**Market Programs Committee Meeting Agenda**

Date: Tuesday, February 11, 2020  
Time: 4:00 p.m. – 6:00 p.m.  
Location: Economy Building Classroom, 1433 First Avenue (3rd Floor)  
Committee Members: Patrice Barrentine (Chair), Paul Neal (Vice-Chair), Betty Halfon, David Ghoddousi, Colleen Bowman, Mark Brady and Ali Mowry

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Tuesday, January 14, 2020
4:00 p.m. to 6:00 p.m.
Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Patrice Barrentine, David Ghoddousi, Ali Mowry, Paul Neal, Mark Brady

Other Council Members Present: 

Staff/ Consultants Present: Mary Bacarella, Amy Wallsmith, Karin Moughamer, Madison Bristol, Scott Davies, Tanya Sinkovits

Others Present: 

The meeting was called to order at 4:01 pm by Patrice Barrentine

I. Administration
   A. Approval of the Agenda
      The Chair moved to adjust the agenda so that Action Items follows the Programs and Marketing Report. 
      Noting no objections, the agenda was approved as amended by acclamation.

   B. Approval of the Market Programs Committee December 3rd, 2019 Minutes
      The December 3rd 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    None.

III. Programs and Marketing Report
    Amy Wallsmith began by providing some updates for upcoming programs:
    • The interview process has begun for the Creative Marketing Specialist
    • Website development is moving forward. Commercial tenants were just notified that a photographer will be taking pictures of their storefronts for the website. This will be helpful in having uniform images for the new directory. The tenants will also be provided a copy of the image to be able to use on their website, on social media or for advertising. Photos will also be taken of the Daystall and Farm tenants in spring and summer.
    • Small business workshops spring planning is underway. Farm is hosting a seed workshop and crop planning workshop this week and on February 12th they will host a small business resource fair. In addition on February 1st or 15th there will be a food safety workshop funded by a grant.
    • Pop-up mural applications are open and the theme is Seven Wonders of the Market and they will debut on leap day which is also Love in the Market.
• Gearing up for Valentine’s Day with a call out to all businesses to collect information on what they offer or make related to Valentine’s Day so that can be promoted through social media or advertising.
• Market Insider January was sent out and the open rate is down from a year ago. She’s researching why that is to be able to make future changes.
• At the February Programs Meeting Madison will present the 2020 Marketing Plan.

IV. Action Items
A. Proposed Resolution 20-01: Authorization for a Non-Exclusive Trademark Licensing Agreement with Sasquatch Books

Amy Wallsmith passed around a couple sketches of the book and introduced Proposed Resolution 20-01 which states:

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, Sasquatch Books desires to make use of the Public Market Center image and the Pike Place Market name (the design mark and word mark as defined on the PDA trademark license application) in connection with The Tail of the Market Kitty book authored by Market Artist Kate Endle and Chris Ballew; and,

WHEREAS, PPMPDA and Sasquatch Books have agreed that in accordance with the terms and conditions of this Agreement, Sasquatch Books may use the Pike Place Market name (and iterations of) and their own image or rendering of the Market entrance, including the Public Market Center sign, in the production and promotion of The Tail of the Market Kitty book for direct sales distributed by Sasquatch Books; and,

WHEREAS, Sasquatch Books 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 Sasquatch Books direct sales and wholesale distribution and all related marketing of such; and,

WHEREAS, Sasquatch Books agrees to pay the PDA a trademark royalty of 5% of gross biannual sales of the first edition, life of the book, The Tail of the Market Kitty; and,

WHEREAS, Sasquatch Books agrees to provide sales reports and royalty payments biannually. Upon request of the Pike Place Market PDA, an annual report of distribution will be provided.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or her representative to execute a non-exclusive trademark licensing agreement with Sasquatch Books for the use of the “Pike Place Market” name and Public Market Center image for The Tail of the Market Kitty authored by Market Artist Kate Endle and Chris Ballew.
David Ghoddousi moved the proposed resolution and Paul Neal seconded the motion.

Ali Mowry asked why the PDA would be asking royalties from a Market tenant to use the Clock and Sign. Amy Wallsmith responded it’s because the Market mark will be used in a book sold not only at the Market but at bookstores throughout the region. Mary Bacarella added the agreement is not with the artist but with the local publisher.

Ali Mowry asked if 5% is standard for past agreements. Amy Wallsmith responded that is an amount that the PDA has charged in the past.

Mark Brady asked if the 5% revenue can be assigned to the child care. Mary Bacarella responded this money will go into the PDA general fund which has been approved by the Council. The PDA cannot contribute as a public entity to the preschool.

Paul Neal asked to hear about past book deals and prior precedent. Amy Wallsmith responded the PDA worked with Braden on the Market Cookbook back in 2010. As a result of the new trademark guidelines developed last year, books will not be allowed to use Pike Place Market in the title because that makes it look like the Market is producing the book. Pike Place Market can be used in the sub-title.

Paul Neal asked if the PDA will have the opportunity to approve the final story before printing. Amy Wallsmith responded the story has been reviewed by the PDA and the final copy and artwork will be provided before it’s published, and that is written into the agreement.

David Ghoddousi asked what agreement was made with regards to the Beecher’s Cheese cookbook. Amy Wallsmith responded she does not believe that cookbook went to print. David Ghoddousi noted the Salt and Pepper book that was previously approved.

Ali Mowry disagrees the PDA should control the narrative about the stories told about the Market and whether they are positive or negative.

Paul Neal suggested negotiating a bulk purchase at a discounted price in order to use the books for marketing in the future.

David Ghoddousi asked what “life of the book” means. Amy Wallsmith responded it’s for the first edition. If they want a second or third edition there would need to be a new agreement. The PDA would allow for additional printing of the first edition.

Patrice Barrentine commented that this resolution was clearly written.

For: Mark Brady, Ali Mowry, Paul Neal, Patrice Barrentine, David Ghoddousi
Against:
Abstain:

Proposed Resolution 20-01 passed by a vote of 5-0-0
V. Reports & Discussion Items
A. 2019 Costumes on the Cobblestones and Magic in the Market Recap

Madison Bristol began by providing an overview of Costumes on the Cobblestones, which took place on October 26th from 11am – 4pm. She continued by reviewing the event activations that took place throughout the Market. Madison next reviewed the event goals.

Goal 1: Bring people to the Market by creating activities that move visitors in, around, and through the entire Market.
- Actions: activate multiple levels of the Market, create pop-up murals, interactive maps and decorating contest that guides visitors across the whole 9-acres.
- KPIs: Increased number of visitors by 40.6% over 2018 (78,183 total visitors counted with ped counters)

Paul Neal asked if the weather was good and if the people were counted in the same way. Amy Wallsmith responded the weather was nice each year and the pedestrian counters were used in the same way.

- Goal of 150 people at each activity.
  - Acorn necklace making – over 200 participants
  - Community mural – over 200 participants
  - Pavilion coloring project – 63 participants
- Goal of 300 murals tagged with #pikeplacemarket or #makeitamarketday. Actual was 132 tags. Possible reason for not reaching that goal includes less traffic at the mural locations and none of the murals went viral.

Mark Brady asked if high school artists could create some of the murals. Amy Wallsmith responded she still feels like there are a lot of Market artists to promote.

Bristol continued by reviewing Goal 2.
Goal 2: Build and audience of new locals to engage them with the Market as a whole.
- Actions:
  - Conduct outreach to local residential hotel concierge
  - Offer shopping incentive for purchases over $50
  - Create ambassador program to help direct visitors throughout the entire Market and distribute interactive maps for locals to get to know their Market.
- KPIs
  - Concierge outreach goal of 30% open rate and 10 or more in-person visits: 30 in-person visits and open rates of 28.6% (hotel) and 21.8% (residential)
  - Goal of 65% local participants: 50% local shoppers (45% from Seattle, compared to 40% at Mom’s Market Day)
  - Goal of 300 or more interactive maps: 400 maps were distributed by Market ambassadors and does not account for the additional maps taken from passersby at the Event Information tent.

Madison Bristol reviewed the shopping incentive data. 224 people participated, generating nearly $18,000 in Market sales. 50% were from Washington, most shopped stores included
Golden Age Collectibles, DeLaurenti, Athenian, Don & Joe’s, and a number of other stores. Over half of the participants visited one business, with five people visiting five shops.

David Ghoddousi noted there is only one restaurant in the top 8 businesses.

Patrice Barrentine appreciated the way this data is being presented.

Madison Bristol reviewed Goal 3 which was to create opportunities for commercial tenants, daystall/farm, and the community to participate.

KPIs:

- Decoration contest, a new initiative brought forward by the community with a goal to increase Market participation. In 2019 27 businesses participated.

Mark Brady suggested a list of decorations that would be approved by the Historic Commission.

Madison Bristol continued by reviewing the fundraising efforts of the pumpkin sales. This was new and raised $301 for the child care and preschool playground renovation.

Madison Bristol reviewed the PR results for the event. 10 pieces of print coverage was garnered and the event was featured in five TV segments. For social media, there was a nearly 4,000 increase in total Instagram impressions from last year, Facebook had a 285% increase on the event page, and the website received a 796% increase in page views.

Amy Wallsmith reviewed the advertising results. The post engagement was high and engagement rate was 2%, well above the goal of 1% and the average of 0.17%. The WARM 106.9 advertising campaign featured 96 on-air spots. In addition, there was an e-blast, feature on their website front page (18,741 unique views), an event page (1,366 unique views), and social media promotion. Parking numbers doubled from 2018. There were 130 validations from 11am – 4 pm (increase of nearly 70%), resulting in $972 in revenue. All day there were 1,263 tickets pulled (increase of 39.3% from 2018) MIN40

Madison Bristol reviewed the results of the survey which were sent out to PDA staff members, event participants, performers, volunteers and all Market businesses. 27 people participated in the survey. 54% of respondents said their sales increased 0-20% over 2018 Costumes on the Cobblestones. 100% of respondents would like to see the event continue in the future and the average rating for the 2019 event was 4 (out of 5). On average the approval rating for each activity was 87%. Additional feedback included:

- Create a large map at the information tent to cut down on paper usage
- Bring back trick or treating
- Continue to offer shopping incentive
- Create a scavenger hunt with the murals

Madison Bristol reviewed the lesson learned and future planning for Costumes on the Cobblestones, which includes:

- Provide more guidance with artists and potentially choose the artists as we did in the 2019 Love in the Market
- Bring back trick or treating in 2020
• Continue to offer the shopping incentive
• Reach out to different companies to find new Halloween themed activities for the DownUnder
• Brainstorming on other farm activities to replace pumpkin decorating
• Continue to grow the costume parade and potentially adding a costume contest

Madison Bristol provided an overview of 24th annual Magic in the Market, which took place on November 30th from 11 am – 5 pm. Madison provided a list of the activities, which were throughout the Market and included a Graig Anderson 20th anniversary button and cutouts and introduction of the mascot Craft.

Madison Bristol reviewed the event goals.
Goal 1: Bring people to the Market by creating activities that move visitors in, around and through the entire Market.
KPIs:
• Increased number of visitors by 27.5% (81,606 people, goal was 10%). Pedestrian counters showed that visitors were arriving earlier and saying longer than previous years.
• Over 500 families participated in Santa photos (goal of 200)
• 350 people decorated cookies (goal of 200)
• 170 people participated in the coloring activity (goal of 200)
• There were 584k social media impressions with 25k engagement (increased impressions by 10.2% and engagement by 79.6%)

Goal 2: Build audience of new locals to engage them with the market as a whole.
KPIs:
• Hotel concierge open rate of 38.1% (goal 30%) and residential open rate of 14.5% (goal 30%); 20 in-person visits with custom Market holiday wrapping paper kit and event information (goal of 10)
• 75% of people participating in the shopping incentive were local (goal 65%)
• 650 interactive maps were distributed (goal of 500)

Madison further analyzed the shopping incentive data. Shoppers who spent $75 or more and stopped by the tent received free Market designed wrapping paper. 106 people participated, generating over $11,000 in Market sales. 41% of Washington participants (75% in total) were from Seattle zip codes. The most shopped stores included Golden Age Collectibles, Piroshky Piroshky, MarketSpice, Ventures and DeLaurenti. In 2020 the amount will go back down to $50 since there was lower participation at the $75 amount.

David Ghoddousi found it interesting that restaurants are not dominating the list.

Ali Mowry asked if businesses are informed of the shopping incentive redemption. Madison Bristol responded that would be nice to do in the future.

Goal 3: Create opportunities for commercial tenants, daystall/farm, and the community to participate.
KPIs:
• 23 daystall businesses participated in stockings and stuffers. In 2018 there were 28 participants. In 2020 they might encourage daystall crafters to focus on stuffers more than stockings.

• 64% of businesses saw an increase in foot traffic by their table or storefront over 2018. At least 28% reported an increase in sales from 2018 to 2019 (with 60% increased 0-20%)

• 1433 parking tickets were pulled (8.9% increase over 2018) that generated $15,556 in revenue (1.7% increase)

Madison Bristol reviewed the media outreach for the vent which resulted in 41 pieces of print coverage (over 91,057,468 impressions) and there were 11 TV segments. Social media included a 159% increase in Instagram impressions over 2018, a 130% increase in Facebook event page from last year and the website received nearly 20% increase in page views compared to 2018. New in 2019 is the use of Snappic, a photo booth app that allows the Market to collect a zip codes. 500 families participated in Santa photos with 120 people participating in Snappic. 89.5% pf people were from Washington, with 53% of those people from Seattle.

Amy Wallsmith discussed advertising for Magic in the Market. Facebook and Instagram advertising was used. There were event boosts which performed extremely well and post engagement was high as well. Click thru rates were 5.19% (industry average is 0.17%). The audience included parents, people 21 and over who live within 10 miles of downtown Seattle and people interested in Christmas lights, Christmas music, Christmas markets and Christmas in general. Advertising was also on WARM 106.9, the local Christmas station. There were 66 on-air spots and 35 bonus 0:15 spots. In addition they helped promote the event through an e-blast, website front page mention, event page, and social media.

*David Ghoddousi left the meeting at 5:00 pm.*

Madison Bristol reviewed the survey results. Following the event the PDA sent out a survey to participants, performers, volunteers and all Market businesses to gain a deeper understanding of the highlights for this event and who it can be improved. 33 people participated in the survey. 60% said that their sales increased 0-20% over last year’s event and 100% of respondents would like to see Magic in the Market continue. The Market received an average rating of 4.4 out of 5 for the event and the average approval rating for each activity was 73%. Additional feedback included:

• Use volunteers to help with Santa photos
• Create postcard sized handouts to give to businesses before the event to distribute
• Have Santa at the Pavilion for a photo-op

Lastly, Madison reviewed the lessons learned and plans for the future. Based on high participation rates the PDA will continue to offer Santa photos, live reindeer, wreath/tree sales, DownUnder, Pavilion and Economy activation. The team is currently brainstorming ways to enhance lighting and event to celebrate the 25th anniversary. Daystall and Marketing will work together to find ways to increase craft participation in Stockings & Stuffers.

Ali Mowry commented that she participated in the MarketSpice booth on the cobblestones and it was an awesome event and people were having a great time. She asked if she heard positive
feedback on the live reindeer. Madison Bristol responded she did not hear any feedback and
Tanya Sinkovits noted there were four comments on social media. Ali added that many Market
tenants were upset about it and she felt the reindeers appeared scared.

Ali Mowry noted the placement of a vendor on the cobblestones selling salmon sandwiches in
from the Market Grill. Amy Wallsmith responded that has been discussed internally and it will
not happen again.

Amy Wallsmith noted the pedestrian counters used by the Market will no longer be supported
after this year. She is currently researching other companies.

Mark Brady asked if the PDA is reaching out to Santa’s now since they book up early. Amy
Wallsmith responded yes, they are reaching out and hope to have a Santa on more days during
the holidays.

B. 2019-2020 Education Program – Half School Year Report
Scott Davies began by reviewing the 2019-2020 education program goal which is to:

- Increase the number of low-income schools participating to 30% (so far 12 schools out
  of 41) by the end of the 2020 school year. (2018-19 was 22%)
- Research how our program fits into Washington education curriculum (ongoing)
- Research and budget for school bus reimbursement program (ongoing)

Scott reviewed the 8-step evaluation process:
1. Establish benchmarks – completed for 2019-20
2. Identify stakeholders – completed and includes teachers, volunteers, market programs
   committee, PDA leadership, and education program manager
3. Describe the program – completed for 2019-20
4. Design the evaluation – surveys created for teachers and users of Resource Bag, evaluate
   the registration forms as well.
5. Gather feedback – in progress
6. Analyze results – in progress
7. Make improvements – on going; done weekly
8. Continuous monitoring – on going; next report July 14, 2020

The Target audience for the program is Seattle-area elementary schools, grades two through
five, with emphasis on low-income schools. An overview of the tour details was provided. An
intro email was sent to prior teachers with a 53% open rate and 35.1% clicks. Separate emails
were sent to 37 teachers at low-income schools in Seattle and Tukwila with a 16.7% open rate
and 2.8% clicks. The new online registration process was reviewed and examples of the emails
sent to teachers and the confirmation handout were shared.

Scott Davies reviewed the key findings of tour request data.
- Of 95 entries, 66 stated a tie-in to teaching history. Other popular subjects included
  Language Arts (35), Social Studies/Community (34), Social Services (34), Art (20), and
  Economics (12)
- Most commented about using the Market experience in teaching social studies units
  about history, community, and economics (goods and services)
Some teachers have special areas of focus, like local farms/plant growth, Pigs on Parade art, cultural contributions to community, comparing and contrasting urban/suburban/rural communities.

Scott reviewed the plan in action so far this year. 10 schools (24 classes, five of which were low-income) attended the History & Community program. Three schools (7 classes) attended the History & Entrepreneurship program. Educators received a variety of communication about signing up for field trips. The website was revised this year and page views were as follows:

- Education Intro Page, 577 views (2018=526)
- Educational Tours Page: 520 views (2018=247)
- Educator Resources Page: 358 views (2018=533+120)

Four teachers checked out resource bags and they are looking into options to ship the bags to teachers because picking them up downtown seems to be the biggest obstacle. On April 13 the first education newsletter will be sent. On May 2nd a teacher open house will take place and the team is exploring community center summer program in 2021.

Scott shared the data collected via a survey sent out to participating schools.

- 14 surveys were completed (out of 31).
- All teachers were “very satisfied” with their tour and gave the highest rating (10).
- 72% of respondents (10) found the tour request and confirmation process “very easy”
- 8 of 14 classes organized a service project
- 86% (12) respondents would like to see a World Cultures Tour offered for their grade level
- 8 teachers used materials prior to tour
- 1 teacher used material prior to the tour and after the tour
- 2 teachers used materials after the tour
- 3 did not use any online materials

No student evaluations have been received as of January.

Scott Davies reviewed the ongoing research being conducted which includes meetings with educators at local museums, review of programs at other markets, and trying to get in touch with a Seattle Public School curriculum specialist.

Scott Davies reviewed the low-income school outreach plan. The goal is to have 30% of participating schools be low-income (as defined as having 40%+ FRL enrollment). On track to meet the goal of 12 for the year. 12 Seattle Public Schools were contacted via email in September and third grade teachers in Tukwila were contacted as well. They responded that bus costs are the main obstacle to coming to the Market. On May 4th low-income schools will be given an early bird sign-up for the ’20-’21 school year. Up to $150 is being provided per bus for low-income schools and from October – December four schools buses are eligible for reimbursement (1 public school and 1 charter school).

Scott Davies wrapped up by providing key dates in 2020:

- January 31: Identify curriculum specialist and develop new unit
- April 13: Newsletter to go to all teachers in program and targeted low-income schools (about 150 schools)
- May 2: Educator Open House
• May 4: Start accepting tour requests from low-income schools, one month before other schools
• June: Volunteer appreciation event
• July 14: Present 2019-20 recap and 2020-21 plan

Patrice asked if $150 bus reimbursement covers most of the cost. Scott Davies responded it’s roughly half of the cost and is in line with what other organizations offer.

Paul Neal left the meeting at 5:25 pm.

C. 2020 Love in the Market Preview
    Madison Bristol provided an overview of the second Love in the Market, which is a celebration for the locals and is family friendly. The event is February 29, Leap Day.
    Madison reviewed lessons learned/improvements for the 2020 event:
    • Based on their success in previous core events, a $50 shopping incentive and Snappic technology will be used to obtain visitor data
    • In 2019, murals, Love Tasting and activating the DownUnder were a huge success. Those will be continued in 2020 and the team is currently evaluating the best ways to activate the DownUnder
    • During the 2019 event there was low participation with the flower wall in the Economy building. This year a photo op will be offered in the DownUnder with Crafty, using Snappic technology
    • 2020 Challenge: find new locations for activation while the MarketFront Pavilion is unavailable.

Madison reviewed the event goals, which include:
    Goal 1: Bring people to the Market by creating activities that move visitors in, around, and through the entire Market.
    • Action: activate multiple areas of the Market, create pop-up mural scavenger hunt and tasting event
    • Potential KPI: measure number of scavenger cards turned in (goal 100) and tasting tickets sold (2020 hit max tickets again)
    Goal 2: Encourage visitors to shop in the Market
    • Action: offer a $50 shopping incentive
    • Potential KPI: Measure number of shopping incentive participants, number of stores visited and total spend (goal 200 participants)
    Goal 3: Build audience of new locals to engage them with the Market as a whole
    • Action: create a locals tent for visitors to pick-up “Official Market Local” and “Local for a Day” swag (new initiative) and a photo op in the DownUnder with Crafty
    • Potential KPI: Measure number of local participants in shopping incentive, locals tent and Crafty photo op (increase local participants from 56% seen at Mom’s Market Day to 65%)
    Goal 4: Create opportunities for commercial tenants, daystall/farm, and the community to participate
    • Action: Encourage community to participate in pop-up murals, craft projects/demos and tasting event
• Potential KPI: Measure number of participants at each event (goal 150) and level of merchant satisfaction from event survey.

Madison reviewed the event activities which includes:

**All 9-acres (various locations)**
- Market Ambassadors
- 7 Interactive Pop-Up Murals
- Special offer (shopping incentive)
- Love Tasting ticketed event

**Cobblestones**
- Farm truck entertainment (Under Clock & Sign)
- Tulip and food vendors
- Locals tent with Drag Queen (Desimone bridge entrance)

**MarketFront Plaza**
- Daystall artist, Pam Corwin: interactive community art project

**DownUnder**
- Crafty photo-op with new Snappic technology (level 4)
- Market Love themed craft project (level 3)

Madison reviewed the PR and Partners Plan in Action including the media outreach timeline and the residential and hotel concierge outreach for January and February. The social and digital plan in action includes website homepage slider, an e-newsletter two weeks prior to the event and features in the January and February Market Insider. Social includes Facebook and Eventbrite event published January 17, a locals only event posting and promotion on Facebook, Twitter, Instagram, and Instagram Stories twice a week leading up to the event.

Amy Wallsmith reviewed the advertising plan in action which includes event boosts on Facebook, lookalike ads on Instagram, banner and native ads, and looking into an event mailer for downtown residents. The campaign is: For every time we have said ‘If only I had an extra day,’ comes the once-in-four-years bonus leap day! Make the most of it. #MakeItAMarketLEAPDay.

Amy Wallsmith noted that this is the 29th leap year for the Market and its taking place on February 29th!

Patrice Barrentine noticed there is no cookie decorating this year. Amy Wallsmith noted they are taking a break this year from that activity.

V. **Public Comment**
None.
VI. Concerns of Committee Members
Ali Mowry suggested that a future small business workshop topic could be how businesses in
the Market can comply with labor laws as many don’t know what those are. This should be open
to both businesses and people who work in the Market.

Ali Mowry noticed that Nestle had rented out the Goodwin Library and she doesn’t think the
Market should work with companies like them and she believes it is worth standing up to
companies that don’t treat the world and people well.

Ali Mowry shared that Nick Able with Commute Seattle gave a presentation at the Constituency
meeting and there is an option that the PDA can act as a broker for Orca passes. She would like
to see the PDA act as a broker. Mary Bacarella asked if there are other organizations at the
Market that can act as a broker. Ali Mowry responded the Constituency believes the PDA is best
equipped to act at the broker. She would like to see the PDA act on this and for PDA council
members to support it.

There was conversation on past PDA participation in the Community Transit Program and the
conversations the PDA has been having with various community programs that could help
Market businesses and workers.

Mary Bacarella responded she will research the program and review the pros and cons. She has
also been talking with the DSA and Office of Economic Development and this broker option has
not been shared. Ali Mowry will share Nick’s contact with Mary.

Mark Brady would like to see a Memorial Day event. Mary Bacarella asked to meet with Mark to
discuss this in more detail.

VII. Adjournment
The meeting was adjourned at 5:45p.m. by Patrice Barrentine, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
2020 Daystall Rules Review

Rule Change Proposal Packet, January 24, 2020

Contents:

- Full Schedule of 2020 Rules Review Events
- Summarized Index of 2020 Rule Change Proposals
- Scans of 2020 Rule Change Proposals
Daystall Rules Review Schedule 2020

PROPOSAL DEADLINE: Friday, January 10, 2020: Deadline for 2020 Rule Change Proposals
Completed proposal forms must be turned in to Daystall staff or to PDA Front Desk by 5:00 p.m. 2020 Daystall Rules Review Rule Change Proposal Forms available at PDA Front Desk, or for info for online availability use contact info below.

PACKET AVAILABLE: Friday, January 24, 2020: Distribution of Rule Change Proposals
Emailed to PDA Council members and available online and at PDA Front Desk for all other interested parties.

COMMUNITY MEETING: Thursday, February 6, 2020: Daystall Community Meeting
Classroom in the Economy Building, 5:00 p.m.; Daystall staff will present the rule change proposals and listen to initial community feedback.

1ST COUNCIL MEETING: Tuesday, February 11, 2020: Programs Committee of PDA Council
Short Presentation of Proposed Rules, 4:00 p.m.; Daystall staff will present a draft of proposed rule changes to Council members.

RESPONSE DEADLINE: Wednesday, February 19, 2020: Deadline for written responses
Daystall staff must receive responses to proposed Daystall Rule Changes by 5:00 p.m.

PACKET AVAILABLE: Wednesday, February 26, 2020: Final draft proposals distributed
Final draft proposals including staff recommendations emailed to PDA Council members and available online and at PDA Front Desk for all other interested parties.

2ND COUNCIL MEETING: Thursday, March 12, 2020: Market Programs Committee of PDA Council
Presentation of Rules for Full Discussion, 4:00 p.m.; Public hearing on recommended changes to the Daystall Rules and Regulations.

Rules Presentation & Final Approval, 4:00 p.m.; Council will vote on the proposed recommendations for the 2019-2020 Daystall Rules & Regulations

For more information: please contact David Dickinson at 206.774.5224 or davidd@pikeplacemarket.org
## 2020 Daystell Rules Review: Summary of Proposals

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Daystall Rule Change Proposal Form 2020

PROPOSAL 1

Deadline for submission for 2020 Rules Review is 5pm on Friday, January 10, 2020.
Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: Jonathan Berner Date: 1-10-20

Contact info (for any clarification) ____________________________________________

You are (circle one):

- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other ____________________________________________

Proposal relates to (circle one):

- Craftspeople
- Farmers
- Buskers
- General
- Other ____________________________________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

See Attached

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

See Attached

Pike Place Market Preservation & Development Authority (PDA) - info@pikeplacemarket.org - pikeplacemarket.org
P: 206.682.7453  •  F: 206.625.0646  •  85 Pike Street, Room 500  •  Seattle, WA 98101
Restructuring of Seniority List
Proposed by Jonathan Bemer- Daystall Craftsperon - MJ Yams January 10th, 2020

| 1-199: Current Regular List (no change) | 200-299: Full Time List (work 6 days/week) | 300-399: Part Time List (identical to current regular list) | 400: Seasonal List |

Note: This has little to no impact on existing vendors. Regular list vendors will maintain their position. Seasonal vendors will have the added bonus of being able to move to the full time list and increase their seniority more quickly than before.

 Proposed Daystall Rule Change (relating to craftspeople)
Restructure seniority system for vendors added to Regular List in the future to reward vendors whose businesses are present 6 or more days per week, 4 or more days per week during the off season without impacting current vendors.

**Implementation:**
Current regular list would become closed. It would be required to adhere to all rules and regulations of the part time list as rules are updated and changed in the future.

Two new lists would be added after the current regular list- Full Time and Part Time.

**Part Time vendors** would be identical to the current regular list for all intents and purposes. Their seniority number would begin with 300.

**Full Time vendors** would be required to adhere to all part time list rules AND
(1) complete at least 12 months in good standing on the Part Time List before moving to the Full Time List
(2) have business present at market 6 days per week (4 days per week during off-season)
Their seniority number would begin with 200.

**Seasonal list vendors** would begin with 400 but will effectively be in the same position that they are currently. They would also have the added bonus of being able to move up the seniority list more quickly if they chose to move their business to full time.

**Rationale:**
Incentivise businesses to work more often. Increase tourism by maintaining a vibrant market atmosphere with more vendors. Increase market revenues with greater attendance. Reduce need for constant recruiting of vendors by increasing attendance of existing pool. Although there will be an increase of administrative burden for the PDA, I believe it will be more than compensated for by increased attendance and revenues raised.
Daystall Rule Change Proposal Form 2020

PROPOSAL 2

Deadline for submission for 2020 Rules Review is 5pm on Friday, January 10, 2020. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: [Handwritten name]  Date: [Handwritten date]
Contact info (for any clarification)

You are (circle one):

- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other

Proposal relates to (circle one):

- Craftspeople
- Farmers
- Buskers
- General
- Other

[Handwritten: May pertain to others - I don't know what rules they job]

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

At the Market Master discretion, compassionate care leave may be granted without subtraction from vacation time to vendors who have demonstrable need to be absent due to caregiving responsibilities. The Market Master may take into account various circumstances, including demonstrated need, vendor history, including past attendance, compliance, account clarification, etc., in making the designation.

If denied, vendor has right to present case for appeal through Market appeal channels.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

[Handwritten: It is a reasonable and compassionate response that we hope all business entities (ie Pike Place Market) of like size to make for their worker population. Self-employed Market vendors receive no benefits of paid vacation or paid sick leave. When a vendor needs to stay away for valid caregiving purposes, the vendor, esp those with minors, loses income and experiences hardship. The market loses nothing except rent for one business, which is an]
... infinitesimal fraction of Market Revenue. Of concern on one end are Market vendors who have been contributing members of this community for years, and as they age, they will face these dilemmas. The Market should be giving to, and supportive of, people who have spent years as part of the community and who are part of the Market identity.

But also there are younger/newer Market vendors who are dedicated and reliant on their business income at the Market. They also may face unplanned emergencies. Some are parents where unplanned events arise where they also must be caregivers.

For all of the above, all or at least some basic portion of their vacation time should be preserved. Caregiving is not vacation, and caregivers need vacation!!

Market Master discretion allows some assessment & control for requests that might not be legitimate, or some control over some actors that might have a history of pushing boundaries by not in good faith abiding by Market Guidelines.

Market people rely on our Market income and for the most part do not casually decide not to show up.

A vacation is perhaps a protection of a base number of vacation weeks.
Daystall Rule Change Proposal Form 2020

PROPOSAL 3

Deadline for submission for 2020 Rules Review is 5pm on Friday, January 10, 2020. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: Barbara Mattson ___________________________ Date: 1/30/2019

Contact info (for any clarification) ___________________________

You are (circle one):

- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other

Proposal relates to (circle one):

- Craftspeople
- Farmers
- Buskers
- General
- Other

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Establish a medical “bank” of vacation weeks not utilized by permitholders. It will be used and after vacation has been completed, a permitholder can withdraw from the bank for up to one (1) year. The medical bank will be used for self-care or care of spouse/parents/significant other/family member. While utilizing the bank the permit holder can

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

Across the country businesses and institutions establish medical banks for employees to utilize when needed. At Pike Place Market many permitholders do not use their accrued vacation but may only allow eight (8) annual weeks into the next calendar year...

Pike Place Market Preservation & Development Authority (PDA) • info@pikeplacemarket.org • pikeplacemarket.org
P: 206.682.7453 • F: 206.625.0646 • 85 Pike Street, Room 500 • Seattle, WA 98101
CHANGE cont.: 

... will not lose seniority. While utilizing the medical bank, the permitholder's product(s) may not be sold at Pike Place Market.

RATIONALE cont.: 

... losing any buffer for emergencies. A permitholder should not be penalized (lose seniority) because of an emergency. A permitholder should not endure the stress of production and selling but should be able to concentrate on medical care for self or loved one.
Daystall Rule Change Proposal Form 2020

PROPOSAL 4

Deadline for submission for 2020 Rules Review is 5pm on Friday, January 10, 2020. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: Matt Phillips

You are (circle one):

- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other: Daystall Agent

Proposal relates to (circle one):

- Craftspeople
- Farmers
- Buskers
- General
- Other

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Allow tripling (selling for 3 vendors) on weekdays from Jan 21st - March 30th.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

There is plenty of table space so picking 3 spots together isn't an issue. Allows more vendors the opportunity to be open when it is difficult to find agents to sell. More vendors equals more revenue from table rent to the PDA.
Daystall Rule Change Proposal Form 2020

PROPOSAL 5

Deadline for submission for 2020 Rules Review is 5pm on Friday, January 10, 2020. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name ________________________________ Date ____________

Contact info (for any clarification) ____________________________________________

You are (circle one):

Daystall Craftsperson  Daystall Busker  Daystall Farmer  PDA Staff

General Public  PPM Commercial Business  Other ___________________________

Proposal relates to (circle one):

Craftspeople  Farmers  Buskers  General  Other ___________________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

I propose that at the 35 year mark (30 year even better) that one should be permitted a 1 year sabbatical regardless of any prior time off.

(Or perhaps link it to the crafter’s age 60 or 65)

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

Life can be short
Daystall Rule Change Proposal Form 2020

PROPOSAL 6

Deadline for submission for 2020 Rules Review is 5 pm on Friday, January 10, 2020.
Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name ___________________________ Date ____________

You are (circle one):

- Daystall Craftspeople
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other _______________________

Proposal relates to (circle one):

- Craftspeople
- Farmers
- Buskers
- General
- Other _______________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Proposed a change in definition of "permitted merchandise" to allow sales of secondary or auxiliary products, designed by the artist, but not fully meet the market hand-made guidelines, but that would typically be allowed in other hand-made craft venues. Such secondary or auxiliary products must complement the primary hard-made products.

Rationale: Reasons why you think the rule should be changed, continue on back if needed

This rule change would meet customer demand (requests) to purchase an artist-designed small and durable item(s) reminiscent of the primary product. This rule change will expand the artists' marketing capabilities.
Daystall Rule Change Proposal Form 2020

PROPOSAL 7

Deadline for submission for 2020 Rules Review is 5pm on Friday, January 10, 2020. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name  Scott Chang  Date  1/6/2020

Contact info (for any clarification)

You are (circle one):

- Daystall Craftsperson
- Daystall Busker  [X]  Daystall Farmer
- General Public  PPM Commercial Business  Other __________

Proposal relates to (circle one):

- Craftspeople  [X]  Farmers
- Buskers
- General
- Other __________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

When assigning tables to 30+ year farmers, paint tips will be broken by first giving preference to any farmer(s) who have sold over 75% of the total days that the market is open (272 days or more) during the previous

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

To encourage farmers who only sell during peak seasons to sell during shoulder seasons, and promote the market's "meet the producer" ideology

Page 27
Proposed Daystar Rule Change

...year, the second tie breaker will be determined by the original start date of the permit holder.
Daystall Rule Change Proposal Form 2020

PROPOSAL 8-A

Deadline for submission for 2020 Rules Review is 5pm on Friday, January 10, 2020.
Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name ____________________________ Date ___________

You are (circle one):

Daystall Craftperson Daystall Busker Daystall Farmer PDA Staff
General Public PPM Commercial Business Other ____________________

Proposal relates to (circle one):

Craftspeople Farmers Buskers General Other ____________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

- Make arrangements for Farmers who are present on a daily basis year round to keep their table of choice during the busy seasons.

- No animals/pets allowed at Dry Side and Maria.

Animals have no business around farmer tables who are selling and sampling food products.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

- A lot less confusing for everyone. Should encourage farmers to be present year round.

- Crafters are great but I don’t appreciate having animals being pet around tables where food is being sold and sampled.

- Durush and Nicole agree.

- my pet peeve but is contingent with rules already in place.
It makes me sad that some children are not allowed to be at the market but animals are. A lot of adults who work here grew up here. Children should be allowed to be with their parents over and above any animals.
Deadline for submission for 2020 Rules Review is 5pm on Friday, January 10, 2020.
Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: Joan Paulson
Date: 1-10-2020

Contact info (for any clarification)

You are (circle one):

Daystall Craftsperson Daystall Busker Daystall Farmer PDA Staff

General Public PPM Commercial Business Other Market Constituency

Proposal relates to (circle one):

Craftspeople Farmers Buskers General Other The correct boundary for the Historical District

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

This document on page 52 is incorrect and does not show the correct boundary for the Market Historical District. I have submitted a corrected map.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

The original Historical District was created by Federal Law in 1973. Please read the supportive documents - 28 pages.
Note:

The author of this proposal included 28 pages of documents concerning the boundary of the Pike Place Market Historical District, copies of which are available from PDA staff as hard copy or pdf file. To request copies please contact David Dickinson, Daystall & Arts Program Manager, at 206.774.5224 or davidd@pikeplacemarket.org.
Daystall Rule Change Proposal Form 2020

PROPOSAL 10

Deadline for submission for 2020 Rules Review is 5pm on Friday, January 10, 2020. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name ___________________________ Date __1/10/2020

Contact info (for any clarification) 206.682.7453

You are (circle one):

Daystall Craftsperson Daystall Busker Daystall Farmer PDA Staff

General Public PPM Commercial Business Other __________________________

Proposal relates to (circle one):

Craftspeople Farmers Buskers General Other __________________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Currently the Daystall Rules list dried flowers as supplemmental farm products [B. Farm Products; 3. Supplemental Farm Products; 4] dried flowers]. Staff propose that dried flowers be moved from the supplemental products section to the Permitted Farm Products [B. Farm Products; 2.a] Permitted Farm Products as "Dried Flower Arrangements]."

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

There is no significant difference between fresh flower bouquets sold at the market and dried flower bouquets. Both types of flowers are grown by the farmers and arranged into a value-added product (bouquets). Additionally, this change would allow farmers to sell bouquets in dry growing conditions if they lack irrigation at their farms.
Deadline for submission for 2020 Rules Review is 5pm on Friday, January 10, 2020. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name ___________________ Date 1/12/2020

Contact info (for any clarification)
206.682.7453

You are (circle one):

- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- General Public
- PPM Commercial Business
- Other ___________________

Proposal relates to (circle one):

- Craftspeople
- Farmers
- Buskers
- General
- Other ___________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Auxiliary Farm Products: Processed foods produced in accordance with these rules in which the main ingredient is not a permitted farm product. Such foods should contain as a key ingredient a permitted farm product and are intended to be secondary to the sale of permitted farm products. Such foods should never constitute more than 25% of table space, regardless of season, and will be approved at marketmaster discretion after consideration of a permits full product line.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

Allowing these products in limited capacity is consistent with the spirit of the existing rules allowing for supplemental farm products. Auxiliary products will allow farmers to expand their product offering while ensuring the focus of their table remains on permitted farm products.
d) Appropriate labels must be applied to all value added products, including name and place of business, a contact number, an accurate statement of quantity, and an ingredients list of each ingredient in descending order of predominance.

e) In all cases where processing of food occurs, the PDA must be in receipt of the farmer's food processor license as well as the annual inspection report of the facility they process in. This report may come from the county, the state, or the USDA.

3. Supplemental Farm Products

a) Intent: Farmers may sell certain products to supplement the sale of permitted products from their farming operation. The sale of supplemental products is intended to be secondary to the sale of permitted products and therefore certain restrictions apply. It remains the intent of the PDA to maintain preference in the allocation of selling space for all fresh produce and other edible farm products. Supplemental products must be produced by the farmer as specified in these rules and regulations. All supplemental products must meet or exceed the current craft guidelines for like products. The materials creating the product's significant value must be grown on land owned or leased by the farmer. Any processing to the product must be done by the farmer.

b) The following farm products are considered supplemental farm products and are permitted for sale at Market Days as subject to certain restrictions:

1) Edible, non-cultivated foods (i.e. berries, mushrooms and other wild plant products) gathered by the farmer on his/her property or on a piece of land which s/he has verifiable permission to harvest. These products shall be limited to 50% of the farmer's table space at all times of the year.

2) Non-food seeds gathered or grown by the farmer on his or her land.

3) Beeswax and other non-edible bee products produced by bees tended by the farmer.

4) Dried flowers (effective April 1, 1992 for any new permits or approved addition of dried flowers to previous permit).

5) Literature written by the farmer relating directly to PERMITTED products sold by that farmer.

6) Auxiliary Farm Products: Processed foods produced in accordance with these rules in which the main ingredient is not a permitted farm product. Such foods should contain as a key ingredient a permitted farm product and are intended to be secondary to the sale of permitted farm products. Such foods should never constitute more than 25% of table space, regardless of season, and will be approved at Market Master discretion after consideration of a permits full product line.

7) Additional products produced by the farmer and subject to approval of the Market Master such as inedible processed items (i.e. soaps, oils, cosmetics, herbal pet products, lavender sticks, and similar products), ready to eat foods (juices in an open cup, roasted corn—anything served ready to eat, candy (including caramel apples, chocolate covered fruits) and baked goods.

8) Modified farm products: Any permitted farm product which has been artificially modified by the addition of color or other accessories but without significant handiwork. Examples of such products include but are not limited to the following: dried flowers which have been spray-painted or dyed, straw flower bouquets which utilize artificial stems, beeswax candles which have been colored.

9) Hand-crafted farm products: Arrangements of non-edible and edible farm products in which the primary value of the product is as a decorative, hand-crafted item. Examples of such products include, but are not limited to: dried floral arrangements fabricated entirely by the farmer and sold as wreaths or table centerpieces, braids or wreaths.
Deadline for submission for 2019 Rules Review is 5pm on Friday, January 10, 2020. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name ___________ PDA Staff ___________ Date __1/10/2020__________

Contact info (for any clarification) _______________ 206-682-7453 ______________________________

You are (circle one):

Daystall Craftsperson  Daystall Busker  Daystall Farmer  PDA Staff

General Public  PPM Commercial Business  Other ______________________________

Proposal relates to (circle one):

Craftspeople  Farmers  Buskers  General  Other ______________________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Create a category of permitted craft products as limited pilot trial program, “Locally Made Artisanal Food Products”, to provide an opportunity to add to the product mix in the Market daystalls to include food products currently not permitted under the rules.

Please see back page for additional details:

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

From our experience with operating satellite farmers markets we are aware of a growing trend in the variety and changing consumer demands for such products. The PDA is receiving increased numbers of requests to sell from this category of artisanal business. Artisanal food is consistent with the traditional use of Market space as defined in foundational documents such as the Market Charter and the Market Historical Commission Guidelines. As demand for space from food-producing farmers has decreased, demand from such food producing artisans has increased. Such vendors should not be allotted space preference as defined in the Hildt-Licata for farm-based food producers, but rather, consistent with craft seniority, beginning at the end of the craft list with a nominal 4’ table allotment. Intent is to evaluate a trial of this artisan type as a proportionately small addition to the product mix. The addition to the Market will further the identity of the Market as a place for new entrepreneurs to incubate food businesses and will increase the variety of products on offer to our customers.
**Proposed Daystall Rule Change (continued):**

The new craft category of “Locally Made Artisanal Food Products”, would be a pilot trial program limited to one year. These permits would be valid for no more than one year, valid from April 1, 2020 to March 31, 2021. This pilot will be evaluated in the 2021 Daystall Rules Review session. The number of permits issued would be limited to no more than 10.

Guidelines:
1. Permit holder must personally design, produce and package a value-added food product, in the state of Washington, using creativity and innovation in concept or recipe.
2. Permit holder may not represent an independent operating business with an established retail store.
3. Products offered for sale under this category must be packaged, shelf stable and compliant with all health and sanitation codes.
4. No onsite refrigeration, heating or food preparation is permitted. Sampling and labeling are subject to requirements of the Seattle King County Health department as well as Daystall Rules and Regulations, with special emphasis on the “Non-Interference Clause” as it relates to all practices including sampling and its impact on neighboring businesses.

Permits will be issued to vendors subject to a screening process supervised by the Market Master, and including a Farm Program staff and a Farm Permit holder, with emphasis on these key considerations:

1. Creative use of ingredients, with priority given to use of Washington State agricultural products
2. Lack of duplication of any currently available product sold as a permitted farm product
3. Priority given to variety of products offered by applicant
4. Degree of innovation, complexity and emphasis on farm sourced ingredients in recipe
5. Overall presentation and demonstrated commitment of the permit holder to long term growth of their business.

The following will be considered reasons for denying an application for a permit for hand crafted foods.

1. Production involves more than permit holder(s) and one assistant
2. Product is not shelf stable without heating or refrigeration
3. Product and method of merchandising is likely to be a disruption or interfere with the ability of other vendors to sell permitted merchandise in the open table settings (i.e. unusually strong aromas, oils or drips associated with product sampling or demonstrations, etc.)

4. Material duplication of a product currently permitted for sale as a farm product (i.e. blackberry jam made from purchased berries compared to blackberry jam produced by the permit-holder who grew and harvested the berries as a farm product)
Deadline for submission for 2020 Rules Review is 5pm on Friday, January 10, 2020. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: ________________________________ Date: 1/10/2020

Contact info (for any clarification) 206.682.7453

You are (circle one):

- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- General Public
- PPM Commercial Business
- Other _____________________________

Proposal relates to (circle one):

- Craftspeople
- Farmers
- Buskers
- General
- Other _____________________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Annual 3% table rent increase, with redistribution of weekday rates in relation to demand. Please see attached tables.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

Annual table rent increase to help keep pace with rising costs of operation; 3% consistent with Commercial leases. Redistribution of weekdays in response to demand and changing trends of attendance.
First table below shows 2019 table rates. Second table shows 2019 table rates with 3% across the board rate increase. Third table shows 2019 + 3% with adjustment and redistribution of weekday rates related to current trends in demand.

<table>
<thead>
<tr>
<th>2019 rates</th>
<th>offpeak</th>
<th>shoulder</th>
<th>peak</th>
<th>13</th>
<th>16</th>
<th>23</th>
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103%

Rounded with weekday rates redistributed related to demand: 2020 proposed rates.

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$7,568

103%
STRATEGY  Make It A Market Day!

Through investing in our local community and creating opportunities for our tenants and merchants we will support the growth of Seattle's largest community of small independent businesses.

GOALS

GOAL 1
Bring people to the Market, encourage them to shop local

GOAL 2
Build an audience of new locals to engage with Market businesses and continue the tradition of Meet the Producer

GOAL 3
Support and engage with commercial tenants, daystall/farm and the community to strengthen the Market
What We Learned in 2019

SUCCESS

CHALLENGES
Success

Data Collection: Gathered data from over 1,000 people at events to learn about visitor demographics and shopping habits
  - Shopping Incentive (824) - 56% locals
  - Snappic (250) - all local

Core Events: Increased visitors for each measurable core event year over year
  - Mom’s Market Day (Increased parking vouchers by 42%)
  - Costumes on the Cobblestones (increased visitors by 40% and parking by 69%)
  - Magic in the Market (increased visitors by 28% and parking by 9%)

Introduction of the Pop-Up Murals at Love in the Market: 1,162 photos tagged

Instagram Takeovers: 15 business participated and saw an average of 66 followers gained

Spring Small Business Workshops: Saw a record high number of attendees at these workshops (14-29 attendees)

Introduced Over 12 New Events & Programs:
  - Education Program
  - Producers Markets
  - Love in the Market
  - Mom’s Market Day
  - Pop-Up Murals
  - Meet the Market
  - Refract
  - Post Event Surveys
  - TasteTest Tuesday
  - Instagram Takeover
  - Featured Friday
  - Market Weekly News
Challenges

**Viaduct Construction:** Working to make sure construction did not effect sales and visitor traffic
  - Success: Crafts from the Viaduct

**Concierge Newsletter:** Researching new strategy for increasing open rate

**Market Insider:** Conducting marketwide surveys to develop new strategy for increasing viewership

**Decorating Contests** with tenants and vendors
  - Costumes on the Cobblestones (27 participants)
  - Holiday Season (28 participants)

**Meet the Market:** Restructuring program to bring concierge to the Market for a "Concierge Day"

**Fall Small Business Workshop Attendance**

**Getting More of the Market Community Involved**
Events

Each event/program will have its own internal and external social, PR, digital plan and timeline

Events (Goals 1-3):
- Love in the Market (Feb 29)
- Flower Festival/Moms Market Day (May 9 & 10)
- Costumes on the Cobble stones (Oct 31)
- Magic in the Market (Nov 28)

Pop Up Murals (Goals 2&3):
- Three rounds of murals that align with our core events

Other Events (Goals 1-3)
- Daffodil Day (Apr 16)
- Digital Book Launch (Apr 28)
- MarketFront Pavilion Events
- Various Holiday Celebrations
Programs (External)

Education Program (Goals 2 & 3)
- Introduction of 3rd Educational tour
  - World Cultures Education (Grades 2nd – 5th)
- Increase low-income schools outreach and focus
  - Bus reimbursement, researching other ways to provide in-classroom support
- New Teacher Open House (May)
- New Curriculum (2020/2021 School Year for History & Entrepreneurship and the New World Cultures Tours)
- Build a Volunteer Recruitment and Development Plan

Trademark (Goal 1)
- Update existing contracts, permit and lease trademark sections
- New Registrations and Renewals
- Infringements and Monitoring
Programs (Internal)

Farm Program (Goals 1-3)
- PikeBOX – 250 subscriptions
- Fresh Bucks to Go - 150 boxes weekly during the school year and 50 during the summer
- Express Farmers Markets
  - Branded Tent kits, Shopping Incentives via a punch card/prizes
  - Create a five year plan (in process)

Daystall Program (Goals 1-3)
- PM: Handmade Night Market (Jun 25)
- Demo/Showcase – Refract and Mugs (Oct)
- Holiday Handmade Night Market (Dec)
- Create a five year plan (in process)

Small Business Program (Goal 3)
- Spring – 4 workshops
- Fall – Speaker Series (2-4 expert speakers)

Co-Op Program (Goal 3)
- Continue support for Print Advertising
- Introduce and work with our community to incorporate digital co-op ads
Social

Goal: Educate our followers about Market businesses & events by creating content that is engaging

Instagram (Goals 1-3)
- Takeovers (twice a month)
- Feature Fridays (weekly)
- Market Trivia (bi-weekly)

Facebook (Goal 2)
- Locals Only Page (weekly)
  - What’s Fresh! Highlight produce & food vendors at off-site Farmers Markets

Video (Goals 1-3)
- YouTube & IG TV (Quarterly)
  - Edited videos focusing on “how to” Examples: How to make a bouquet, How to fillet salmon at home, How to walk through the Market

Pinterest (Goal 1)
- Build upon Pinterest Strategy (In line with website launch)
  - #MakeITAMarketMeal
**Website**

**Goal:** Launch a website that helps and inspires locals and tourists to plan a Market Day.

**Website Features** (Goals 1-3)
- Mobile-Friendly
  - Designed to be used while at the Market
- Interactive Map
- Robust Directory
- Itinerary Builder

**Website Projects** (Goal 3)
- Professional photographer projects
  - Commercial (in process), Daystall/farm
- Directory Education Classes
  - Classes will take place in Spring 2020 and are open to all Market businesses
PR/Internal Communications

Goal: (PR) increase viewership by 2 million and launch PR resource page on new website. (Internal) increase insider viewership each month

PR/Storytelling (Goals 1 & 2)
- Story pitching (weekly)
- Event outreach (monthly)
- Launch of PR Corner website portal (weekly)

Market Insider (Goal 3)
- Research ways to increase viewership

City and Market Projects Communication (Goal 1)
- Waterfront construction
- MarketFront updates

Concierge Program (Goals 1 & 2)
- Outreach (News blasts, Concierge Guild meetings, in-person visits)
- Concierge Open House (Hotel and Residential)
Advertising/Partnerships

2020 Campaign: Make it a Market Day

Local Outreach (Jan – Dec) (Goal 1 & 2)
- Social/Digital
  - New retargeting strategy when new website launches (April)

Parking Garage (Jan- Dec) (Goal 1 & 2)
- Waze and Google AdWords
- Explore: Outdoor Posters and Valpak

Support Core Events (Jan/Feb, April/May, Oct/Nov) and Farm/
Daystall Programs (Goal 1 & 2)
- Social/Digital (Retarget)
- Explore: Direct Mail Options
- Radio

Website Launch (April – Dec) (Goal 1 & 2)
- Digital Advertising Strategy
- SEO
- Google Retargeting

Holiday Shopping Campaign (Nov/Dec) (Goal 1 & 2)
- Social/Digital (Retarget)
TIMELINE

Each event/program will have its own internal and external social, PR & digital strategy and timeline.
Q1  
(January-March)

- 2020 Co-op Program Launch (Feb)
- Love in the Market (Feb 29)
- New Website Testing (Mar)
- FREE New Website Directory Workshops (Mar)
- Daffodil Day (Mar 19)
- Meet up with Mary (Mar 24)
- Trademark: New Permit & Lease Contracts (Q1)
Q2
(April – June)

• New Website Launch (Apr)
• Small Business Workshops (Apr)
• Digital Book Launch (Apr 28)
• Education: New Teacher Open House (May)
• Flower Festival/Mom’s Market Day (May 9-10)
• Memorial Day (May 25th)
• Pride Flag Raising (Jun)
• Farm: Express Farmers Markets Kick off (Jun)
• Farm: PikeBOX Pick Up Starts Wednesdays (Jun 17)
• Daystall: PM: Handmade PRIDE Night Market (Jun 25)
Q3
(July – September)

- Farm: Express Farmers Markets (Jul – Sep)
- Farm: PikeBOX Pick Up Wednesdays (Jul – Sep)
- Pike Place Market Birthday (Aug 17)
- Education: New 2020/2021 Curriculum (Aug – Sep)
Q4
(October–December)

- Small Business Workshops – Speaker Series (Oct)
- Daystall: Glass Blowing Demos/ Mugs (Oct)
- Costumes on the Cobblestones (Oct 31)
- Veteran’s Day (Nov 11)
- 25th Magic in the Market (Nov 28)
- Santa at the Market (Dec 10 & 19)
- Daystall: Holiday Handmade Night Market (Dec 10 & 17)
Authorization for Contract Authority – Pedestrian Monitoring Using Springboard
February 2020

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et seq. with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, for the purposes of tracking marketing and business activities in the Pike Place Market the PDA has determined that useful data is provided by technological monitoring of pedestrian and vehicle traffic at different locations in the Historical District and analysis of such data to illustrate peak volumes, comparative activity and comparable measures at different locations. Data provided on an hourly basis throughout the year is a priority; and,

WHEREAS, for the preceding three (3) years the PDA has contracted with a Motionloft to provide this service but was recently informed that the company has ceased business; and,

WHEREAS, the PDA solicited vendors of comparable services and has identified Springboard (https://www.spring-board.info/) as a qualified vendor providing equivalent services with additional service features at a lower cost.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or her representative to execute a contract with Springboard Research Inc for a 36 month contract to provide analytic support for six (6) camera locations in the Pike Place Market for a one-time set up fee of $2,500 plus annual fees of $9,000 with fees paid annually.

The initial year funding for such service shall be from the PDA Marketing Expense budget 487049-as currently budgeted for 2020.

____________________________________  ______________________________
JJ McKay, Secretary/Treasurer                            Date

Date Approved by Council:
For:  
Against:  
Abstained:
Proposed Contract for Pedestrian and Vehicle Traffic Counting and Analytics

Background
In late 2016 the PDA and Downtown Seattle Association (DSA) installed six (6) pedestrian counters to accurately track footfall in different entrances to the Pike Place Market. The counters were operated under contract with Motionloft, a vendor identified by the DSA and were to be the start of a general footfall analysis of the downtown area. Counters measured pedestrians in two-way traffic and counted by the hour, 24/7. Analytical reports allowed for easy comparison of traffic counts by different locations, times of day, and prior time periods. This was a trial and service billings were annually about $3,000 per counter location. DSA paid for three contracts (1st and Pike by Left Bank Books, Information booth and 1st and Pine.) The three PDA supported counters are at the main entrance to Market (under clock), main arcade by Mick’s Peppouri and on level 4 DownUnder. In 2019 the PDA relocated one camera to 1st and Pike to track footfall at the entrance to Economy Market. In 2020 staff planned to install a new camera to cover footfall on the MarketFront in the area of the “latte ledge.”

Data from these counters has proven to be very useful in gauging relative density of shoppers throughout the seasons and times of day.

Current situation
Motionloft ceased business operations as of January 2020. The PDA has downloaded all the data archives for both DSA and PDA cameras that were held on Motionloft servers. DSA has determined to stop collecting this data (they were not successful in establishing a general network for tracking pedestrians in other downtown locations). The PDA solicited other companies to provide a continuation of the services provided by Motionloft and had one response from Springboard. This company has an established history of nine years and is providing this service in many locations in the US and UK. Data reports and formats are equal to (and better) than that provided by Motionloft. In addition to pedestrian counts, this service allows for tracking of vehicle traffic. The CEO and CTO for Springboard met with PDA on site to review our needs and submit a proposal for continuation of this service with minimal down time.

The Proposal
Springboard, as did Motionloft, provides a discount on service fees for a three (3) year contract. Additionally, they have the ability to reduce costs of service by approximately 50% ($1,500 per location) by using the clients installed security camera systems if those have compatible analytic capacity (rather than providing their own hardware installation). Conversion to their system, using PDA cameras, will take about one week. The proposed contract is for a three year term for six camera locations as shown on the referenced map. Initial set up is $2,000, with an additional $9,000 a year for servicing these six locations. The cost to PDA is the same as that previously budgeted for 2020 ($12,000) and will be less under the remaining 2 years.