# Market Programs Committee Meeting Agenda

**Date:** Tuesday, April 9, 2019  
**Time:** 4:00 p.m. – 6:00 p.m.  
**Location:** Economy Building Classroom, 1433 First Avenue (3rd Floor)  
**Committee Members:** Betty Halfon (Chair), Patrice Barrentine (Vice-Chair), David Ghoddousi, Colleen Bowman, Paul Neal, Mark Brady and Ali Mowry

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<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Presenter</th>
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<tr>
<td>4:00pm</td>
<td>I. Administrative</td>
<td>Chair</td>
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<td></td>
<td>A. Approval of Agenda</td>
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<td>B. Approval of the Market Programs Committee Meeting Minutes for March 12, 2019</td>
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<tr>
<td>4:05pm</td>
<td>II. Announcements and/or Community Comments</td>
<td>Chair</td>
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<tr>
<td>4:10pm</td>
<td>III. Programs and Marketing Report</td>
<td>Amy Wallsmith</td>
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<td>4:40pm</td>
<td>IV. Reports and Discussion Items</td>
<td>Amy Wallsmith</td>
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<td>A. 2019 Marketing Plan</td>
<td>Amy Wallsmith</td>
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<td>B. Flower Fest Overview</td>
<td>Amy Wallsmith</td>
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<td>5:50pm</td>
<td>V. Public Comment</td>
<td>Chair</td>
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<td>5:55pm</td>
<td>VI. Concerns of Committee Members</td>
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<tr>
<td>6:00pm</td>
<td>VII. Adjournment</td>
<td>Chair</td>
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Market Programs Committee Meeting Minutes

Wednesday, March 12th, 2019
4:00 p.m. to 6:00 p.m.
Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Betty Halfon, Patrice Barrentine, David Ghoddousi, Colleen Bowman, Ali Mowry, Mark Brady, Paul Neal

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Karin Moughamer, Scott Davies, David Dickinson, Matthew Holland, Molly Kirk, John Turnbull, Zack Cook

Others Present: Joan Paulson, Jerry Baroh, Howard Aller, Russell Monroe, Shari Druckman-Roberts, Hollis Clark, Miranda Arney, Todd Arney, Sharon Shaw, Jack Strubbe, Carol Wolf

The meeting was called to order at 4:00 pm by Patrice Barrentine, Vice Chair.

I. Administration
   A. Approval of the Agenda
      The agenda was approved by acclamation.
   B. Approval of the Market Programs Committee February 12th, 2019 Minutes
      The February 12th, 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments

Miranda Arney commented on her opposition to Daystall Rules recommendation 13 regarding controls on samples of lotions, creams, etc. Miranda noted that restricting administering of lotions by the salespersons will impact the sales of these businesses. This recommendation implies there is one type of business that is harmful to another type of business and she does not feel that is the case and not in the spirit of the Market. She noted there are many examples of products that can damage products and this recommendation does not solve the issue. Miranda suggested rewording the recommendation to read “The sales agent must be present and witness the sampling of the products and that no samples may be left unattended.”

Sharon Shaw, a member of the Pike Place Market community for 34 years. This is her first year providing comment to the Daystall Rules Review and feels strongly that this rule is discriminatory and restricts one type of business and not another. Sharon believes that she’s experienced more damage from food and beverages than lotions.

Shari Druckman-Roberts, wife of the creator of Buddha Bath, concurs with the previous comments and she takes great care in monitoring all sampling. If they are not there, they cannot sample. Toothpicks are used for sampling and three different types of wipes are offered after
sampling or after accidents. She feels that vendors are all in this together and that she cares for her neighbors.

*M*ark *B*rady entered the meeting at 4:07 pm.

Hollis Clark, an agent for Resident Botanicals, she concurs with the previous comments and ads that she understands how on paper this rule makes sense. However, she finds it interesting that she has never heard from any of her neighbors that they have lost product, without compensation, to one of their neighbors’ body products. She is also not aware of a complaint to the Market Master regarding this issue and pointed out that the agent for the company making the recommendation regularly samples Resident Botanical products.

Carol Wolf, a member of the Daystall community for 13 years, occasionally get smudges on products but it’s all due to food, like honey sticks and donuts.

Joan Paulson shared the Walking Guide for Fremont, noting that she likes the readable map, advertisements and feels that the layout could accommodate very easily to the website. She would like to see something like this map that shared with the neighborhoods, or in the newspapers, as a stuffer. Second, Joan shared “Citizen Jean” by Jean Godden that dedicates a chapter on saving the Market. Third, she feels council members don’t have a good sense of the issues that have been brought up in the past, such as with Daystall Rules Review and cultivating new business. She would like to see council members better educated on the history before making their decisions today. Administrative decisions should be made more on building a community rather than reprimanding or dividing the community.

**III. Programs and Marketing Report**

Amy Wallsmith noted that on March 25th Madison Bristol will join the Marketing team as a Senior Public Relations and Programs Specialist. Madison will handle filming requests, PR outreach, and assist with trademarking and events. She has a lot of PR experience, is very detail oriented, and has put on large events with minimal advance notification.

Amy Wallsmith continued by noting Scott Davies will be hosting 15 education tours and visiting 17 classrooms. Instagram is 2,800 away from 100,000 followers. Several Market businesses have expressed interest in taking over the PDA Instagram account, which means a business will provide content for the Instagram account over the course of a day. There was a discussion on what it means for a business to take over an Instagram account. On Facebook, several videos have received good responses. Of the five videos shared, those have been viewed over 13,000 times. The pop-up murals have been doing well on social media. The eight murals have been tagged #locallove in 275 photos, and the #pikeplacemarket tagged 399 times. A mural hunt was posted as an Instagram story.

Amy Wallsmith noted website and blog traffic. The mobile website has experienced a 6% increase and the blog is the third most popular page on the website. In April she will begin meeting with potential website developers. The Market Insider is now online and in March there was a 32% open rate (above industry average). Amy read a comment complimenting the Market on the revised Market Insider and noted that the Insider is a joint effort among many departments to pull together the content.
Colleen Bowman asked if there is a print version of the Market Insider. Amy Wallsmith responded there is not a print version at the moment due to the amount of information included and anyone can be added to the email list.

Amy Wallsmith continued by noting that Mary Bacarella participated in a story for the Alaska Airlines “Seattle Here and Now” section and will be printed in the April edition.

Ali Mowry asked if the Alaska Airlines article is focused on tourists. Mary Bacarella responded a lot of local fly Alaska Airlines and it’s a great opportunity. This article doesn’t interfere with other advertising aimed at locals.

A conversation continued on the specifics of the Alaska Airlines article.

IV. Reports & Discussion Items
A. Proposed 2019 Daystall Rules & Regulations
David Dickinson began by handing out a slightly revised version of the Summary of Rule Change Proposals. David acknowledged that a lot of proposals clustered around decreasing attendance requirements. In response, David prepared a letter explaining attendance changes in the past as well as removal of the staff recommendation for including artisanal foods. David asked council members to look at the Summary of Rule Change Proposals and he noted that items highlighted in green are what staff are recommending changing and the bold, red citations indicate the page the change would be made.

David Dickinson reviewed each proposal, providing the rationale for each staff decision. Each proposal, rational, and comment are included in the handout, but are summarizes as follows:

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<thead>
<tr>
<th>Proposal</th>
<th>Staff Recommendation</th>
<th>Rationale</th>
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<tbody>
<tr>
<td>1</td>
<td>Oppose</td>
<td>Status quo seems to be working, and the proposed criteria seem too specific and limited to be useful.</td>
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<tr>
<td>2</td>
<td>Support in modified form</td>
<td>Staff support offering advancement opportunities semi-annually, whereas quarterly adjustments of the list would be too frequent.</td>
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<td>3</td>
<td>Staff support their own proposal</td>
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<tr>
<td>4-6</td>
<td>Oppose</td>
<td>Staff do not support further reductions of current attendance requirements.</td>
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Ali Mowry asked if there is lower attendance on Sunday’s. David Dickinson responded Friday, Saturday, and Sunday’s are generally the busiest days.

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<tr>
<td>7</td>
<td>Proposes that 1 day week attendance for those vendors attaining 25 years of market service (from 30 years)</td>
<td>Oppose</td>
<td>Staff do no support further reduction of current attendance requirements. David noted that about a third of the craftspeople list would fall under this category if approved.</td>
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<tr>
<td>8</td>
<td>Proposes that all accumulated vacation time be carried forward</td>
<td>Oppose</td>
<td>Staff do no support further reduction of current attendance requirements. Craftspeople currently receive 8 weeks and everyone can roll over 8 weeks a year, for a total of 16 weeks. David further reviewed the specifics of craftspeople vacation days.</td>
</tr>
<tr>
<td>9</td>
<td>Proposes that all federal holidays count as 1 day weeks for market community</td>
<td>Oppose</td>
<td>Federal worker holidays are based on assumption of 5 work days. Daystall attendance rules require a minimum 1-2 days. Federal workers also do not start the year with an automatic minimum of 8 weeks off. Additionally, many holidays bring local families to the Market. Staff are hesitate to further relax long-standing attendance requirements intended to ensure a full Market for visitors.</td>
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<td>10-12</td>
<td>Proposes that businesses should only be required to stay open until 4 pm (instead of 5 pm) on Thursday from June-September</td>
<td>Support</td>
<td>Staff agree in principal that vendors will stay when sales warrant, and that change won’t impact Thursday attendance. In fact, Thursday attendance might increase.</td>
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<tr>
<td>13</td>
<td>Proposes controls on samples of lotion, creams, balms, etc. with potential to damage neighbor’s products</td>
<td>Support</td>
<td>Staff feel this is a reasonable proposal, supporting careful management of possible damage while providing increased opportunity to personally engage with customers.</td>
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David Dickinson handed out a change to proposal 13. Shawn Bettinger’s original suggestion was as follows:
“Samples of lotions, creams, balms, etc. shall be applied or administered directly from the salesperson/agent in reasonable amounts. All samples must be kept away from uncontrolled access by potential customers.”

David Dickinson noted that Miranda Arney put that suggestion to the test and found that it didn’t work. Staff suggested the following based on Miranda Arney’s written comment:

“Product samples that could potentially damage other vendors’ products should be in direct visual and verbal control of seller, managing potential negative impacts.”

Mark Brady asked how staff will regulate what is potentially harmful. David Dickinson responded it will be handled on a case-by-case basis and will work with the community to identify issues needing attention.

Sharon Shaw added the majority of damage comes from coffee and feels that vendors that do not monitor sampling of lotions are the biggest offenders.

A conversation ensued that discussed the various products that can damage products.

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<td>14</td>
<td>Corrects contextual omission from a 2018 rule change re morning check-in time</td>
<td>Staff support their own proposal</td>
<td>Adds “Except Saturday which will remain at 8:00 am” on page 8 of Daystall Rules and Regulations</td>
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<td>15-16</td>
<td>Proposes that all new vendors screened in be on a 1 year probationary period during vendor may be asked to leave with the option to reapply in one year’s time</td>
<td>Support in modified form</td>
<td>In instances where new vendors generate multiple, documents infractions of the rules in their first year, staff may not renew their permits.</td>
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<tr>
<td>17</td>
<td>Proposes selective applications of penalties in circumstances of violation in which the penalty may be applied to specifically the offending member of a joint permit</td>
<td>Oppose</td>
<td>Current rules are flexible enough to address this sort of issue</td>
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<tr>
<td>18</td>
<td>Proposes insertion of graphic map illustrating Hildt-Licata designated Farm and Craft Preferred Tables</td>
<td>Staff support their own proposal</td>
<td></td>
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<tr>
<td>19</td>
<td>Proposes 1 year, limited trial of New Craft Category allowing Artisanal Food Products</td>
<td>Staff withdraw their own proposal</td>
<td>Staff acknowledge numerous concerns about how artisanal food makers would integrate positively into the Daystalls. At the same time, staff see that the growth of this type of artisan and the increase in demand from the public warrant</td>
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the development of opportunities at Pike Place Market, which has an historic emphasis on food and producers. As suggested by multiple commenters, perhaps these trial opportunities could be developed in other areas of Market not reserved for daystall use.

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<tr>
<td>20</td>
<td>Proposes annual 3% table rent</td>
<td>Staff support their own proposal</td>
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John Turnbull noted the increase in fees which range from $0.22 for off-peak rates to $1.17 on Saturday’s in the summer. That translates to an additional $213 per year if a craftsperson was present every day. A redline version of the rate increase is included on page 6 of David’s handout.

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<tr>
<td>21</td>
<td>Proposes that electric music be allowed, but may be heard no further than 4 feet from the performer</td>
<td>Oppose</td>
<td>Rule not consistent with Historic Commission guidelines, which superseded Daystall Rules.</td>
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<td>22</td>
<td>Proposes that non-interference clause apply to buskers</td>
<td>Staff support their own proposal</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Proposes limits on performance duration for Cave spot</td>
<td>Staff support their own proposal</td>
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Betty Halfon commented on rule changes 10-12, noting there are so many businesses in the market still open from 4-5 pm. When Daystall closes early, it looks like the whole Market is closed. David Dickinson responded closing at 4 pm assists in helping the craftspeople start the nearly two hour tear-down process and if there is a still a lot of people shopping, craftspeople will usually choose to stay open.

David Ghoddousi asked if there were any comments from the community about the rent increase being a hardship. David Dickinson responded there were two comments in opposition and one mixed.

Ali Mowry asked when sales numbers are not collected from the daystall community. David Dickinson responded he would like to start collecting hard data to be able to understand how the program is doing.

Colleen Bowman asked if David Dickinson was aware of Miranda Arney’s suggestion. David Dickinson had received communication from Miranda Arney. Miranda Arney commented that she is in agreement with the new staff suggestion for the wording of proposal 13.

Colleen Bowman asked the craftspeople in the room to show their hands if they are in agreement with the staff suggested wording of proposal 13. All the craftspeople present raised their hands.

Patrice Barrentine suggested changing the wording of the proposal to read “Product samples should be in direct and visual and verbal control of seller.”
B. Small Business Incubation 2019 Update

Matthew Holland began by reviewing the program objectives, which included:

- Build a relevant educational curriculum
- Increase opportunities for financial success
- Support and develop existing small businesses
- Recruit high quality new artisan vendors and tenants
- Provide resources to help businesses make “Arcade to Internet” connection

Matthew introduced Jen Hughes, the Director of Programs at Ventures, a Seattle based non-profit and tenant at the Pike Place Market. Ventures has been partnering with PDA classes since 2013, offering 155 classes since that time.

Matthew Holland noted the four classes that were offered in October and November 2018, which included:

- A Communication Plan that Works: Leveraging media resources, press releases and unearned media to tell your story
- Effective & Efficient Digital Marketing: Creating a solid digital marketing plan
- A Business Plan to Make More Money: Breakeven point, profit and loss and cash flow
- Merchandising Refresh: Refresh of merchandising and display strategies

Amy Wallsmith reviewed marketing and communication outreach for the classes, which included:

- Announced workshops in the September Market Insider
- Hand-delivered paper flyer to all tenants
- Electronic registration invite to commercial, daystall and farm
- Market Master reminders at roll-call
- Reminder emails send one week and 24 hours prior to the workshop

All attendees received a custom Pike Place Market notepad.

Matthew Holland reviewed the attendance numbers for each class. Effective and Efficient Digital Marketing had the highest attendance with 18. Matthew hopes to see attendance numbers increase in 2019.

Patrice Barrentine asked what the capacity is for the classes. Matthew Holland responded they had room for 30. Karin Moughamer added that the room best accommodates between 18-22 people.

Matthew Holland continued by reviewing the survey responses. 32 surveys were completed across the four classes. At least 50% of business owners came in with little to no existing knowledge of subject matter on all topics and 100% of business owners stated they learned, some to a lot from the workshops. “How to Create Effective Content for Digital Media” had the lease tenant knowledge and “How Cash Flow Can Help You Make Better Decisions” showed the most improvement.
Amy Wallsmith reviewed next steps for this program, which include classes in the spring and fall. Daystall will focus efforts on growing their Pike Place Educators Program and David Dickinson shared background on that program, noting about a dozen daystall vendors have gone through the eight week program. Jen Hughes and a daystall vendor have been working on curriculum for this year. Zack Cook noted that farm will focus on farm visits and on-site consultation in April – June.

Amy Wallsmith reviewed the proposed 2019 workshop schedule, which includes:

**April and May**
- Instagram 101, 102, 103, taught by the Marketing Department
- Marketing Meet & Greet
- Building Website/e-commerce presence with Ventures
- Product Photography with Ventures
- Daystall: Re-Boot Product Photography with Daystall/peer coaches
- Farm: Farmer Risk Management, instructor TBD

**September and October**
- Facebook Business 101, 102, 103 taught by the Marketing Department as well as an external expert (for 103)
- Email Marketing for the Holiday Season with the Marketing Department
- Taxes for Small Businesses with Ventures
- Building a Brand with Ventures
- Daystall: Holiday prep there, taught by Daystall/peer coaches

David Ghoddousi asked if these workshops are free. Amy Wallsmith responded yes.

Ali Mowry asked if merchants can send their employees. Amy Wallsmith responded yes.

Colleen Bowman asked if there is incentive for Daystall vendors to participate in the peer education program. David Dickinson responded yes, they are being compensated through a stipend.

David Ghoddousi asked what time of day the classes are offered. Amy Wallsmith responded that past surveys indicated that mornings are better than evenings. Spring classes will probably be scheduled for 8:30-11 am.

Ali Mowry suggested a class for how restaurants can use online tools for food delivery and pickup.

Betty Halfon took one of the classes and appreciated the content. Betty asked if brighter lightbulbs could be installed in the classroom to help with morning classes.

Patrice Barrentine is interested in learning more about the return on investment and suggested a follow-up survey on whether they applied what they learned. She also would like to see what the total investment in the workshop is per attendee to gauge what the return is for that investment.
Matthew Holland noted that information can be incorporate into the next round of evaluations.

C. 2018 Holiday Recap
Amy Wallsmith began with an overview of the holiday campaign goals, which include:
- Draw visitors into the Market encouraging exploration throughout the nine acre Historical District
- Create new reasons for locals to visit and shop at Pike Place Market
- Increase duration of visits to Pike Place Market
- Continue to integrate MarketFront spaces into the overall Pike Place Market
- Develop partnerships with local organization to enhance programming
- Expand awareness and stature of Daystall handmade crafts

Amy Wallsmith continued by reviewing new elements for Magic in the Market, which included:
- Baby reindeer
- Sasquatch photo op in the DownUnder
- New entertainment with a performance by Can Can dancers
- Activities at MarketFront Pavilion, including wrapping paper, temporary tattoos, demonstrations, stocking displays and contest and meet the artist opportunities.

Amy Wallsmith reviewed December and holiday performances, which included:
- Jazz in the Atrium, which took place the first three weekends in December and featured performances by Roosevelt, Garfield and Ballard High Schools.
- 2018 was the 19th year for artist Graig Anderson’s holiday buttons.

New this year:
- The Visit Seattle Holiday Breakfast Pop-up Holiday Market featured Market vendors and it raised $5,000 for the Market Foundation.
- Magic in the Market was featured in Visit Seattle’s Let’s Unwrap this Town online holiday campaign
- Holiday Night Market. Over 30 Market businesses participated. It was almost canceled due to a large windstorm.

Paul Neal asked if there are estimates on attendance for the Holiday Night Market. David Dickinson responded there was not enough staff to do pedestrian counts but the tables were full and it felt busier attendance wise than during the day.

Amy Wallsmith reviewed the paid digital banner ads, which included programmatic banner ads (targeted based on likes and proximity to the Market) and retargeting ads (Market ads that show up on external websites). Gift Guide campaign ran from 12/3-12/14 and Shot & Eat at the Market ran from 12/27-1/1. Retargeting ads were shown Seattletimes.com, KING5.com, USAToday.com, WashingtonPost.com and Mail.Yahoo.com. $6,000 was spent on the campaign with 836,639 impressions, 1,540 link clicks and a click thru rate of 0.18% (benchmark is .07%).

Amy Wallsmith reviewed the paid digital search engine marketing campaign with Google Ads, which was new this year. Amy reviewed the ad groups for the Gift Guide and Show & Eat at the Market and noted that there was 133,994 impressions with 575 clicks and a click thru rate of 0.43% (benchmark is 0.1%). The Market’s average page position was 2.3. A table of the sitelink extensions was included in the presentation.
Amy Wallsmith reviewed the WAZE campaign, which was new this year. The Market bought pins and advertising directing people to the parking garage. The campaign was from 12/3-12/31 with a click thru rate of 10.98% and a navigation rate of 11.53%. Mary Bacarella added this was a way to create awareness of the Market parking garage in advance of the Seattle Squeeze. Amy Wallsmith noted this was a huge success.

Amy Wallsmith reviewed the paid social advertising, which featured the Gift Guide and Shop & Eat at the Market campaigns. Target audience was downtown workers and those within a 25 mile radius of downtown. There was a click thru rate of 1.53%, which is higher than the 1% benchmark.

PDA generated social content was reviewed and for Instagram Stories there were 25,643 impressions, which the Holiday Gift Guide How To and Gifts for Kids receiving the most impressions, each with over 3,500.

E-blasts had an open rate of 22% (industry average is 17.6%) while the blog had a total of 989 page views for the three posts during the campaign.

Amy Wallsmith reviewed the print advertising campaign in the Seattle Times which had 276,299 impressions in the Thanksgiving Day holiday gift guide and a front page strip ad. Out of Home advertising was focused on a Sound Transit Light Rail takeover from 11/26-12/23. Bus advertising was not used in the fall campaign and was rather saved to expand the light rail take over. That campaign resulted in 7,292,474 total impressions. In 2017 the total impressions were 3,258,706 and that was for one billboard in downtown Seattle.

Amy Wallsmith next reviewed the Online Gift Guide. Total visitors were 19,074, up from 17,739 in 2017. New this year was a responsive design, My List and Map were prominently displayed, and added View All, Filter by Price, and a search field.

Holiday PR top hits included features on Q13 Fox News, Seattle Refined, and KING 5 Morning News. Total earned reach was 12,682,369 with a value of $2,892,752. Ali Mowry asked how those numbers are generated. Amy Wallsmith responded the PR firm calculates that using a formula. Amy shared screen shots from some of the media.

Holiday successes include:

- Commercial sales increased 4% from prior year
- Garage parking revenue increased 4% from prior year

Paul Neal asked what the 4% translates to as a dollar amount. Amy Wallsmith responded she can get those numbers.

Paul Neal asked if the promotion dollars increased from 2017. Amy Wallsmith responded no.

Amy Wallsmith continued with December results for the campaign:

- Instagram: 67% increase in Follower and 86% increase in Stories from prior year
- Facebook: doubled average daily engagement on Magic in the Market and 21% increase on video engagement from prior year.
Amy Wallsmith concluded with takeaways from the campaign and programming, which include:

- Expand Market holiday decorations to new areas in the Market
- For Magic in the Market
  - Increase communication leading up to the event
  - 20th anniversary of Graig Anderson pins
  - Continue activities in the North Pavilion for families
  - Activation of the DownUnder
- In discussion to repeat Visit Seattle Holiday Breakfast Pop-Up Market
- For Gift Guide
  - Website homepage takeover
  - Plan your shopping day functionality is key
  - Featured items album
  - Themed lists and itineraries that people can follow

Ali Mowry asked if vendors were selling products at the Holiday Pop-Up Market at the Visit Seattle event. Amy Wallsmith responded yes and their sales were good. Some vendors had decent sales but some experienced increased sales at the Market. Mary Bacarella added the Market Foundation raised $5,000.

Colleen Bowman reiterated her suggestion for more Santa at the Market during the holidays.

Ali Mowry provided specific feedback on Magic in the Market.

Paul Neal commented he liked many aspects of the event and feels it’s a good use of marketing dollars. He is interested in learning more about the actual return on investment. If vendors are earning more, then more money should be invested. If the Night Market is repeated he suggested tracking attendance. Additional, Paul feels all the goals were met for the campaign, with the exception of increased duration of visits. To him, he would be more interested in learning more about increased revenue and making that a goal. He would like to see goals tied to something that can be measured.

A conversation ensued regarding activation and activity on the Pavilion focused on arts and crafts.

Patrice Barrentine suggested linking the data to pedestrian counters. Additionally she thanked the team for their hard work.

David Ghoddousi thanked the team and appreciates all they are doing to increase visibility and sales at the Market.

Mary Bacarella noted that Marketing, Daystall, Farm, and Commercial are working together to build programming and promotional plans with a goal of greater success.

Mark Brady would like to see more kids participating in holiday programming throughout the Market. He asked if the Market truck is being repaired and would like to see that featured in local parades to advertise the Market. Lastly, he asked if there is any programming for Easter. Amy Wallsmith responded no.
Mary Bacarella noted there will be four core events throughout the year: Local event; flower event; fall harvest focused event; Magic in the Market. A calendar is being built that features PDA programs as well as tenant produced events.

Mark Brady asked how much the pop-up murals cost. Amy Wallsmith responded approximately $5,000. A majority of artists would like to participate again but it will probably cost more for the next round.

David Ghoddousi measures the success of these programs by increased revenue and that is a huge positive.

V. Public Comment
Howard Aller cautioned the PDA on celebrating or programming events for religious holidays.

VI. Concerns of Committee Members
None.

VII. Adjournment
The meeting was adjourned at 6:25 p.m. by Patrice Barrentine, Vice Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
2019 Marketing & Program Goals and Plan
2019 Marketing Goals

1. Position Pike Place Market as an accessible daily, weekly, monthly shopping destination for all.

   - **PR:** Craft stories that consistently resonate with our audience. Produce $2 million in earned coverage and extend our reach to 20 million readers/viewers.

   - **Digital:** Design a new website that allows our local audience to easily find and discover everything the Market has to offer along with easy navigation. Increase website traffic by 10% after launch.

   - **Advertising:** Build a year-long campaign, *Make It A Market Day.* Increase our CTR by 10%.
2019 Marketing Goals

2. Tell the Pike Place Market story through key partnerships and community outreach.

- **Programs**: Develop partnerships and coordinate presentations to surrounding communities through monthly outreach.
- **Programs**: Develop a Roll Call Bell Ringing program.
- **Advertising**: Use immersive storytelling, Make it a Market Day Campaign, through our digital and paid advertising.
2019 Marketing Goals

3. Further develop a filming and trademark plan that protects the Market’s brand and marks.

• **Programs**: Through research and trademark consultants build a multi-year plan that aligns our filming and trademark fees with similar attractions.
2019 Program Goals

1. **Concierge Program**: Build a monthly concierge program for both residential and hotel concierges to increase brand awareness.

2. **Farm/CSA**:  
   • Meet the Goal of 250 PikeBox subscriptions  
   • Fresh Bucks To Go Program, distribute 150 boxes a week during the school year and 50 during the summer

3. **Remote Farmers Markets**: Drive shoppers and sales at remote downtown farmers markets: SLU, First Hill, City Hall & Regrade
4. **School Education Program:** Provide an excellent teaching and learning opportunity to a larger and more diverse student/school population, by developing an updated program.

5. **Small Business Workshops:** Support and develop existing small businesses through spring and fall workshop schedules.

6. **Co-Op Advertising Program:** Provide financial assistance to Market businesses promoting the Market through advertising.

7. **MarketFront North Pavilion Activation:** Build an event program that explores new partnerships and activities that bring in visitors.
2019 Programs Goals: Core Special Events

8. Development of Core Special Events:
Love in the Market (Feb), Flower Festival (May), Harvest Festival and Costumes on the Cobblestones (Oct), Magic in the Market (Nov)

• Bring visitors to the Market creating activities that move the visitor in, around and through the entire Market
• Build audience of new locals to engage them with the Market as a whole
• Create opportunities for commercial tenants, Daystall/Farm, and the community to participate
2019 Evaluation Goal

1. Create baseline goals for measuring success of all marketing, programs, and public relations initiatives. Measurements include:

   - Attendance
   - Rapid Market Assessments or surveys at programs
   - Revenue for commercial rent and parking
   - Anecdotal through conversations with daystall and farm participants
2019: Plan in Action
2019 Key Messaging Points

• Pike Place Market is an accessible daily, weekly, monthly shopping destination
• Pike Place Market offers unique, high-quality specialty products and produce in a convenient Seattle location
• Pike Place Market has one-of-a-kind handmade products
• Pike Place Market is rich with adventure and history
• Pike Place Market has affordable and convenient parking
**Audience**

- Established and new locals in the downtown core, who live within 10-15 blocks
- Downtown workers
- Visitors in town for a single day, weekend or longer
- All ages (millennials, families, baby boomers, etc.)
Plan in Action - Digital Content Media

**Website (Launch Nov ‘19)**

- **Mobile-friendly** – Build a website designed to be used while at the Market
- **Interactive map** – Facilitate the creation of an interactive map designed to navigate visitors to all areas of the Market
- **Building in User Generated Content (UGC)** – Represent the spirit of the Market through visitor’s photos
- **Integrations** – Revamp integrations with our social platforms and downloadable digital book

**Digital Content**

- **Blog** – Build out Pike Place Market blog to include posts tailored to the Market’s audience *(bi-monthly)*
- **Email Newsletter** – Build an email newsletter strategy tailored to the individual visitor’s journey *(monthly)*
- **The Market Insider** – Increase open rate of the Market Insider by 10% *(monthly)*
- **Farmer Markets Newsletter** – Build an email newsletter strategy tailored to the individual visitor’s journey *(end of May - October)*
Plan in Action - Digital Content Media

Social

• **Instagram Takeovers** – Facilitate 10 Instagram Takeovers with commercial tenants, crafters or farmers *(April - December)*

• **#TasteTestTuesday** – Create monthly live videos aimed at showing off unique foods in the Market *(May - December)*

• **What’s in My Bag** – The bi-monthly social campaign will show shoppers what they can buy at the Market *(April - December)*

• **Locals Facebook Group** – Launch a locals only Facebook group aimed at cultivating and nurturing a loyal local following *(Launch June)*

• **Pinterest** – Build a strategy for Pinterest *(Fall)*

• **Photo contest** – Launch a photo contest asking people to show us their #MakeItAMarketDay *(June - September)*

Video Strategy

• **YouTube** – Launch a Pike Place Market YouTube account, adding at least 4 videos in the first year *(Launch June)*

• **Influencer videos** – Facilitate 4 #MakeItAMarketDay videos using social influencers *(Summer)*

• **Video contest** – Launch a video contest in October asking people how they #MakeItAMarketDay *(Fall)*
Plan in Action – PR & Storytelling

PR & Media

• Build a web community for journalists to use as a resource for getting news about the Market and story ideas *(Coincide with website launch, Nov)*
• Create a steady cadence of outreach news to feature the Market and its vendors, community and uniqueness to pitch to local and national media *(April – December)*
  – Cadence: In addition to real time market news PR will release weekly news blasts and monthly press releases
  – Engage and respond to incoming media requests for Market information or news to build strong reporter relationships
• Create proactive storylines for evergreen moments in the Market *(April – December)*
• Develop media heavy launch plan for Pike Place Market digital book *(April)*

Storytelling & Communication

• Pitch weekly news about the Market including Make It A Market Day, What’s In My Bag, shopping trends, quirky news and happenings for that week *(April – December)*
  – This news will also be featured on the web community
• Strong focus on public outreach during major construction time to mitigate impact and maintain/grow visitor traffic *(April – December)*
• Build out Pike Place Market blog to include bi-monthly posts tailored to the Market’s audience *(April – December)*
Plan in Action – PR & Storytelling

Filming & Trademark

- Permit brand-aligned film productions and host myriad editorial productions to communicate the Market story (April – December)
- Work to re-build a comprehensive filming and trademark plan for media to protect the Market brand and reputation (Multi-year plan)
  - Identify positive opportunities for Pike Place Market trademark to be used to increase Market sales and reputation

Internal Communication

- Keep PPM community updated on construction impacts and mitigation efforts (April – December)
- Notify vendors and broader teams about published featured news and mentions (April – December)
Plan in Action - Paid Advertising

• Create media buys to support our core programs (January – December)
• Create year-round *Make It A Market Day* campaign (April – December)
• Develop key media partnerships (April – December)
• Focus digital advertising on Target Market Segmentation (May – December)
• Support our social media content strategies (January – December)
Plan in Action - Paid Advertising

**Make It A Market Day Campaign**

**Overview:**

- No two trips to Pike Place Market are the same. It’s a choose-your-own adventure with delights around every corner. That’s what makes it fun, and frankly the antithesis of shopping at the mall or grocery store (or online). This concept features candid shots of local shoppers in action, underscoring the unique experience of shopping at Pike Place. Where else can you bike down cobblestones to buy $10 flowers from a local farmer? #MakeItAMarketDay

- A variety of Market Merchants will be highlighted throughout the campaign.

**Examples:**

- Make it a **score-a-handmade-jacket-then-get-lost-in-your-favorite-bookstore** kinda day. #MakeItAMarketDay
- Make it a **sip-back-relax-and-watch-the-ferries-roll-in** kinda day. #MakeItAMarketDay
- Make it a **bike-to-the-farmstand-to-buy-a-bouquet-for-bae** kinda day. #MakeItAMarketDay