark counsel have all been discussing and reviewing the draft agreements. PDA counsel are making changes and sending back to Starbucks counsel. By the time the Committee sees the agreement it will have already been in front of many eyes and in a version that the Marketing department is happy with. The extension expires March 1<sup>st</sup> but hopefully it will be renegotiated by the end of the year with a Resolution in January.

Mark Brady asked if there is a way to ensure the trademark is not being used for the trademarks that are inactive. Kalyn Kinomoto noted there is a termination clause in the agreement and the vendor has to provide notice and pay up to a certain amount of royalties. Beyond that, there is no obligation.

**V. Action Items**

None.

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

None.

**VII. Public Comment**

None.

**VIII. Concerns of Committee Members**

Colleen Bowman asked Emily Crawford if she has a sense of how many staff members will attend tomorrow night's Community Reception for the Executive Director candidates. Emily Crawford believes the leadership team, as well as some managers and staff will attend and has been spreading the word to the greater Market Community to attend and hear from the candidates.

David Ghoddousi commended the staff on the free press that has been awarded to the Market.

**IX. Adjournment**

The meeting was adjourned at 4:42 p.m. by Patrice Barrentine, Vice Chair

Meeting minutes submitted by:

Karin Moughamer, Executive Administrator