Market Programs Committee Meeting Agenda

**Date:** Tuesday, July 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Presenter/Leader</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 June 11, 2019</td>
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<td>4:05pm</td>
<td>II. Announcements and/or Community Comments</td>
<td>Chair</td>
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<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>
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<td>A. Daystall Programming Update</td>
<td>David Dickinson</td>
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<td>B. Remote Market and Pike Box Update</td>
<td>Zack Cook</td>
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<td>C. 2018-19 Education Program Recap</td>
<td>Scott Davies</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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<td>6:00pm</td>
<td>VII. Adjournment</td>
<td>Chair</td>
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Market Programs Committee Meeting Minutes

Wednesday, June 11th, 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, Mark Brady, Colleen Bowman

Other Council Members Present:

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

Others Present: Howard Aller, Bob Messina

The meeting was called to order at 4:00 pm by Betty Halfon, Chair.

I. Administration
   A. Approval of the Agenda
      The agenda was approved by acclamation.
   
    B. Approval of the Market Programs Committee May 14th, 2019 Minutes
       The May 14th, 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
   None.

III. Programs and Marketing Report
    Amy Wallsmith began by introducing Madison Bristol, the new PR specialist. Amy continued with an update on creating a presentation calendar for Market Programs Committee and expects to have that next month. The education program is wrapping up for the year. The viaduct demolition will start to mobilize in front of the Market tomorrow. Amy shared an example of the signage that will be placed throughout the Market and the website will be updated once the entrance/exit to the garage from Alaskan Way closes. In addition, Waze and Google will be updated to show the closure and redirect drivers to Western Avenue entrance. Amy mentioned there is a media campaign for the viaduct demolition.
    
    Mark Brady mentioned that there is a bottle neck at Alaskan Way and University which is backing traffic on to Western Avenue. Mary Bacarella will look into it.
    
    Amy Wallsmith continued that the Magic Shop recently took over the PDA Instagram account. Tanya Sinkovits noted they had the highest impressions, comments, interactions, and total
followers of the takeovers so far. They received 50 new followers. Artist Brooke Westland will be the next Instagram takeover.

Amy Wallsmith noted that Market Insider for June received a 32% open rate. In July the team will focus on the length of the Market Insider to shorten it and see if that helps with the open rate.

Betty Halfon would like to see information on upcoming meetings stay on the Market Insider.

David Ghoddousi asked for clarification on the open rate for the Market Insider and the skim method. Amy Wallsmith responded the skim method is a short line that entices people to open the Insider, rather than provide a lot of content up front. The open rate is 32% and the industry standard is 17-20%.

Amy Wallsmith noted there are 27 Pike Box CSA subscriptions left for the season. The first Meet the Market concierge program is this Thursday. A Pride event is being planned for later in June and the next Producers Market on the 27th will be Pride themed.

IV. Reports & Discussion Items

A. Small Business Workshops Spring Recap and Fall Plan

Tanya Sinkovits provided an overview of the program. The small business workshops offered during the spring were designed specifically for Pike Place Market businesses. Five classes were offered including three on Instagram, one on product photography and a class on website and e-commerce.

Tanya Sinkovits reviewed the program objectives, which are:

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

The program goals include:

- Create a curriculum that teaches PPM commercial, daystall, and farm tenant’s new skills for growing their business and/or online presence.
  - KPI: evaluate surveys to track levels of improvement for each class
- Serve as a credible resource for PPM tenants and permit holders to learn.
  - KPI: track attendance for each class
- Develop a consistent and return customer base.
  - KPI: compare year over year business attendance and note businesses that signed up for fall 2018 workshops and spring 2019 workshops.

Tanya Sinkovits reviewed the outreach for the program which included flyers, information in the April and May Market Insider, RSVP reminders and provided attendees with custom notepads at the workshops. Attendance at each of the workshops was as follows:
<table>
<thead>
<tr>
<th>Class</th>
<th>Instagram Level 1</th>
<th>Instagram Level 2</th>
<th>Instagram Level 3</th>
<th>Product Photography</th>
<th>Website and E-commerce</th>
</tr>
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<tbody>
<tr>
<td>Instructor</td>
<td>PDA Marketing</td>
<td>PDA Marketing</td>
<td>PDA Marketing</td>
<td>Ventures</td>
<td>Ventures</td>
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<td></td>
<td>Daystall: 9/11</td>
<td>Daystall: 14/18</td>
<td>Daystall: 15/17</td>
<td>Daystall: 10/16</td>
<td>Daystall: 7/16</td>
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<td>Farm: 1/2</td>
<td>Farm: 5/6</td>
<td>Farm: 4/7</td>
<td>Farm: 4/5</td>
<td>Farm: 3/4</td>
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<td></td>
<td>TOTAL: 14</td>
<td>TOTAL: 26</td>
<td>TOTAL: 29</td>
<td>TOTAL: 19</td>
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Amy Wallsmith noted the two numbers listed above for the attendance is the number of sign ups vs actual attendance. In the fall the team will work to get those numbers closer to the same.

Colleen Bowman asked what the capacity is for the Senior Center. Amy Wallsmith responded the cap is around 30 people and that is due more to allowing for more interaction with participants.

Betty Halfon asked if there were differences between fall and spring attendance and would like to know if one season is more popular for tenants to take class.

Tanya Sinkovits noted that 10% of businesses that signed up for the 2019 spring workshops also signed up for the 2018 fall workshops and there was a 50% increase in the number of different businesses that signed up for the spring workshops.

Patrice Barrentine noted it might be interesting to see how many businesses attended in fall and spring rather than a percentage.

Colleen Bowman suggested getting some anecdotal feedback from attendees.

There was a conversation on ways to analyze the data moving forward.

Tanya Sinkovits continued by reviewing the results of the participant surveys. Over 82% of participants felt their knowledge had increased from attending one of the workshops. Overall, feedback was positive with participants highlighting that the handouts were helpful, appreciated hands on attention and thought the instructor was good. Areas to improve or suggestions for future classes include using real time demonstrations on devices, creating a list of attending businesses’ Instagram handles to follow and offering individual sessions with practice and homework. Survey data from each of the classes was shared.

David Ghoddousi asked for information on what the classes looked like and asked for examples of the materials handed out at the class.

Tanya Sinkovits concluded by sharing the future workshops being offered in fall 2019. Those include:

- Instagram review
- Facebook Business 101, 02, 103
- Email marketing for the holiday season
- Taxes for small business
- Building a brand
• Daystall: Holiday prep theme

In addition, a class on food safety training specifically for Hmong farmers is being considered and is dependent on a grant from the Hmong American Farmers Association of Minnesota.

B. Flower Festival and Mom’s Market Day Recap
Madison Bristol began by noting this was the 11th annual Flower Festival and the inaugural Mom’s Market Day which took place on the Saturday of Mother’s Day weekend. The core event goals included:

• Bring visitors to the Market by creating activities that move the visitor in, around, and through the entire Market.
  o KPI: track interactions with counter, track the number of tattoos, Sasquatch lollipops handed out, tote bags and parking vouchers distributed, number of cookies decorated, dot survey on the Pavilion, pedestrian counters
• Build audience of new locals to engage with the Market as a whole
  o KPI: record zip codes from all participants in the shopping incentive
• Create opportunities for commercial tenants, daystall/farm and the community to participate
  o KPI: record number of participating tenants and send survey to Market businesses

Mary Bacarella added that the PDA is encouraging commercial tenants to activate areas of the Market during events, just like the Western Avenue businesses did during Mom’s Market Day.

Madison Bristol reviewed the activation for the event. The PDA organized 10 activations for Market-goers.

• Shopping incentives (192 participants)
• Live music on the Farm Truck
• Eight flower themed pop-up murals
• Temporary Tattoos (346 participants)
• Craft demonstrations
• Oversized M-O-M photo op (six tags)
• Live art photo board (three tags)
• Cookie decorating (194 participants)
• Sasquatch photo-op (257 participants)
• Shopping passports (30 participants)

Madison continued by reviewing the PR and social media plan which included:

PR
• Website: event calendar and homepage slider published on April 22
• Media Alert: distributed to local media on April 22
• Press release: distributed to local and national media on May 1
• Pitching: pitched storylines to targeted media from May 1-10
• The Market Insider: April and May issues
Social

- Instagram: PPM posted about the event nine times leading up to and on the event. PPM created five Instagram stories.
- Facebook: PPM created 12 Facebook posts
- Twitter: leading up to the events, PPM posted or retweeted nine times

Concierge

- The PDA Marketing team visited 32 residential buildings in the Downtown Seattle area and distributed event posters to the concierge department
- The team also sent hotel and residential concierge contacts a newsletter about upcoming Market events
  - Residential CTR 26.8%
  - Hotel CTR 30%

Media outreach for Mom’s Market Day resulted in 39 pieces of print coverage (over 96,390,500 impressions) in top outlets including Trip Savvy, Seattle Met, The Seattle Times and Seattle Refined. Broadcast coverage resulted in 21 segments (582,504 impressions) from KOMO, KIRO, and Q13. On social media posts about Flower Festival and Mom’s Market Day received 550,055 impressions across Facebook and Instagram. Madison shared the social media stats for Instagram, Facebook and the website and those were listed in the presentation.

Madison Bristol noted the PDA experiences a record breaking weekend in tickets pulled and revenue generated from May 11-12, 2019.

Madison Bristol reviewed findings associated with people who participated in incentive program at Mom’s Market Day. When shoppers spent at least $50 at Market shops, restaurants, farm tents, craft tables they qualified for a special gift; either a custom designed shopping tote or 1 hour of free parking in the Market garage. In total, 192 people participated, with 177 choosing a tote bag and 15 parking vouchers. Participating shoppers generated over $14,879 in Market sales. 56% of shoppers were from Washington, 39% from other U.S. states, 2% from Canada and 3% from other countries. Madison reviewed the stores most shopped at (Lavende Lavender had 11 shoppers who participated) and the number of stores participants reported visiting while at the Market (50% visited one store.) Those graphs are included in the presentation.

Amy Wallsmith added that participants were very willing to fill out the form in order to receive the giveaway.

There was a conversation regarding why people would choose the free parking or the free tote bag. Examples of the bags were shared.

Patrice Barrentine is interested in seeing specific zip code information on the people who reported they are from Washington.

Madison Bristol concluded with lessons learned, which included:

- The shopping incentive was a great success
- Based on the number of cookie decorating attendees we may save that activity for the fall/winter events
• Temporary tattoos increase the size or provide two size options for kids and adults.
• Provide shade for buskers performing on the busker truck
• New signage and Market ambassadors helped direct guests to activities, distribute activity maps and answer questions
• Include hashtag and call to action to encourage photo ops to tag the Market

There was a conversation on fixing and ownership of the farm truck.

Betty Halfon suggested the Market have volunteer ambassadors throughout the Market during the summer months to help people get around.

C. Meet the Market Concierge Program
Madison Bristol introduced the new program titled “Meet the Market,” which is a partnership with nine residential concierges in downtown Seattle. Each event will bring 3-4 Market merchants with bags filled with Market coupons, swag and door prizes. There are 35 residential buildings in downtown Seattle that the Marketing team visits in person regularly to discuss upcoming Market events and give promotional material. A map showing the 35 buildings was shown. These 35 buildings have been divided into two groups – Group A and Group B – and the Marketing team will rotate the two groups for face-to-face interaction.

Patrice Barrentine asked if it’s known how many people live in the apartment buildings. Madison Bristol responded yes, they have data on that.

Madison Bristol continued by reviewing the event goals which are:
• Showcase to locals what is in their backyard and encourage them to get to know their Market. The ultimate goal is to increase local resident visitors.
  o Potential KPI: record the number of Meet the Market specific coupons from Welcome Tote used at the PPM.
• Engage target audience (local residents) to #MakeItAMarketDay
  o Potential KPI: record the number of social posts by locals that use the hashtag #MakeItAMarketDay
• Keeping neighborhood residential and hotel buildings in the loop about what is happening at the Market through monthly outreach and visits.
  o Potential KPI: send monthly concierge email with a 35% click through rate and visit 35 residential/hotel buildings each quarter

Betty Halfon asked what is included in the tote bag. Madison Bristol responded information on the Market, including information on the commercial businesses. In addition the PDA will have a table at the event where attendees can play trivia to learn more about the Market and be entered for a chance to win prizes.

David Ghoddousi asked if there is any outreach to low income housing in downtown. Mary Bacarella responded the Marketing team is still working on that but noted that Fresh Bucks and food access programs to extend to residential buildings outside of the Historical District.

Betty Halfon suggested working with the 5th Avenue to advertise #MakeItAMarketDay to encourage people to come to the Market before going to a show.
Madison Bristol shared the scheduled upcoming Meet the Market events and the residential buildings they plan to attend. Madison continued by reviewing the event activities which include:

- 3-4 Market merchants with new merchants at each event and a variety of the types of businesses. Pike Place Fish, Socios, and Barque Brontes are attending the first event at West Edge
- Wine/beer station (first event sponsored by the Market Foundation)
- Welcome tote bags with Market coupons, swag and door prizes
- Market samples
- PDA information table

Colleen Bowman asked if participating market merchants will be compensated for their time. Madison Bristol responded yes.

V. Public Comment
Howard Aller offered to volunteer to help provide information to visitors and he thinks it’s a good idea.

VI. Concerns of Committee Members
Mark Brady would like to see a celebration for Memorial Day at the Market.

VII. Adjournment
The meeting was adjourned at 5:18 p.m. by Patrice Barrentine, Vice Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
2018-19 Education Program
Mission Statement: The PDA Education Program teaches the next generation of Market stewards, caretakers and customers the value of community and commerce, entrepreneurship and history, all in a richly diverse downtown district.

The program provides opportunities for students and teachers to connect with the Market community in ways that extend well beyond classroom learning.

Gracie, second-grader from Adams Elementary in Ballard
Key Components:

1) In-class presentation – history role play, stories about our farmers

2) Teacher uses Resource Bag items in conjunction with online materials

3) Three weeks later, students tour the Market in small groups
Students looked for foods, jobs and countries of the world as they toured the Market, taking in all the sights, sounds, tastes and smells.
Five make-up tours happened in late spring due to snow.
They witnessed the creation of a historic event
PIKE PLACE MARKET FIELD TRIP
Student Evaluation

TELL US WHAT YOU LIKED BEST — WRITE A STORY OR DRAW A PICTURE!

Name: Micah
Teacher: Mrs. Fatland
School: Lawton
Grade: 3rd Grade

PIKE PLACE MARKET FIELD TRIP
Student Evaluation

TELL US WHAT YOU LIKED BEST — WRITE A STORY OR DRAW A PICTURE!

Name: [Blank]
Teacher: Mrs. Fatland
School: Lawton
Grade: 3rd
Tell us what you liked best — Write a story or draw a picture!

When I came to the comic's store I bought two Pokemon toys then I bought an Incredibles for my mom. The end.

Name: Marzo
Teacher: Ms. Dunbar
School: AHE School
Grade: 4th
Tell us what you liked best — write a story or draw a picture!

My favorite store is the magic shop because we saw a magic trick and we got to keep our cards.

Send to: Pike Place Market PDA, 85 Pike Street, Room 500, Seattle, WA 98101.
PIKE PLACE MARKET FIELD TRIP
Student Evaluation

TELL US WHAT YOU LIKED BEST — WRITE A STORY OR DRAW A PICTURE!

My favorite part of the market was when they threw the fish. I also liked the scavenger hunt for food that starts with L's. I enjoyed the pigs, chickens, rabbits, and the pig in the stall. The Seattle lights were pretty. I loved trying the ice cream and cheese. I securely carried where the bag I heard eating denoted a little mouse. I took both old and new photos of Pike's Place Market and now different spices from different places! We didn't get too up close with the fish!

Name: Sage
Teacher: Mrs. Mureen
School: Broadview Thomson
Grade: 2nd
Bertschi second-grade Sweet Leaf market October 23 & 24: $1,970.18 for Market Foundation
In January, students spent a morning at PMCCP to read, teach and play.
Seattle Country Day School also created a second-grade market that raised $1,770 for the Market Foundation on May 3.
Friday, May 3, 2019

Good morning, merchants!

You have worked so hard to prepare for this day, I'm super proud of you! Our objective this afternoon are to: raise money for the PTA, use our counting/change skills, stay organized, be friendly to our customers, and have fun.

It's going to be an amazing experience. I can't wait to share it with you!

Mrs. Percel
Post-Tour Activities and Lesson Enrichment:

--Third-graders volunteered at the Food Bank  
--Second-graders created group posters
Other schools such as The Bush School and King’s Elementary created their own markets.

King’s holiday market in December:
BENNY & BRADY’S STRESS BALLS
8 MARKETPLACE DOLLARS
FLAVORS AVAILABLE:
SMILE, CITRUS BLISS, RED CHEER, BLUE PEPPERMINT, BLACK SERENITY.

Buy a Benny & Brady Stress Balls
get a FREE candy cane!
And now, the numbers:
--117 classes served (107 tours) = 2,522 students
--87 in-class presentations
--32 public schools (15 north of ship canal, 17 south)
--17 private schools (7 north, 10 south)
--26 low-income classes (used Title One data from Nat’l Center for Ed. Statistics
--Grade levels = two (51), two-three split (1) three (46), three-four split (1), four (14),
four-five split (2), five (2)

Additional Notes:
--Demand again exceeded number of available tour dates.
--Presented to an urban planning class at Seattle University and toured with them.
--At least 17 schools donated to the Food Bank, ranging from students bringing food
on tour day, to school-wide food drives.
--Worked with many teachers and students throughout the school year on projects
about the Market or doing tours on their own outside of our program. For instance,
Meeker Junior High in Kent brought culinary arts students to meet those working in
the Market’s food economy (Pasta Casalinga, Crepe de France, Beechers, Pike Place
Chowder, indi chocolate, Oriental Mart).
Many thanks to our volunteer School Program Leaders:

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<thead>
<tr>
<th>Mark Ahlness</th>
<th>Amy Andersen</th>
<th>Brian Anderson</th>
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<tbody>
<tr>
<td>Blake Beers</td>
<td>Jacki Delecki</td>
<td>Don Elman</td>
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<tr>
<td>Linda Elman</td>
<td>Nancy Hambacher</td>
<td>Marilyn Hanley</td>
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<td>Katrina Hamilton</td>
<td>Melinda Kmitta</td>
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<tr>
<td>Megan Lee</td>
<td>Stephanie Neffner</td>
<td>Ron Ranheim</td>
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<tr>
<td>Hazel Siebert</td>
<td>Hans Siebert</td>
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They donated a total of **803** hours. What is the monetary value of volunteer time? A: The estimated value of volunteer time for 2019 is **$25.43 per hour**, according to Independent Sector, a coalition of charities, foundations, corporations, and individuals that publishes research important to the nonprofit sector.

\[ 803 \times $25.43 = $20,420.29 \] value to the PDA
To all the Market merchants, members of the PDA Council, and others in the community who support the PDA’s education program:

THANK YOU!

Coming soon: news about the 2019-2020 school year. Stay tuned!
The End