### Market Programs Committee Meeting Agenda

**Date:** Tuesday, September 12, 2017  
**Time:** 4:00 p.m. – 6:00 p.m.  
**Location:** The Classroom  
**Committee Members:** Betty Halfon (Chair), Patrice Barrentine (Vice-Chair), Gloria Skouge, David Ghoddousi, Colleen Bowman, Paul Neal and Mark Brady

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00pm</td>
<td>I. Administrative</td>
<td>Chair</td>
</tr>
<tr>
<td></td>
<td>A. Approval of Agenda</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Approval of the Market Programs Committee Meeting Minutes for August 8, 2017</td>
<td></td>
</tr>
<tr>
<td>4:05pm</td>
<td>II. Announcements and/or Community Comments</td>
<td>Chair</td>
</tr>
<tr>
<td>4:10pm</td>
<td>III. Programs and Marketing Director’s Report</td>
<td>Emily Crawford</td>
</tr>
<tr>
<td>4:30pm</td>
<td>IV. Reports and Discussion Items</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. 110th Anniversary Events Recap</td>
<td>Kalyn Kinomoto</td>
</tr>
<tr>
<td></td>
<td>B. Holiday 2017 Overview</td>
<td>Emily Crawford</td>
</tr>
<tr>
<td>5:40pm</td>
<td>V. Action Items</td>
<td></td>
</tr>
<tr>
<td>5:55pm</td>
<td>VI. Resolutions to be Added to Consent Agenda</td>
<td>Chair</td>
</tr>
<tr>
<td>5:50pm</td>
<td>VII. Public Comment</td>
<td>Chair</td>
</tr>
<tr>
<td>5:55pm</td>
<td>VIII. Concerns of Committee Members</td>
<td></td>
</tr>
<tr>
<td>6:00pm</td>
<td>IX. Adjournment</td>
<td>Chair</td>
</tr>
</tbody>
</table>
Market Programs Committee
Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)
Tuesday, August 8th, 2017
4:00 p.m. to 6:00 p.m.
The Classroom

Committee Members Present: Patrice Barrentine, David Ghoddousi, Colleen Bowman

Other Council Members Present:

Staff Present: Ben Franz-Knight, Emily Crawford, Aliya Lewis, Kalyn Kinomoto, Scott Davies, David Dickinson, Zack Cook, James Cornell, John Turnbull, Karin Moughamer

Others Present: Chris Scott, Howard Aller, Mark Brady, Ann Magnano, Richard Martin, Megan Kim

The meeting was called to order at 4:05 p.m. by Patrice Barrentine, Vice Chair.

I. Administration
A. Approval of the Agenda
   The agenda was approved by acclamation.

B. Approval of the July 11th, 2017 Market Programs Committee Meeting Minutes
   On page two, the sentence should be amended to read “Patrice Barrentine recommended a pedestrian counter at MarketFront in the future.”
   The July 11th, 2017 Minutes were approved as amended by acclamation.

II. Announcements and Community Comments
Howard Aller complimented the satellite farm programs. They are close, easy to get to and have a good selection.

III. Programs and Marketing Director’s Report
Emily Crawford reviewed the current Metro transit marketing campaign featuring farms and the 110th anniversary. That campaign will run through September 16th. In addition, ads are running on KNKX and paid social ads running from July 24th to just before Labor Day. 110th Anniversary events were noted including on August 12th a concert by Caspar Babypants to raise funds for the child care center, on August 17th there will be a John Stemets exhibits and a symposium at 2 pm on that same day, and Sunset Supper on Friday, August 18th.

Crawford thanked the Marketing team of Kalyn Kinomoto, Aliya Lewis and Scott Davies on their work on the 2017 holiday campaign. This year 20-second videos are being produced featuring holiday items. These videos will be available in a Dropbox for the media to download.
Patrice Barrentine asked if there would be more innovative ideas, such as the 20-second videos, now that the Marketing budget has been reduced for the remainder of 2017.

IV. Reports and Discussion Items
A. Farm Program Update
Zack Cook provided an overview of the main farm programs currently underway for the 2017 season.

There are currently five Farmers Markets managed by Pike Place Market:

- City Hall, Tuesday
- Denny Regrade, Tuesday
- PPM Evening Market, Wednesday
- South Lake Union, Thursday
- 1st Hill, Friday

Sales at existing locations, year-over-year for the last five years, shows that South Lake Union has a steep growth, City Hall and 1st Hill are a little below 2016 but that is due to a slow start to the growing season, and PPM Evening Market is up a little bit compared to 2016.

A comparison of Denny Regrade and Microsoft sales (Denny Regrade replaced the Microsoft campus) showed that Microsoft sales were flat for the last few years while Denny Regrade is outperforming Microsoft compared to last year. Zack noted that Amazon is opening several new buildings over the next few years so the hope is that sales will continue to rise.

Patrice Barrentine asked if there were any concerns about the Farmers Market program. Zack responded that the Evening Farmers Market remains a challenge, noting that there are a lot of tourists in the Market on Wednesday evening. The First Hill Market isn’t performing as strongly as hoped, but it’s still a relatively new market.

Zack complimented the farm team and believes this is due to the implementation of the three, six-month paid internships.

Farm to Go CSA

- The program has a new coordinator, Sidra Schkerke
- 186 shares/week delivered to 8 locations
  - 109/week are sold at market rate
  - 77/week are sold as food access shares
- $22,494 paid to 15 participating farms to date
- The program is supported by a 2-year $55,000 grant

Farm Development

- Applied for a King Conservation District Regional Food System Grant for Individual Development Account, find out in October.
- One more EQIP High Tunnel application approved
- Sampling at City Hall Farmers Market and Evening Farmers Market. The Market has a sampling permit, however a farmer would have to spend $980 to obtain one and sampling has been shown to increase sales.
• Planning workshops on land access with Tilth Alliance and food safety with WSDA for the fall and winter.

Colleen Bowman asked if there are plans to do chef demonstrations in the Market, possibly in the new MarketFront pavilion. Zack responded that not a lot of local people were engaging with the chefs and conversations are taking place to develop ways to engage with people through cooking demonstrations.

Patrice Barrentine commented that sampling is a great way to increase sales and believes the Individual Development Grant is a great opportunity, especially for Mung farmers.

Food Access
• Bonus Card Program, allows EBT card shopping year round. People can use their EBT at the highstalls in the winter and receive a 50% discount, paid for by Phinney Grants administered by the City. From Jan-May, $11,719 in matching dollars.
• Farmers Market Fresh Bucks - $2,022 in matching $’s so far this year.
• WIC/Senior FMNP Matching Program - $520 in matching $’s, however $1,100 had been received today
• 1,736 pounds of produced donated to the Food Bank
• Education Programs (Abbie)
  o 47 classes in Atrium Kitchen
  o Monthly Market Meal, Avista started the program but now the program is managed by Tracy Post, a local caterer. The program is now self-sustaining.

Rapid Market Assessment, conducted the week of July 31, 2017

City Hall
• Comments included “More prepared food” and “Longer season.”
• How far did you travel to come to the Market? 83.7% came from less than 3 blocks
• Primary reason for visiting the market. Nearly 30% said fruit, followed by veggies, flowers and the atmosphere.
• How much have you (or will you) spend at the market? 35% said $6-10 and 34% said $11-20
• How often do you shop at farmers markets in general? 1-3 times per month

Evening Market
• Comments included “Better Market flow” and “More unique vendor options and variety.”
• How far did you travel to come to the Market? Nearly 70% more than 10 blocks, however there is a small percentage that are coming from the surrounding neighborhood.
• Primary reason for visiting the market. Roughly 25% said the atmosphere. Fruit, veggies, and flowers were all less than 5%
• How much have you (or will you) spend at the market? 22% said $11-20
• How often do you shop at farmers markets in general? The majority responded less than once per month, indicating it’s probably mostly tourists walking through the Evening Market.
Colleen Bowman suggested another question to consider is “How did you get to the market?”

Zack wrapped up the presentation with an infographic on Farmers Markets in 2016.

Ben Franz-Knight concluded the Farm Program presentation by presenting some ideas on where the Evening Market program might go in the future to meet the goal of increasing farmer profitability.

- CSA is working well
- Consider moving programming to the MarketFront Pavilion to create an exciting atmosphere since the street doesn’t seem to be doing that.
- Bring back chef demos by highlighting an item found in the weekly CSA and create a program around that. Market partnerships, beer, wine, and music could create a desirable event for locals.

David Ghoddousi commented he liked the idea of experimenting with moving programs to the MarketFront Plaza, tying it to Market merchants, and bringing back chef demos.

Colleen Bowman feels that it’s tradition to have the farmers on the cobblestone street, but recognizes there is a directive to experiment and try new things.

Patrice Barrentine thought there is potential for morning CSA pickup to the MarketFront Pavilion, which would allow people to buy additional items to go with what’s in the CSA. Adding flowers to a CSA might also be a nice addition. She also wondered if the Evening Market would perform better if offered in the off season when there aren’t a lot of tourists.

Zack Cook talked about his goals for the CSA in the future. This year 180-200 shares, and next year the goal is 230-250 shares. The challenge is to find the right balance that maximizes farmer revenue and staff expenses. Shares about 250 will require conversations on where to pack, cooler space, additional staff, etc.

Colleen Bowman asked what the constraints on growth are. Zack responded there is a farmer educational component to working on a CSA program. Ben Franz-Knight added that it’s managing the growth carefully to not incur additional costs or staff time.

Patrice Barrentine asked what the time and labor reduction would be in not having the Evening Market and if that could be put into the CSA program. She also inquired about CSA add-on options. Zack responded that is now possible due to a grant that support the Farm to Go software which will be tested or implemented next season.

B. Green Star Program
David Dickinson introduced two of the Pike Place Market RE-Team projects for 2017: The MarketFront recycling bins and first annual Green Star Award. The recycling bins, which are entirely made from recycled materials, are doing their job but there remains some challenge in the public identifying the right receptacle for their trash.

The Green Star Awards are made up of two awards: The Sustainable Business Impact Award recognizes overall impact of sustainable business practices and the Sustainable Business
Inspiration Award recognizes the nominee’s demonstrated creativity and/or dedication as evinced by their sustainable business practices.

Four Market vendors helped to create the physical green star award, including Joshua Swanson (glass artist), Kris Sacksteder (woodworker), Karen Kvernenes (sand etching) and Charles Saul (laser etching).

The Sustainable Business Impact Award went to Pike Place Fish Market and the Sustainable Business Inspiration Award went to Miranda Marks, owner of Rubber Revolution.

The Second Annual Green Star Awards will launch spring 2018 and the application and judging process for next year will incorporate feedback from this year’s participants and judging panel.

C. Sammamish Farm
Ben Franz-Knight introduced an opportunity for Pike Place Market to enter into a no cost Use Agreement (lease) with King County to manage the Sammamish River Farm. The land currently is farmed by five farmers, three of which are Pike Place Market vendors. Pike Place Market would step in as the property manager, collect a modest rent from the farmers and revenue would be used to make improvements to the land. There is potential for grant opportunities to underwrite the cost of administration.

It is outside the historic district and would require approval from the King County Council. Packet includes a map of the farm and two documents. This opportunity would help small farmers be more successful in their efforts.

Franz-Knight reviewed the handouts including a plot map and a letter and agreement for a similar arrangement between King County and Tilth Alliance. The associated costs would be annual fees for the tax parcel, water and sustainable remediation totaling $255.45.

David Ghoddousi inquired why Tilth isn’t managing the farm.

Patrice Barrentine, who works for King County, recused herself from the conversation, but introduced two King County Employees: Richard Martin, manages the agriculture forestry incentives unit and Megan Kim who manages the agricultural leasing program for King County.

Richard Martin reviewed the relationship with Tilth Alliance at the Greenriver Farm, stating that it’s been successful. Tilth Alliance has a south King County focus and entering into the Sammamish Valley community would require building relationships so they are not interested at this time. In addition, Pike Place Market already has existing relationships with at least three of the farmers currently working that land.

Zack Cook noted that many of these farmers are entering into second or third generation of farming the land and this opportunity could help ensure that continues.

David Ghoddousi asked who has been managing the land up to this point.
Richard Martin responded that for the last 25 years the county has been working directly with the farmers. The County has deferred to the farmers and will step in when staffing and resources allow.

Ghoddousi and Martin continued to discuss the merits of a separate entity stepping in to work directly with the farmers. Richard Martin believes it is to the benefit of the farmer to have an outside organization step.

Ben Franz-Knight summarized what he heard Ghoddousi ask of the project, which are that he would like to see:
- Cost assessment
- Assessment of potential risks
- Analysis of the true benefit, which Franz-Knight believes to be an increase in farmer profitability.

Ghoddousi continued to question why Pike Place Market PDA would step in to manage a property that has proven success for the farmers for over 25 years.

Colleen Bowman would also like to:
- Define specific goals for the project
- Analyze the PDA’s responsibilities and liabilities
- Review farm financials at FAM
- Create a draft of the agreement to continue the conversation

Megan Kim offered to send the most recent Use Agreement with Seattle Tilth noting the goals have changed due to receiving a recent grant. She also mentioned that in order for the County to enter into a No Cost Use Agreement there needs to be a public benefit.

Ben Franz-Knight recommended this topic be discussed again at the next Market Programs Committee meeting before being presented at full Council for consideration.

Richard Martin added that even though the farmers have been successful that doesn’t mean they couldn’t be more successful if they had the technical support the County isn’t able to provide.

Colleen also inquired if there are some basic tenant standards the County has provided. Ben Franz-Knight responded that yes, those do exist.

David Ghoddousi asked what the budget is and requested the financials for review.

Megan Kim provided some highlights of what is included in the Lease Agreement, noting that $150 per acre is charged to farmers resulting in roughly $3,000 in revenue for the entire farm. Kim went on to discuss the public benefits associated with Tilth Alliance managing the Greenriver Farm which include increased farmer education and the introduction of organic practices.
Zack Cook reiterated the close relationship between Pike Place Market and farmers at the Sammamish Farm and believes this could be a great opportunity.

Richard Martin noted the location of the farm is located on the other side of the Sammamish River from Chateau Ste. Michelle in Woodinville and that this river does not flood (but can be wet.)

V. Action Items
None

VI. Resolutions to be added to Consent Agenda
None

VII. Public Comment
Ann Magnano commented that the Sammamish Farm is a fabulous opportunity for the Pike Place Market and the farmers.

There was clarification on how many farmers currently work the land and how many of them have a relationship with Pike Place Market. There are five leases, supporting 15 farmers, and three of those have a relationship with Pike Place Market

Magnano went on to say she believes this is a natural move for Pike Place Market and it builds upon the work that Steve Evans stared. She encourages the PDA to continue reviewing the proposal in order to get more money in farmer’s pockets.

VIII. Concerns of Committee Members
David Ghoddousi requested more information on how Pike Place Market is going to make a difference for the farmer.

Colleen Bowman commented there could be marketing opportunities and envisions great cross-promotional opportunities. Bowman would also like to know what the staffing costs would be to run this program.

IX. Adjournment
The meeting was adjourned at 5:38 p.m. by Patrice Barrentine, Vice Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
110th Anniversary Events Recap
110th Anniversary Week Events Recap

- #PikePlacePeople social media campaign
- Caspar Babypants Concert
- John Stamets “Portrait of a Market” symposium and exhibit
- 22nd Annual Sunset Supper
#PikePlacePeople Social Campaign – Anniversary Week

- Featured short videos of Market characters who shared what Pike Place means to them
- Posted one video each day over the anniversary week
- Invited the public to participate and share their own #PikePlacePeople stories
- Will continue to post new videos throughout the year

“As a small child my Grandfather (a longshoreman), would take me with him to his union hall. Then we went to the Market. He knew all the vendors, so I got a cookie from the bakery, a hot dog from one butcher and a rolled up slice of bologna from another. He always bought apples, bleu cheese and some flowers for us to give Grandma.” – Stephanie on Facebook
#PikePlacePeople Social Campaign

**Facebook Insights**
- 19,915 views
- 1,141 reactions
- 125 comments
- 52 shares
- 73,357 reached

**Instagram Insights**
- 14,476 views
- 1,434 likes
- 44 comments
#PikePlacePeople Social Campaign

“I met my wife Diana here. She was a Market farmer and when I started here in ‘69, she was right across from us and was the first person I saw and fell in love with.” – Don Kuzaro, Don and Joe’s Meats

9,792 total views on Facebook and Instagram
110th Anniversary Wishes from the Community

Facebook and Instagram mentions from community members, including:

- Seattle Art Museum (109k+ page likes)
- Pike Place Fish Market (54k+ page likes)
- Pike Place Chowder (38k+ page likes)
- KOMO 4 (449k+ page likes)
- ParentMap (30k+ page likes)
- KISW 99.9 “The Rock” (198k+ page likes)
- King County (8k+ page likes)
110th Anniversary Wishes from the Community

Twitter birthday/anniversary wishes from community members, including:

- Seattle Mariners (498k+ followers)
- Seattle Sounders FC (459k+ followers)
- Seattle Reign FC (58k+ followers)
- Seattle PI (173k+ followers)
- KIRO 7 (384k+ followers)
- WSDOT (421k+ followers)
- Zagat Seattle (5k+ followers)

More than 650 tweets and retweets wishing @pike_place happy birthday
Caspar Babypants Concert – Saturday, August 12

• First concert held in the MarketFront pavilion
• Benefit for Pike Market Child Care and Preschool
• More than 150 people in attendance
• Caspar Babypants performed favorite hits and previewed his new “Jump for Joy” album
• Craftsperson Kate Endle donated a large portion of merchandise and artwork
• $1,300 raised to benefit PMCCP’s tuition assistance program
John Stamets “Portrait of a Market” – Thursday, August 17

- Symposium featured nine speakers familiar with Stamets’s work and Pike Place Market
- Estimated 40-50 people attended the afternoon symposium
- Exhibit featured 22 reproduced photos of the Market, displayed in their original locations around Post Alley, Economy Building and Arcade
- Estimated 150-200 people walked through the evening photo exhibit
- PDA supported the event with a sponsorship and PR efforts
22nd Annual Sunset Supper – Friday, August 18

- Participation from Market businesses including: Athenian, Uli’s Famous Sausage, Pike Place Chowder, Rachel’s Ginger Beer, Wilridge Winery, Starbucks, DeLaurenti, Chef Steps, Ellenos, Old Stove Brewing Co., Le Pichet, Los Agaves, Matt’s in the Market, Shug’s and Storyville Coffee

- Event raised $350,000 for the Market Foundation’s programs

- Successful event incorporating MarketFront plaza and pavilion