



Market Programs Committee Meeting Minutes

DUE TO THE EXTRAORDINARY PUBLIC HEALTH CIRCUMSTANCES RELATED TO THE ONGOING COVID-19 (CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE VIRTUAL OR TELEPHONIC. ALL PDA COUNCILMEMBERS WILL PARTICIPATE REMOTELY.

Tuesday, May 12, 2020

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

Location: <https://us02web.zoom.us/j/85218926362> OR dial +1 253 215 8782, Meeting ID: 852 1892 6362

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

Other Council Members Present:

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

Others Present: Gordon McIntyre, Patricia Gray, Joan Paulson, Nick Setten

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

I. Administration

A. Approval of the Agenda

The agenda was approved by acclamation.

B. Approval of the Market Programs Committee February 11, 2020 Minutes

The February 11, 2020 meeting minutes were approved by acclamation.

II. Announcements and Community Comments

Joan Paulson thanked the committee for holding the meeting this month. She commented that she found the updated website cumbersome and it needs more work. She suggested contacting businesses and finding out what their hours are and listing them on the website. She would also like to see more information on crafts and farms. Joan also noted she would like to see the operational plans for reopening.

Ali Mowry joined the meeting at 4:05 pm.

III. Reports and Discussion Items

A. Flower Festival Recap and Advertising

Amy Wallsmith began with a recap of Flower Festival that took place this past weekend. Photos were shared of the event, which was a revised version to allow for compliance under the Stay Home, Stay Healthy order. Flowers were ordered in advance and available for pick-up at multiple locations around Seattle. The order breakdown was: 165 CSA Pike Boxes, 597 small bouquets, 694 medium,

and 336 large. Total flower sales was \$43,847, supporting 20 flower farmers. CSA sales totaled \$2,475. The flowers sold out before the cutoff date.

David Dickinson provided an overview of the craft add-on that was created for the event. At the flower pick-up, Stay-at-home-u-color greeting cards were designed by seven daystall artists (600 were distributed). There were also temporary "Mom" tattoos (300 total), information about general daystall crafts program and social media contacts for the individual designers.

Madison Bristol reviewed media coverage for the event. The goal was to promote an event that was thoughtfully presented and socially distant. There were 32 pieces of coverage with over 275 million impressions (96 million impressions in 2019). There was 31 TV segments, 83 radio segments for nearly 46 million viewers. TV and radio segments featured to local networks including: New Day Northwest, KING, KIRO, KOMO, Q13, KUOW, and more.

Tanya Sinkovits reviewed the social media coverage for the event. On Instagram 17 album posts were created with almost 20,000 likes (a 15% increase from 2019). Four Instagram stories were created with almost 18,000 impressions and 685 link clicks, that's a 603% increase on links from 2019. On Facebook there were 12 posts, 3 video posts for a 9% increase from 2019. The website event page received 6,896 page views, a 2,354% increase from 2019. The meal kits blog had 6,232 page views, which is a lot for one of our blog posts.

Tanya Sinkovits shared two videos created for the event that were both shared on Instagram and Facebook. The video created with Shugs Soda Fountain and Ice Cream had 9,204 Instagram views and 6,440 Facebook views. The other video was created by a daystall crafter sharing how to create a card with rubber stamping. That received 2,507 Instagram views and 2,834 Facebook views.

Amy Wallsmith reviewed the advertising results. The campaign was featured on social media, KUOW and KNKX and featured the flower bouquets and the Pike Boxes (which sold out in a day and a half). There was high engagement and click thru rates. For Mother's Day the advertising focused on meal kits and gifts that are mom focused to purchase at the Market. A funnel approach was used in the marketing campaign, resulting in a huge number of clicks on the Meal Kit blog post. This strategy will be used in future campaigns.

Paul Neal commented that he was impressed with the numbers from this event and believes these are great techniques to augment what is being done on-site in the Market. Amy Wallsmith discussed that she was impressed with the advertising campaign and how it drove people to our website. She believes people are looking for quick ways to find information that is important to them.

Colleen Bowman commented that it was one of the liveliest days at the Market in a while. She asked if marketing is considering working with social media influencers again. Amy Wallsmith responded they are considering it again but want to make sure one is selected that fits with the Market.

David Ghoddousi complimented the marketing team on the funneled advertising campaign for Mother's Day and the click thru rate for the meal kit promotion. He hopes this tactic is used in a future campaign.

Mary Bacarella added that information is changing so rapidly right now and marketing is responding to those changes.

Patrice Barrentine commented that she was impressed with the event and thanked the staff for their work. She congratulated everyone on a great event and wonders if there are other pre-paid sales that could be organized in the coming weeks and months.

Paul Neal commented this event represents the support and loyalty people have for the Market.

Amy Wallsmith thanked Carter, Leigh, Zack and Madison for their work behind the scenes and on day-of and for David, Maggie and Tanya for their work at the Market during the event.

B. Media and PR Overview

Madison Bristol reviewed the media stories that have been generated about the Market during COVID-19. The stories have shifted over time from one of nobody is at the Market to stores of resilience and people coming together during this time. Madison shared some of the headlines from stories about the Market. She highlighted the story by the Seattle Times about the daystall Market educators program.

David Dickinson provided an overview on the daystall educators program. Crafter Miranda Marks suggested moving the program to an online presence to provide support to other crafters who want to start selling online. Seven educators have done 70-one hour consults online and the evaluations have been really positive. Many crafters are getting online to promote their business for the first time.

Madison Bristol noted the article in Forbes title "Pike Place Market Is Still Going Strong in Seattle" and they are also interested in a story on the educators program. There have been lots of stories featuring businesses that are still open during this time and those that are adapting to the changes taking place within the Market. She is working with all departments at the Market to get positive stories on our businesses to pitch to media outlets.

Patrice Barrentine commented that this is a great array of articles on the Market and she was impressed with the number of consults being done with the Market educators.

Colleen Bowman noted that the tone in media has been changing and she's really excited the Market could be the face of that comeback. She hopes that during this time we are thanking all of our media for the coverage we're getting as this is a time for gratitude. Madison Bristol commented that she is tracking all for the media during this time so she can reach out with a note or package when this is over.

C. Communications During COVID-19

Amy Wallsmith began by noting that since the beginning of COVID-19, 42 tenant alerts have been sent out to the Market community. These vary in topic and audience. A spreadsheet of the Tenant Alerts was shared in the packet. A number of resources have been made available during this time, including new website pages created for: Grocery Shopping, Takeout, Delivery, Buy Flowers, Shop Online, Gift Cards, and Retail Curbside (in draft). Both the desktop and mobile versions contain this information. In addition the Neighborhood News Page contains information on COVID for the community including grants, loans and relief options, webinar lists, shopping guidelines and reserved curbside pickup and resources to keep up-to-date on local and national guidelines. So far, the PDA has hosted two webinars and one more is planned for later in May.

Mary Bacarella added that these webinars and education programs have been very popular and they have been fast tracked in order to make them available for the community.

Amy Wallsmith shared examples of the signage that has been created and posted throughout the Market associated with COVID-19.

Mark Brady asked if face mask wearing is going to be required at the Market. Mary Bacarella responded this is a King County Health directive and that information will be shared with the community. We cannot enforce it but we hope they will wear them.

Mary Bacarella added that she has been walking the Market to identify the circulation routes for visitors at the Market to encourage social distancing. Some areas will be one way and lines have been installed throughout the Market to note where to stand to wait in line. This plan will constantly be adjusted as people start to come back to the Market. Reopening plans for each department and for the Market as a whole are being created in anticipation for the state moving into Phase 2. It is a big job trying to pull information relevant to all the different business types regarding reopening at the Market.

Mark Brady commented that the Governor of California extended their Stay Home until July and he's afraid our governor will do the same.

David Ghoddousi complimented the staff on all their work on the Tenant Alerts, which have been very helpful for merchants.

Patrice Barrentine noted that she has been forwarded Tenant Alerts as examples of updated information so it shows the community is reading them.

Colleen Bowman commented that a Pike Place Market mask would be a good giveaway. She has also heard that many people are not wearing masks at the Market and it will take social pressure to get people to wear masks. She would like to see people lead by example.

David Ghoddousi noted that security will not be able to enforce all of the issues related to policing social distancing and mask wearing. He is worried that giving out a Pike Place Market mask could be a liability. He would like the PDA to provide resources to the tenants on where to buy PPE supplies.

Mary Bacarella commented the PDA has been providing front line staff 2-4 cloth masks so they can wear them at work and wash them at home. Resources are also being compiled that will be shared with the community.

David Dickinson added the CDC has guidelines on how to make masks and what masks protect you from.

There was a conversation on masks and ways to keep the community safe.

Patrice Barrentine suggested another webinar topic could be what your backup plan is if you or an employee gets sick.

D. Upcoming Marketing Campaign

Mary Bacarella noted that staff are in the early stages of developing this campaign, which will last for a long time. Nothing is available right now to share but she has been gathering information on what downtown is going to look like when things begin to reopen. This campaign is for locals and reclaiming this Market for themselves. Once developed, the campaign will be shared with council. This will be a rolling campaign that needs to be sustainable. This is our chance to get locals to the Market.

Mary Bacarella added, unrelated to the Market campaign, that staff are working on a Memorial Day celebration at the Market. Also, All in Seattle is now under trademark and on their website they are now featuring the Pike Place Market as an organization to support during this time. The All in Seattle website was shared.

A picture of the Pike Place Market mask was shared.

IV. Public Comment

Joan Paulson suggested that flower sales should be offered again in June as there appears to be a lot of demand and could generate more funds. The masks could be part of the joint effort to stop the spread and keep people healthy. Regarding lines drawn on the ground, she suggests adding feet on the ground to indicate where people are supposed to stand. She also suggested a paper handout with the calendar and events for people to take away with them at the Market.

V. Concerns of Committee Members

Colleen Bowman commented that Father's Day is in June but maybe a campaign featuring meat, fish and beer sales, since those are still available at the Market, could be successful.

Mark Brady commented that Councilmember Lewis will be at the Constituency meeting on the 19th and invited people to attend.

Paul Neal commented that he was glad to have had this meeting and that the information presented was positive and encouraging. He would like to ensure other council members receive this information as it's very inspiring and different in tone to the information being presented at FAM. Paul wonders if there is any information that can be shared on the current status of the Safety Net.

Mary Bacarella responded the last she had heard is that \$250,000 had been raised. Not many grants were provided in April but the Foundation anticipates a lot of requests in May. She will get more information on this.

Paul Neal is impressed with the promotion of the Market on the All in Seattle website and thinks this is an important time for the people of Seattle to step up and support the Market.

Patrice Barrentine suggested sharing this information at the full council meeting.

Colleen Bowman noted the Constituency is helping distribute a survey to small businesses that the Foundation has created to better understand what our tenants need during this time.

VI. Adjournment

The meeting was adjourned at 5:30p.m. by Patrice Barrentine, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator