



Market Programs Committee Meeting Minutes

Tuesday, February 11, 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, Colleen Bowman, Mark Brady, Betty Halfon

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Karin Moughamer, Madison Bristol, Scott Davies, Tanya Sinkovits, John Turnbull, David Dickinson, Chloe Knox, Maggie Mountain

Others Present: Joe Read, Gordon McIntyre, Jerry Baroh

The meeting was called to order at 4:00pm by Patrice Barrentine

I. Administration

A. Approval of the Agenda

The agenda was approved by acclamation.

B. Approval of the Market Programs Committee January 14, 2020 Minutes

The January 14, 2020 meeting minutes were approved by acclamation.

II. Announcements and Community Comments

Joe Read with the Constituency, noted a couple points. The first, is the social media programs appear to be paying off with more band for the buck. Second, regarding the Daystall Rules changes, proposal #9 notes there seems to be some dispute over the boundaries of the Historic District and hopes it can be sorted out this year. His third point, with the regards to the school program, he noted that the Market is a part of these kids education as they are future of the Market. Expanding this program into low income areas is a reflection of Seattle at it's best.

Patrice Barrentine took a moment to discuss how the committee functions and the areas it supports. That includes marketing and programing. She recommends people provide general comments and then to follow-up with staff and the Executive Director one-on-one outside of the meetings. That allows time for staff to respond. She's thankful for everyone's passion and dedication and appreciates everyone's help in making the meetings successful.

III. Reports and Discussion Items

A. Proposed 2020 Daystall Rules & Regulations

David Dickinson began by introducing Maggie Mountain and Chloe Knox, both program coordinators. David continued by providing an overview of the timeline to date, including receiving recommendations for 2020.

Mary Bacarella added that one person attended the community meeting earlier in the month. David Dickinson noted that can be an indication that the community supports the current rules.

Maggie Mountain provided a summary of each of the 13 proposals.

1. Daystall craftsperson proposes restructuring of crafts list by adding 2 new lists with intent to incentivize more attendance.
2. Daystall craftsperson proposes “compassionate care leave” for vendors.
3. Daystall craftsperson proposes “a medical bank of vacation weeks.”
4. Agent for a Daystall craftsperson proposes allowance of “tripling” on weekdays, 1/1 – 3/30.
5. Daystall craftsperson proposes sabbatical for vendors who reach their 30th or 25th year.

Chloe Knox continued reviewing the proposals.

6. Daystall craftsperson proposes allowance of “secondary products” in permitted merchandise guidelines.
7. Daystall farmer proposes adjustment in farmer weekly seniority for 30+ year vendors, incentivizing frequency of attendance.
8. A. Daystall farm agent proposes change in weekly farmer seniority to incentivize year-round attendance
9. B. Daystall farm agent proposes restricting “animals/pets” from “Dry side and Mario” tables.

David Dickinson continued reviewing the proposals:

10. PDA staff proposes change in produce classification of dried flowers from Supplemental to Permitted.
11. PDA staff proposes establishment of auxiliary products.
12. PDA staff proposes a 1-year trial of artisanal food products. This would be a sub-category of craft. This was proposed last year and received a fair amount of opposition last year and this proposal includes that feedback.
13. PDA staff proposes annual table rent increase, determining weekday rates relative to demand. The recommendation is a 3% increase but the rates are slanted depending on the demand for days, Monday – Thursdays. Tuesdays and Wednesdays will have a lower rate.

Mark Brady believes that being an agent for three businesses will lead to more theft and a decrease in customer service.

David Ghoddousi believes that allowing that change will help people who can't afford to pay an agent for a whole day, especially when it is slow.

David Ghoddousi asked for an example for Proposal #11. David Dickinson noted that he feels there are already examples of this on the craft line. One example is a farmer selling nuts coated in chocolate.

Colleen Bowman noted the new proposals for this year and asked what Proposal 12 includes. David Dickinson responded this would be similar to value added. It would be a Daystall crafter making food items from items they do not grow. The product would also not duplicate something produced by a farmer. These would be packaged items, such as toffee, salsas, sauces, etc.

Colleen Bowman asked if there is a similarity between Proposal 6, allowance of secondary products, and Proposal 11, auxiliary products. David Dickinson responded there are some similarities. He provided examples of how other craft shows jury their selections, which focuses on the quality of the products.

Betty Halfon, regarding proposals 6, 11, and 12. She cautions the wording of the proposal to not affect business in other parts of the Market that may have similar products.

Batty Halfon is concerned with a proposal that she interprets that as someone who can design a product but someone else can make it. David Dickinson responded he thinks that is the intent but staff has not fully reviewed the proposal.

David Ghoddousi asked if Proposal 6 will be juried by the peer group. David Dickinson responded since that is a community proposal he's not sure if that has been considered in the proposal. If it were to be passed, yes, there would need to be a screening.

Colleen Bowman requested getting an overview of the current seniority break down. Colleen would also like to see the map mentioned in Proposal 9. Mary Bacarella noted that the map included in the Daystall and Hildt Licata map only shows the Daystall tables rather than the whole Historical District map.

Ali Mowry asked if the map in the Daystall Rules matches the Hildt Licata map. John Turnbull responded yes.

Mark Brady asked what the current medical leave is. Maggie Mountain responded there is not an allotment for sick times, but if they are sick, they are excused. If it's over two weeks, a doctor's note is required. David Dickinson added there are no limits and it's at the discretion of the Marketmaster. There was further discussion of how time off has evolved over the years.

David Dickinson will be back in March with Daystall recommendations.

Patrice Barrentine sees potential with the dried flowers and auxiliary products proposals.

David Ghoddousi asked if the dried flowers would be available for sale year round. David Dickinson responded he is not sure of the specifics of that farm proposal.

B. 2020 Marketing and Communications Plan

Madison Bristol began with a review of the 2020 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. There are three goals:

1. Bring people to the Market, encourage them to shop local
2. Build an audience of new locals to engage with Market businesses and continue the tradition of Meet the Producer
3. Support and engage with commercial tenants, daystall/farm and the community to strengthen the Market.

Madison Bristol reviewed the 2019 successes, which included:

- Data Collection: data from over 1,000 people at events was used to learn about visitor demographics and shopping habits.
 - 824 people participated in shopping incentives (56% locals)
 - 250 people participated in Snappic (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 Pop-Up Murals at Love in the Market: 1,162 photos tagged.
- Instagram Takeovers: 15 businesses 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 and programs!

Madison Bristol reviewed the challenges for 2019, which included:

- Viaduct construction: working to make sure construction did not affect sales and visitor traffic (success: crafts from the viaduct)
- Concierge Newsletter: researching new strategy for increasing open rate
- Market Insider: Conducting Market wide surveys to develop new strategy for increasing viewership.
- Decorating Contests with tenants and vendors: Costumes on the Cobblestones (27 participants) and 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.

Madison Bristol next reviewed the 2020 Tactics.

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 (2/29)
 - Flower Festival/Mom's Market Day (May 9-10)
 - Costumes on the Cobblestones (10/31)
 - Magic in the Market (11/28)
- Pop-Up Murals (goals 2 & 3)
 - Three rounds of murals that align with our core events
- Other Events (goals 1-3):
 - Daffodil Day (4/16)
 - Digital Book Launch (4/28)
 - MarketFront Pavilion Events
 - Various Holiday Celebrations

Programs (External)

- Education Programs (goals 2 & 3)
 - Introduction of 3rd educational tour
 - World Cultures Education (grades 2-5)

- 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 registration and renewals
 - Infringement 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 5 year plan (in process)
- Daystall Program
 - PM: Handmade Night Market (June 25)
 - Demo/Showcase – Refract and Mugs (October)
 - Holiday Handmade Night Market (Dec)
 - Create a 5 year plan (in process)
- Small Business Program (Goal 3)
 - Spring – 4 workshops
 - Fall – speaker series (2-4 expert speakers)
- Co-Op Program
 - Continue support for print advertising
 - Introduce and work with our community to incorporate digital co-op ads

Social

Tanya Sinkovits reviewed the goal for social which is to educate our followers about Market businesses and 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 and 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 a salmon at home, how to walk through the Market.

- Pinterest (goal 1)
 - Build upon Pinterest strategy (in line with website launch)
 - #MakeItAMarketMeal

Mary Bacarella called attention to the goals listed with each tactic.

Website

Tanya Sinkovits reviewed the goal for the website which is to 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

Madison Bristol continued by reviewing 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 or 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 (new 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)

Madison Bristol next reviewed the 2020 timeline for each quarter.

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 and lease contracts

Q2 (April – June)

- New website launch (Apr)
- Small business workshops (Apr)
- Digital Book Launch (Apr 28)
- Education: Teacher open house (May)
- Flower Festival/Mom's Market Day (May 9-10)
- Memorial Day (May 25)
- 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-Sept)
- Farm: PikeBox pick up Wednesdays (Jul-Sept)
- Pike Place Market Birthday (Aug 17)
- Education: New 2020/2021 Curriculum (Aug-Sept)

Q4 (October – December)

- Small business workshops – speaker series (Oct)
- Daystall: Glass blowing demos/mugs (Oct)
- Costumes on the Cobblestones (Oct 31)
- Veterans 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)

Betty Halfon asked if in Q4 there will be another decorating contest. Madison Bristol responded yes, for both Halloween and the holiday season.

Colleen Bowman asked if during the speaker series the topic of labor laws can be explored. Mary Bacarella responded she is looking into that option.

Colleen Bowman asked if badges can be earned during the trivia. Tanya Sinkovits responded that could be fun to try.

Colleen Bowman wonders if making the Market Insider a two way interaction might be a way to increase participation.

Colleen Bowman would like the council members to be allowed to test the new website.

David Ghoddousi suggested a comment page for the Market Insider.

David Ghoddousi noted that the goal for PR is to increase viewership by 2 million, but would like to know what the previous viewership was. Madison Bristol responded she can get that information.

Colleen Bowman, responding to Joe Read's comment, the PDA spend less money in the last 5 years on marketing but tripled the reach. That has to do with the focus on using social media and locals. Mary Bacarella noted different types of marketing are being utilized and in addition to social media this year the team is going to experiment with direct mail and Valpak to reach different local audiences.

Mark Brady suggested reaching out to senior centers and trying to find ways to appeal to their clients as a way to get them to the Market.

Mark Brady would like to have floor representatives to help with the decorating contest who can help with what is allowed and not allowed.

Mark Brady suggested advertising the Market Insider in the two Market newspapers as well as handing out flyers directly to the tenants. He gave the example of the security class.

Ali Mowry asked if people from the Historic Commission can directly tell a business owner to change something. John Turnbull responded no, they can't get in the face of a business owner but they can note that they haven't been approved for a certain item and can take that back to the commission for review.

Colleen Bowman and David Ghoddousi seconded Mark Brady's comment on getting senior groups to the Market.

Patrice Barrentine noted that she appreciated the presentation format and commented that there is a lot going on in Q1, 2 and 4.

Mary Bacarella thanked Madison Bristol, Tanya Sinkovits, and Scott Davies for their work putting the presentation together.

IV. Action Items

A. Proposed Resolution 20-05: Authorization for Contract Authority – Pedestrian Monitoring Using Springboard

John Turnbull introduced Proposed Resolution **20-05** which states:

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.

Collee Bowman moved the proposed resolution and Betty Halfon seconded the motion.

Mark Brady asked what the insurance is on the cameras. John Turnbull responded we would be using existing PDA security cameras.

David Ghoddousi reviewed the six locations for the cameras proposed by John Turnbull.

John Turnbull commented that he is interested in looking at car traffic on Pike Place. This will provide data to assist in future review of loading zones on Pike Place and First Avenue. The yellow zones on the bottom map are to possible new locations in the future.

Betty Halfon asked if this is a budgeted item. John Turnbull responded yes, it is in the 2020 budget.

Colleen Bowman asked if it will be easy to change camera location in the future. John Turnbull responded yes and you can change camera locations at any time. That could be used for special events.

For: Patrice Barrentine, Ali Mowry, Mark Brady, Betty Halfon, David Ghoddousi, Colleen Bowman

Against:

Abstain:

Proposed Resolution **20-05** passed by a vote of 6-0-0

V. Resolutions to be added to the Consent Agenda

- Proposed Resolution **20-05**: Authorization for Contract Authority – Pedestrian Monitoring Using Springboard

VI. Public Comment

Gordon McIntyre commented that the Market's City Council District representative is Andrew Lewis and he regularly holds meetings around his District. He doesn't have one scheduled for the Pike Place Market. Gordon would like to see the Market hold a Town Hall for him. Mary Bacarella commented that she recently met with him and is working to get him to the Market and he will be at the March Nourished Neighborhood Community Meal.

VII. Concerns of Committee Members

Betty Halfon noted that past council member Bruce Lorig passed away and would like to suggest the Market recognize his service to the Market. John Turnbull provided many examples of the influence Bruce had on the Market including the original economic development plan for the Market area in the 70's. He did an amazing job supporting low income, including Market House and First and Pine.

David Ghoddousi noted the passing of Betty Ritenour, a member of the Daystall community for 50 years. He shared a story of Betty including her daily usage of the term "Oh Shit!" He was sad to hear of her passing and he wears his "Oh Shit!" button to honor her.

Colleen Bowman added Betty was the number #3 craftperson at the Market.

There was discussion on the timing of the Security training on February 13th at 5:00-6:30pm in the classroom.

Ali Mowry noted she appreciated Patrice Barrentine's comments at the beginning of the meeting and noted she came in a little hot with her comments last month regarding the Orca card program. She recognizes that is something she should have brought to Mary outside of a public meeting. She thanked everyone for bearing with her on this learning curve.

VIII. Adjournment

The meeting was adjourned at 5:35p.m. by Patrice Barrentine, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator