### Market Programs Committee Meeting Agenda

**Date:** Tuesday, February 12, 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>Section</th>
<th>Speaker</th>
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| 4:00pm| I. Administrative  
A. Approval of Agenda  
B. Approval of the Market Programs Committee Meeting Minutes for January 8, 2019 | Chair                 |
| 4:05pm| II. Announcements and/or Community Comments | Chair                 |
| 4:10pm| III. Programs and Marketing Report           | Amy Wallsmith         |
| 4:30pm| IV. Reports and Discussion Items            |                       |
|       | A. Proposed 2019 Daystall Rules & Regulations | David Dickinson       |
|       | B. 2018 Holiday Recap                       | Amy Wallsmith         |
|       | C. 2018 MarketFront Programming Review      | Amy Wallsmith         |
| 5:50pm| V. Public Comment                            | Chair                 |
| 5:55pm| VI. Concerns of Committee Members            |                       |
| 6:00pm| VII. Adjournment                             | Chair                 |
Wednesday, January 8th, 2019
4:00 p.m. to 6:00 p.m.
Economy Building Classroom, 1433 First Avenue (3rd Floor)

**Committee Members Present:** Patrice Barrentine, David Ghoddousi, Colleen Bowman, Mark Brady, Ali Mowry

**Other Council Members Present:**

**Staff/ Consultants Present:** Mary Bacarella, Karin Moughamer, Amy Wallsmith, Scott Davies, David Dickinson, Zack Cook, John Turnbull

**Others Present:** Howard Aller, Bob Messina, Nick Setten, Russell Monroe

The meeting was called to order at 4:04 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 November 6th, 2018 Minutes
      
      *The November 6th, 2018 meeting minutes were approved by acclamation.*

II. **Announcements and Community Comments**

   None.

III. **Programs and Marketing Report**

   Amy Wallsmith began by noting that Scott Davies has kicked off the education program for 2019. In January there are 13 tours and 12 classroom lessons. This month the concierge program will begin. A consultant is helping a monthly program to reach out to hotel and residential within downtown. More information to come. The Instagram account is about to hit 100,000 followers, and Amy estimates that number will be reached in mid-February. Twitter has 89,000 followers and Facebook has 270,000 followers. Amy continued that she is hiring a senior public relations and program specialist and there is no end date for applying.

   David Ghoddousi asked if that position already existed. Amy Wallsmith responded yes, but additional responsibility was added and this is the job Kalyn previous held.

   Amy Wallsmith continued the Local Love Season/Festival is being brainstormed with various departments. This will be kicked off on February 9th with an event and will activate the whole Market, similar to Magic in the Market. It's currently being called Local Love Fest and an official name will be released soon. Amy review some of the ideas for the event. Daffodil day is March
20th. At the February Market Programs meeting the 2018 programs will be reviewed as well as the Gift Guide.

Ali Mowry asked if programs are planned a year at a time or as one-offs. She feels these events would gain more traction if they are planned as traditions. Mary Bacarella responded some of these events are being planned as traditions but each program needs to be assessed for success.

Ali Mowry asked for the definition of ‘local.’ Mary Bacarella responded that will be discussed further in the meeting.

Colleen Bowman suggested promoting chocolate vendors during Local Love Fest. A discussion followed on some ideas for Local Love Fest.

A discussion followed about whether these events draw locals who spend money in the Market.

IV. Reports & Discussion Items

A. Community Surveys Regarding 2018 Market Programs and Events
Amy Wallsmith shared that three surveys were created to gather data related to 2018 MarketFront and Market programs offered. Those surveys include:

1. Craft participants in the programming, such as Stockings and Stuffers.
2. A survey for all daystall community to provide feedback on programming.
3. A survey for commercial tenants to provide feedback on Magic in the Market and Costumes on the Cobblestones

Mark Brady asked if the surveys are offered in another language. Mary Bacarella responded no. Zack Cook responded it’s easier to talk with people from the Hmong community rather than develop a written survey.

Ali Mowry asked what the response rate is for the surveys. David Dickinson responded past surveys have a 50% response rate but he expects more people will respond to the program participant survey. Zack Cook noted a lot of outside agencies conduct great research on farm initiatives.

Mary Bacarella added that survey information from the Small Business Incubation will be included in the February Programs meeting.

B. Downtown Resident Market Research Focus Groups
Amy Wallsmith shared questions that will be asked at two upcoming focus groups. One is for people who have lived downtown for ten plus years and another for people who have lived downtown for less than five years. Downtown has been defined. The goal is to understand the habits of people living downtown – shopping, dining, entertainment – as well as how people get their information and how they interact with the Market. A moderator will help guide the conversation and a full report will be generated.

Participants in the 10 plus years group must meet the following criteria:

- Ages 30-70
- Equal balance male and female
- Not employed by Pike Place Market
• Has not visited the Market in the last 12 months

Mary Bacarella added that participants will receive background information and it’s an opportunity to learn about what people feel and think about the Market to help plan marketing initiatives for the future.

Participates in the less than five years group must meet the following criteria:
• Ages 25-44
• Equal balance male and female
• Not employed by Pike Place Market
• Has not visited the Market in the last 12 months

Colleen Bowman asked the rational for people who have not visited the market in the last 12 months. Amy Wallsmith responded they wanted to talk with people who thought they knew the Market or only come when bringing an out-of-town guest. The goal is to break through that barrier.

Patrice Barrentine asked how many people will participate in each focus group. Amy Wallsmith responded the firm will recruit up to 12 and are hoping for 8-10 people in each group.

Colleen Bowman asked the range of downtown. Mary Bacarella responded its downtown plus the surrounding neighborhoods such as Queen Anne and Capitol Hill.

Mary Bacarella noted that an outcome of these focus groups is the development of an online survey that can be sent to a larger population to gather additional information.

Ali Mowry asked how the age ranges were selected. Amy Wallsmith responded they were looking for feedback from the new Seattleite, which is a younger demographic, and the older age range will hopefully provide information from people who have lived in Seattle for a while and may already know the Market.

David Ghoddousi asked if these questions will be sent to the concierge groups or condo residents. Mary Bacarella noted that is a good idea.

C. Revised Market Insider
Amy Wallsmith noted the Insider is produced for a targeted audience in the Market community and the goal for changing to an online format is to help provide feedback and statistics on what people are engaging with. In December 43.1% of people opened the link and in January 45.5% have opened it. Amy’s goal is to get to a 60% open rate. Through the Insider the marketing department has asked for businesses to update their directory information on the Market website.

Amy Wallsmith shared the updated Neighborhood News page which includes calendars for upcoming events around Seattle, and a place for people to sign-up for e-news.

Mark Brady noted that some of the font is hard to read on the email. He said it looked almost three-dimensional.
Ali Mowry noted that she appreciated getting information on the viaduct closure and commented that it was very thorough and comprehensive.

Patrice Barrentine also noted that the viaduct closure announcement was great and complimented the staff on putting that together.

Colleen Bowman suggested putting the Sign-Up for E-News button higher up on the Neighborhood News page.

Amy Wallsmith noted she forgot to mention the Holiday Night Market in her report above and asked David Dickinson to provide a recap.

David Dickinson noted this was an exciting event because it was an idea that was generated by craftspeople and supported by Daystall staff. Still waiting to hear back on surveys, but anecdotally the feedback was positive. Some people had good sales and those who did not still believed it was a good event to be at. Crafters requested to do it again and David believes there will be more experimentation over the summer with additional Night Market events.

Patrice Barrentine asked the date and time of the event. David Dickinson responded it took place on December 20th from 5-8 pm and was almost cancelled due to a wind storm. However, people started showing up and sales continued right up to 8 pm.

Colleen Bowman attended and said it was very festive.

Patrice Barrentine could not attend but was really supportive of the event and was excited that it happened.

David Dickinson noted more information will be provided next month in the 2018 recap.

Amy Wallsmith noted the Daystall department did a phenomenal job putting the event together in a short time.

Ali Mowry asked if that could be expanded to a larger event and if the Market would include crafters from outside the daystall community. David Dickinson responded nobody was turned away from participating but was glad it was a smaller size for the first event. Regarding guest artisans, there are people in the community that are supportive of that and would revisit that idea through more conversations.

A conversation continued on the success of other night Markets around Seattle during the holidays.

D. SR-99 Closure Communication Plan
Amy Wallsmith noted the plan included in the packet is an update of the one provided in November. Amy provided an overview of the updates, which include:

- Working with the aquarium marketing department to coordinate program collaboration
- The free waterfront shuttle has expanded the service time
- New signage in and around the garage promoting parking rates and still looking for ways to advertise parking near the Market.
Flaggers will start next week, helping on Western Avenue, from 3:30-7:30 and parking staff will monitor if more or less time is needed.

Additional Market blog posts are being produced and shared across social media platforms that help people get to the Market or hang out at the Market while traffic dies down.

Commercial department is gathering information from Market tenants on ways they are promoting their businesses during the closure.

Assessing advertising in WAZE, Apple maps and Google Business.

Still looking to advertise on First Avenue light poles and still trying to find a place to park the farm truck offsite to promote the market.

Viaduct closure communication will be ramped up in the coming week. The Neighborhood News Page has been revamped as a go-to place for Market businesses and residents.

Mary Bacarella added that between 6-10 am all loading trucks and deliveries are being counted to better understand the use of load and unload parking spots within the Market.

Mark Brady noted that more people are getting tickets, including UPS and USPS. Mary Bacarella responded staff can reach out to the Police Department.

Zack Cook noted that city police, in previous conversations, indicated they were going to be more aggressive with ticketing and it depends on the officer.

Colleen Bowman wondered if the loading zone be extended to 60 minutes or exploring a commercial delivery pass for people in the Market.

David Ghoddousi suggested using the farm truck around the city as a way to promote the Market, such as at Sounders games, Husky stadium, Amazon, etc.

Colleen Bowman asked if there will be something visual at the February viaduct event. Mary Bacarella responded she is working on it.

E. Fresh Bucks to Go Program

Zack Cook provided an overview of the program in which the City pays the PDA to deliver CSA boxes to preschools in Seattle that have low income students. The PDA participated in a pilot in 2018 and the city has extended that through 2019. In March 2019 an RFP will be put out for people to participate in the program in 2020.

i. Proposed Resolution 19-01: Authorization to Contract with City of Seattle on Pike Box to Go Program

Zack Cook introduced proposed resolution 19-01 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, the PPMPDA has established a program for weekly direct delivery of local farm produce under the name of Pike Box which furthers the distribution of fresh produce to local families and provides added revenue to farmers in a program where costs are funded through payments from customers and food supplement programs; and,

WHEREAS, in the last quarter of 2018, the PPMPDA extended this program as Fresh Box to Go under a contract with the City of Seattle to provide a limited bi-weekly distribution of fresh produce from small and medium-sized farms (all located in Washington State) to eligible families participating in the Seattle Preschool Program (SPP), Early Childhood Education and Assistance Program (ECEAP), SPP Pathway preschools and other sites as agreed upon with the City; and,

WHEREAS, the City of Seattle has proposed a one year continuation of this program, funded through the Sweetened Beverage Tax revenues in the amount of $143,296 for calendar year 2019; and,

WHEREAS, the PPMPDA confirms that this extension of the Fresh Box to Go will be consistent with its purposes, complement existing programs and that the level of reimbursement is sufficient to cover all incremental costs of food purchases, operations and staffing to operate in tandem with the existing Pike Box program,

NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to enter into a contract with the City of Seattle Human Services Department for a contract to reimburse costs for an extension of the Fresh Box to Go – Pike Box Program in an amount not to exceed $143,296.

The funds for this project will be paid to the PPMPDA as provided in the contract dated January, 2019.

David Ghoddousi moved the proposed resolution and Colleen Bowman seconded the motion.

David Ghoddousi suggested the resolution be amended so that the Market farm truck has to be placed inside City Hall!

Patrice Barrentine asked how many schools boxes are being delivered. Zack Cook responded there are 8 schools, four schools alternate each week (A & B week). For week A, 105 boxes are delivered and for B week 150 boxes delivered, but eventually both weeks will deliver 150 boxes. Cascade Harvest, Seattle Tilth, and Pike Place Market are the participants. The boxes include recipes and Fresh Sheet.

Mark Brady noted the effects of the government shutdown on EBT. Zack Cook responded Fresh Bucks and this program are not affected by that.

Patrice Barrentine noted that this program achieves every value of the Market farm program.

For: Mark Brady, Ali Mowry, Colleen Bowman, Patrice Barrentine, David Ghoddousi
Proposed Resolution **19-01** passed by a vote of 5-0-0.

V. **Resolutions to be Added to Consent Agenda**

Proposed Resolution **19-01**: Authorization to Contract with City of Seattle on Pike Box to Go Program

VI. **Public Comment**

Bob Messina enjoyed the presentation on the Market Insider and is in favor of the new changes. He noted that in past Market Insiders he appreciated the Comings and Goings of PDA staff and did not see that in the current Market Insider.

Howard Aller feels the Pike Box to Go program is an extension of the market into the city and is a great way to provide farm produce to people. He would like to see continued support of the farm program and staff to ensure these programs continue. Howard also noted that the farm truck should always be included in any parade offered in this city!

VII. **Concerns of Committee Members**

Ali Mowry noted that she has been talking about a community transit program for a while but is still struggling to understand what the PDA is doing about next steps to create another program. That was stated in an August 2017 presentation. Ali would like to see the PDA continue to find ways of supporting a community transit program. Ali asked if any councilmembers would like to create a committee to further discuss or if this topic could be placed on a future agenda.

Mary Bacarella responded she can research this topic but does not feel comfortable going back to what was previously being done.

Patrice suggested adding this to the February Market Programs agenda.

Patrice Barrentine suggested finding ways to educate the community on ways businesses can provide transit benefits to their employees.

There was a conversation on the ways that business maybe are or are not providing transit benefits for their employees and what the previous community transit benefits were.

David Ghoddousi believes now is a great opportunity to talk with the city about community transit.

Ali Mowry noted that Commute Seattle is starting a committee to talk about transit issues and suggested someone from the Market participate in the committee.

Mark Brady asked if twenty minutes could be added to the agenda for brainstorming. Mark Brady felt decorations for the holidays were disappointing. Patrice Barrentine recommended waiting to see the results from the surveys regarding holiday events and that could be discussed during a programs meeting.
David Ghoddousi noted that this year was the most decoration he’s seen the PDA do for the holidays and he hopes it continues and improves in future years.

A conversation continued on ideas for future Magic in the Market and other programs at the Market as well as the role of the committee on providing feedback to PDA staff.

Patrice Barrentine visited the Borough Market in London and would be happy to share photos at the February Market Programs.

VIII. **Adjournment**

The meeting was adjourned at 5:22 p.m. by Patrice Barrentine, Vice Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Love in the Market
Goals
1. Drive traffic to the Market during a shoulder season
2. Engage Target Audience at key touch points in their day when receptive to brand messaging
3. Reach Target Audience at home and work
4. Engage more in social media & repeat visits to PPM website
5. Local media engagement
Love in the Market
Celebrating Local Love

Saturday, February 23, 2019
11 am – 4 pm

We’re celebrating our love for YOU, February 23, 2019

Come enjoy a day at Pike Place Market filled with activities we created just for our locals; whether you live in the city, county, or state.

Get the perfect PNW profile pic at 8 pop-up art installation designed by Pike Place Market artists, Meet the Producers in our MarketFront Pavilion and get your Love Fortune read in the DownUnder.
Commercial Team

*Love Tasting Flights* – Taste your way around the Market at five different Market locations. Cost: $35

- Atrium Kitchen
- indi chocolate
- Truffle Queen
- NorthWest Tasting
- Made in Washington

*Cookie Decorating (DownUnder)* – cookies provided by Atrium Kitchen
Daystall/Farm

- **Artist Challenge (MarketFront)** – Come see the first ever Pike Place Market Artist Challenge. Four Market artists will have four hours to create a masterpiece.

- **Thematic Showcase of “local love theme” products (throughout North Arcade)**

- **Local love themed crafts (MarketFront Pavilion) – including the launch of the Daystall “demo-vision” setup**

- **Love theme music featuring Market Buskers (MarketFront Pavilion)**

- **Special Culinary Pop-Ups (MarketFront)**
Marketing Team

• Unique Photo Opportunity (under Market Clock & Sign)

• Scavenger Hunt (Market Wide)

• Pop-Up Art Installations (Market Wide)

• 2019 Love Fortune Forecast featuring Sylvia O’Stayformore
Rachel Jobe Cuba
MarketFront near Desimone Bridge

Brooke Westlund, Alex Achaval, and Jennifer Cullin
Gum Wall
Alex Achaval
Pike Hillclimb near Senior Center

Jennifer Cullin
DownUnder Level 4
Carol Chen-Lord
Economy Building Post Alley Entrance

Brooke Westlund
DownUnder Level 3
Decorations

• Heart balloons for DownUnder

• A-frame signage

• Additional Decorations market wide
Marketing Plan

• **Budget**
  - $3,000-5,000 (pulled from Market Events and Promotions)

• **Advertising**
  - Website, Facebook Event, Social ads targeting locals, PR
Daystall Rules Review Schedule 2019

Friday, January 11, 2019: Deadline for 2019 Daystall Rule Change Proposals
Completed proposal forms must be turned in to Daystall staff or to PDA Front Desk by 5:00 p.m.

Friday, January 25, 2019: Distribution of Compiled Rule Change Proposals
Mailed to PDA Council members and available online and at PDA Front Desk for all other interested parties.

Thursday, February 7, 2019: Daystall Community Meeting
Classroom in the Economy Building, 5:00 p.m.
Daystall staff will present the rule change proposals and listen to initial community feedback.

Tuesday, February 12, 2019: Market Programs Committee of PDA Council
Short Presentation of Proposed Rules, 4:00 p.m.
Daystall staff will present a draft of proposed rule changes to Council members.

Wednesday, February 20, 2019: Deadline for written responses to draft rules proposals
Daystall staff must receive responses by 5:00 p.m.

Wednesday, February 27, 2019: Final draft proposals distributed
Mailed to PDA Council members and available online and at PDA Front Desk for all other interested parties.

Tuesday, March 12, 2019: Market Programs Committee of PDA Council
Presentation of Rules for Full Discussion, 4:00 p.m.
Public hearing on recommended changes to the Daystall Rules and Regulations.

Rules Presentation & Final Approval, 4:00 p.m.
Council will vote on the proposed recommendations for the 2019-2020 Daystall Rules & Regulations

For more information: please contact David Dickinson at 206.774.5224 or davidd@pikeplacemarket.org
<table>
<thead>
<tr>
<th>Prop #</th>
<th>Author</th>
<th>Representing</th>
<th>Affecting</th>
<th>Proposal</th>
<th>Staff Rec</th>
<th>Rationale</th>
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<tbody>
<tr>
<td>1</td>
<td>Shari Druckman-Roberts</td>
<td>Craftspeople</td>
<td>Craftspeople</td>
<td>Proposes that attendance requirements are suspended when the temperature drops below 32 degrees Fahrenheit and rises above 90 degrees Fahrenheit.</td>
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<td>2</td>
<td>Jonathan Berner</td>
<td>Craftspeople</td>
<td>Craftspeople</td>
<td>Proposes increasing the # times per year for those reaching 1-year mark on Off Season can elect to advance to regular list, from Jan. 1 to quarterly.</td>
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<td>3</td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Craftspeople</td>
<td>Updates to Off Season Craft List rules addressing consistency and issues from previous years' Off Season rule changes</td>
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<td>4</td>
<td>Ryan Sanderson</td>
<td>Craftspeople</td>
<td>Craftspeople</td>
<td>Proposes that Sundays count towards working on a Saturday for craftspeople who work all the days themselves.</td>
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<td>5</td>
<td>Vickie Clark</td>
<td>Craftspeople</td>
<td>Craftspeople</td>
<td>Proposes that Sunday attendance should count as one of the two days needed to work Saturdays.</td>
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<td>6</td>
<td>Barbara Matteson</td>
<td>Craftspeople</td>
<td>Craftspeople</td>
<td>Proposes that Sunday attendance should count as one of the two days needed to work Saturdays.</td>
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<td>7</td>
<td>Barb Benning</td>
<td>Craftspeople</td>
<td>Craftspeople</td>
<td>Proposes that 1 day week attendance for those vendors attaining 25 years of market service.</td>
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<td>8</td>
<td>Barb Benning</td>
<td>Craftspeople</td>
<td>Craftspeople</td>
<td>Proposes that all accumulated vacation time be carried forward.</td>
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<td>9</td>
<td>Barb Benning</td>
<td>Craftspeople</td>
<td>Craftspeople</td>
<td>Proposes that all federal holidays count as 1 day weeks for market community.</td>
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<td>10</td>
<td>Barb Benning</td>
<td>Craftspeople</td>
<td>Proposes that business should only be required to stay open until 4pm (instead of 5pm) on Thursday from June-September.</td>
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<td>11</td>
<td>Kathi Allen</td>
<td>Craftspeople</td>
<td>Proposes that businesses should only be required to stay open until 4pm (instead of 5pm) on Thursday from June-September.</td>
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<td>12</td>
<td>Kristin Schwartz</td>
<td>Craftspeople</td>
<td>Proposes that business should only be required to stay open until 4pm (instead of 5pm) on Thursday from June-September.</td>
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<td>13</td>
<td>Shawn Bettinger</td>
<td>Craftspeople</td>
<td>Proposes controls on samples of lotion, creams, balms, etc. with potential to damage neighbor's products.</td>
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<td>14</td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Corrects Contextual Omission from a 2018 Rule Change RE. Morning Check-In Time</td>
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<td>15</td>
<td>Kristeena and Ron Sabando</td>
<td>Farmers &amp; Craftspeople</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 years time.</td>
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<tr>
<td>16</td>
<td>Rachael Jobe Cuba</td>
<td>Craftspeople</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 years time.</td>
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<td>17</td>
<td>Peter Schaible</td>
<td>Craftspeople</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>
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<td>18</td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Proposes insertion of graphic map illustrating Hildt-Licata designated Farm and Craft -Preferred Tables</td>
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<td>19</td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Proposes 1 year, limited trial of New Craft Category allowing Artisanal Food Products</td>
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<td>20</td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Proposes Annual 3% table rent increase</td>
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<td>21</td>
<td>Brian Sweed</td>
<td>Buskers</td>
<td>Proposes that electric music be allowed, but may be heard no further than 4 feet from the performer.</td>
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<td>22</td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Proposes that Non-Interference Clause apply to Buskers</td>
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<td>23</td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Proposes Limits on Performance Duration for Cave Spot</td>
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Pike Place Market Daystall Rules Review

Scans of 2019 Rules Review Submissions
(contact info redacted for public distribution)

1/25/2019
Daystall Rules Review Schedule 2019

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Short Presentation of Proposed Rules, 4:00 p.m.
Daystall staff will present a draft of proposed rule changes to Council members.

Wednesday, February 20, 2019: Deadline for written responses to draft rules proposals
Daystall staff must receive responses by 5:00 p.m.

Wednesday, February 27, 2019: Final draft proposals distributed
Mailed to PDA Council members and available online and at PDA Front Desk for all other interested parties.

Tuesday, March 12, 2019: Market Programs Committee of PDA Council
Presentation of Rules for Full Discussion, 4:00 p.m.
Public hearing on recommended changes to the Daystall Rules and Regulations.

Rules Presentation & Final Approval, 4:00 p.m.
Council will vote on the proposed recommendations for the 2019-2020 Daystall Rules & Regulations

For more information: please contact David Dickinson at 206.774.5224 or davidd@pikeplacemarket.org

Pike Place Market Preservation & Development Authority (PDA) · info@pikeplacemarket.org · pikeplacemarket.org
P: 206.682.7453 · F: 206.625.0646 · 85 Pike Street, Room 500 · Seattle, WA 98101
Daystall Rule Change Proposal Form 2019

Proposal # 1

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name ______________________ Date ______________________
Contact info (for any clarification) ______________________

You are (circle one):

- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other ______________________

Proposal relates to (circle one):

- Craftspeople
- Farmers
- Buskers
- General
- Other ______________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

When temperatures fall below 32 degrees or above 90 degrees attendance requirements are suspended.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

Avoids having to call / make request to market master staff which alleviates their burden as well as it makes it a clear decision.

Below 32 and above 90 seem to cause the most distress for vendors as well as in some cases products exposed to extreme temps.
Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019.
Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: Jonathan Berner
Contact Info (for any clarification)

You are (circle one):
- Daystall-Craftsperson
- Daystall-Busker
- Daystall-Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other

Proposal relates to (circle one):
- General Public
- PPM Commercial Business
- Other

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

In rules section 111. F. 4. d. 
period change “At the beginning of each OFF Season,” to “At the beginning of each quarter defined as January 1st, April 1st, July 1st, and October 1st.”

Rationale: Reason(s) why you think the rule should be changed; continue on back if needed

To even the playing field amongst new artists, an artist who began selling in March (like me) would have to work 22 months to move to the standard permit list while someone who began in December would only have to work 13.
Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: PDA Staff  Date: 1/18/2019

Contact info (for any clarification)  206-682-7453

You are (circle one):

- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other

Proposal relates to (circle one):

- Craftspeople
- Farmers
- Buskers
- General
- Other

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Off Season Updates:

Make the following edit at I.G.2.g. (page 15):

- During the off-season (January through April) off-season vendors may employ agents under the following conditions:
  
  1) The permitted off-season permit holders must sell in person one day of any given week that the off-season permit is operated. Any week this condition is not met, all points accrued for that week will be lost, and is a violation of the rules.

Make the following edit at III.F.4.c. (page 34):

- Off-season permit holders are subject to certain attendance requirements. Vendors on the off-season list must have sold at least 16 days during the immediately preceding off-season (January through April) to be eligible to sell after April 30, in years the Marketmaster extends the season for such vendors.

Add the following new line III.F.4.e. (page 34):

- For every 6 weeks the business operates in the Market that include at least one permit holder attendance day, 1 vacation week is earned which will allow business to operate without a permit holder attendance day that week.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

These proposed changes to Off Season Crafts List are intended to streamline, simplify and update section following multiple years of rule changes affecting the Off Season List. (continued on back page)
I.G.2.g. (page 15) and III.F.4.c. (page 34) update and clarify Off-Season requirements consistent with previous years’ related rule changes.

III.F.4.e. (page 34) addresses need for earned flexibility for Off Season permit holders who attend frequently, use agents, and periodically need to take weeks off while still having agents sell. Consistent with vacation time as earned by Regular List permit holders.
Daystall Rule Change Proposal Form 2019

Proposal # 4

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019.
Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: Ryan Sanderson

Date: 1-2-19

Contact info (for any clarification)

You are (circle one):

- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other

Proposal relates to (circle one):

- Craftspeople
- Farmers
- Buskers
- General
- Other

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Have Sunday count towards working a Saturday for craftspeople who work all the days themselves. So people who don't have an agent could work Sunday and one weekday to work on Saturday.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

It would help the craftspeople who don't have agents.
It would be easy to keep track of on the sign-in sheet. The Market would make more rent $.
Daystall Rule Change Proposal Form 2019

Proposal # 5

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name  VICKIE CLARK  Date 1-3-19

Contact info (for any clarification)

You are (circle one):

Daystall Craftsperson  Daystall Busker  Daystall Farmer  PDA Staff

General Public  PPM Commercial Business  Other ______________________

Proposal relates to (circle one):

Craftspeople  Farmers  Buskers  General  Other ______________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

I WOULD LIKE TO PROPOSE THAT SUNDAY BE CONSIDERED ONE OF THE TWO WEEKDAYS NEEDED TO WORK SATURSDAYS.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

LOGICALLY, SUNDAY IS ONE OF THE 7 DAYS OF EACH WEEK. IN THIS ERA OF CONTINUALLY WORSENING TRAFFIC I PREFER COMING TO THE MARKET ON SUNDAY. AS A PERMIT HOLDER I MAKE SUNDAY MY DAY TO SELL & MEET THE PUBLIC.

(over)
I believe this rule is a holdover from the years the market closed on Sundays. Since the market is open almost every day of the year now, the weekdays and weekends have the same feel. It's just business as usual. I hope you will consider this rule change as it will help a lot of people.

Thank you!
Daystall Rule Change Proposal Form 2019

Proposal # 6

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name Barbara Matteson __________________________ Date 1/10/2019

Contact info (for any clarification) __________________________

You are (circle one):

Daystall Craftsperson Daystall Busker Daystall Farmer PDA Staff

General Public PPM Commercial Business Other __________________________

Proposal relates to (circle one):

Craftsperson Farmers Buskers General Other __________________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Sunday attendance should count as one of the two days needed to work Saturdays.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

The exclusion of Sunday towards being able to work Saturday is based on the fact Pike Place Market was not open on Sundays until the mid-1990's. The Market has been open seven days a week for almost 25 years. Time for the exclusion to be removed.
Daystall Rule Change Proposal Form 2019

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: Barb Benning
Date: 1/4/19

Contact info (for any clarification) 

You are (circle one):
- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other __________________________

Proposal relates to (circle one):
- Craftspeople
- Farmers
- Buskers
- General
- Other __________________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

1-day week attendance for those vendors attaining 25 years of market service.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

In the “working world,” most businesses recognize longevity benefits well before 30-years of service. This market rule is archaic.
Daystall Rule Change Proposal Form 2019

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name Barb Bening  Date 1/4/19

Contact info (for any clarification)

You are (circle one):
  Daystall Craftsperson  Daystall Busker  Daystall Farmer  PDA Staff
  General Public  PPM Commercial Business  Other

Proposal relates to (circle one):
  Craftspeople  Farmers  Buskers  General  Other

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

All accumulated vacation time to be carried forward

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

This time is earned by vendors by fulfilling yearly attendance requirements. This should not affect overall market attendance as most vendors need to come down to sell & have an ongoing presence. If your work is not put out, you can’t make money.
Daystall Rule Change Proposal Form 2019

Proposal # 9

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019.
Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: Barb Manning

Date: 1/4/19

Contact info (for any clarification)

You are (circle one):
- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other

Proposal relates to (circle one):
- Craftspeople
- Farmers
- Buskers
- General
- Other

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Recognize all Federal Holidays as 1-day weeks for Market community

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

Would give vendors an opportunity for a 1-day week for production & pleasure.
Proposal # 10

Daystall Rule Change Proposal Form 2019

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019.
Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: Barb Benning  Date: 1/4/19

Contact info (for any clarification) ________________________________

You are (circle one):
- Daystall Craftperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other: ________________________________

Proposal relates to (circle one):
- Craftpeople
- Farmers
- Buskers
- General
- Other: ________________________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed
Eliminate 5:00pm required stay for Thursday, Friday & Saturday to remain 5:00pm.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed
Thursday does not warrant 5:00pm stay. Afternoon traffic is lighter.
Daystall Rule Change Proposal Form 2019

Proposal # 11

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019.
Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name Kathi Allen Date 1/11/2019

Contact info (for any clarification) __________________________

You are (circle one):

- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other __________________________

Proposal relates to (circle one):

- Craftspeople
- Farmers
- Buskers
- General
- Other __________________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Remove Thur from 5pm Summer Closing.

Sec 3 - Conduct of Business. 3) Summer season closing times during the months of June, July, August & September, all vendors are to complete business and clear their area for daily clean by blog staff no later than 7pm. On Friday & Saturday of these months crafts businesses should remain open until at least 5pm.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

Thurs should be removed because of the hardship caused for those commuting into/out of the city via public transportation. Weekday commuter buses/trains have schedules that make it nearly impossible to make on time when people go off 5pm. It also limits those commuters to only 3 weekdays to choose from when trying to get 2 weekdays in for a Saturday set up.
Daystall Rule Change Proposal Form 2019

Proposal # 12

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name KRYSTIN SCHWARTZ Date 1-16-19

Contact info (for any clarification)

You are (circle one):

Daystall Craftperson Daystall Busker Daystall Farmer PDA Staff
General Public PPM Commercial Business Other

Proposal relates to (circle one):

Craftspeople Farmers Buskers General Other

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

For the months of June through September, the rules currently state craftpeople remain open for business on Thursdays until 5pm. I propose a closing time of 4pm on Thursdays between June through September.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

In 2018 there were only four cruise ships in on Thursdays. With increased traffic each year in Seattle, a 4pm closing time would allow neighborhood craftpeople to take advantage of commuter buses & ferries. A 5pm closing time does not allow for what ultimately, I believe most craftpeople will remain open if visitors are buying.
Daystall Rule Change Proposal Form 2019

Proposal # 13

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name ___________________________ Date ________

Contact info (for any clarification) ___________________________________________

You are (circle one):

Daystall Craftsperson
Daystall Busker
Daystall Farmer
PDA Staff

General Public
PPM Commercial Business
Other _______________________

Proposal relates to (circle one):

Craftspeople
Farmers
Buskers
General
Other _______________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed.

SAMPLES OF LOTIONS, CREAMS, BALMS ETC. SHALL BE APPLIED OR ADMINISTERED DIRECTLY FROM THE SALES PERSON AGENT IN REASONABLE AMOUNTS. ALL SAMPLES MUST BE KEPT AWAY FROM UNCONTROLLED ACCESS BY potential customers.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed.

UNCONTROLLED ACCESS TO THESE SAMPLES HAS RESULTED IN DAMAGE TO OTHER VENDORS PRODUCTS. THIS ALSO ENHANCES THE "MEET THE PRODUCER" EXPERIENCE WITH CUSTOMER ENGAGEMENT.

Pike Place Market Preservation & Development Authority (PDA) · info@pikeplacemarket.org · pikeplacemarket.org
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Daystall Rule Change Proposal Form 2019

Name: Pike Place Market Staff  
Contact info (for any clarification): Zack Cook  
Date: 1/11/19

You are (circle one):  
- Daystall Craftsperson  
- Daystall Busker  
- Daystall Farmer  
- PDA Staff
- General Public  
- PPM Commercial Business  
- Other ___________________

Proposal relates to (circle one):  
- Craftspeople  
- Farmers  
- Buskers  
- General  
- Other ___________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

3. Conduct of Business  
   a. Business Hours  
      1) Opening Times:  
      Farmers are required to set up on Market Daystalls by 9:00 am May through December or 9:30 am January through April, (except Saturday which will remain at 9:00 am), or they will forfeit their space. If a farmer has reserved space to sell for the day, they are required to establish a visible presence at their table or have called the Marketmaster cell phone by 8:00 am May through December or 8:30 am January through April (except Saturday which will remain at 8:00 am). All craftspeople must be set up at their tables by 11:00 AM or forfeit their space. At that time, unused space reverts back to the PDA and can be reassigned by the Marketmaster.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

This proposal was intended as part of the original change to farmer arrival times passed in 2018. Unfortunately, due to a drafting error it was inadvertently left out of the final proposal. That said, the proposal is consistent with the expectation that farmers establish a visible presence at their table or call the marketmaster at least one hour prior to the start of roll call codified in the 2018 change.
Daystall Rule Change Proposal Form 2019

Proposal # 15

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name Kristeena and Ron Saband Date Jan 10, 2019

Contact info (for any clarification)

You are (circle one):

Daystall Craftsperson X Daystall Busker Daystall Farmer PDA Staff

General Public PPM Commercial Business Other

Proposal relates to (circle one):

Craftspeople Farmers Buskers General Other All

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

We propose that all new vendors screened in be on a 1 year probationary period.

During this time for any reason the market master can ask the vendor to leave and give up the right to sell at the market. With the option to reapply in 1 years time.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

The market is a unique environment and no matter what experience a person has had in other venues sometime the market is quite challenging. With the tight space every vendor must be able and willing to work along side other vendors. We believe the market should have the ability to scr the vendor in action and if they do not fit in ask them to leave.
Daystall Rule Change Proposal Form 2019

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name ___________________________ Date ___________  

Contact info (for any clarification) ___________________________

You are (circle one):

- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other ___________________________

Proposal relates to (circle one):

- Craftspeople
- Farmers
- Buskers
- General
- Other ___________________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

I propose that all new vendors enter a 1 year probationary period once accepted as a craftsperson/farmer. For the duration of the probationary period, the market master has the right to withdraw their permit and remove the vendor from the market. After one year the vendor has the option to re-apply to become a craftsperson/farmer at Pike Place Market. (If accepted, once again under 1 year probation)

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

The market environment is unique and can be quite trying, regardless of previous experience. It can cause extreme stress or pressure, which everyone handles differently. If a vendor isn’t able to manage the everyday challenges of working at the market, the market master should have the right to excuse them permanently so as to maintain peace and order in the market.

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Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name       Peter Schaible  Date    01/05/2018
Contact info (for any clarification) ____________________________

You are (circle one):
Daystall Craftsperson    Daystall Busker    Daystall Farmer    PDA Staff
General Public            PPM Commercial Business        Other

Proposal relates to (circle one):
Craftspeople    Farmers    Buskers    General    Other

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

I propose that an additional rule be added to section I, Heading H. (Admistration Guidelines Regarding Enforcement of Rules, on page 15) subheading 1, (Enforcement and Sanctions) added as a separate subheading. Written as such; a. In instances where a rule violation has occurred and is committed by a an individual, who is a member of a joint permit, market master discretion may be used to enforce sanctions against the individual on the joint permit instead of the entire permit.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

This gives management flexibility to hold an individual responsible for actions taken instead of all partners on a joint permit (jeopardizing the permit potentially). This discretionary application would protect permit holders from a partner who is acting recklessly, or in self interest, at the expense of all partners signed onto the permit.

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Daystall Rule Change Proposal Form 2019

Proposal # 18

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name ___________________________ Date __1/11/2018__

Contact info (for any clarification) ____________ 206-618-7117 ____________

You are (circle one):

Daystall Craftsperson Daystall Busker Daystall Farmer PDA Staff

General Public PPM Commercial Business Other ____________________________

Proposal relates to (circle one):

Craftspeople Farmers Buskers General Other ____________________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

The following map graphic, illustrating the location of Farm priority daystalls and Craft priority daystalls, will be added to the Daystall rules:

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

In response to request from the public.
Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019.
Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name ____________________ PDA Staff _______ Date 1/11/2019

Contact info (for any clarification) ___________ 206-682-7453

You are (circle one):

Daystall Craftsperson  Daystall Busker  Daystall Farmer  PDA Staff

General Public  PPM Commercial Business  Other ___________

Proposal relates to (circle one):

Craftsperson  Farmers  Buskers  General  Other ___________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Create a category of permitted craft products, “Locally Made Artisanal Food Products”, to provide an opportunity to add to the product mix in the Market daystalls to include food products currently not permitted under the rules.

Please see back page for additional details:

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

From our experience with operating satellite farmers markets we are aware of a growing trend in the variety and changing consumer demands for such products. The addition to the Market will further the identity of the Market as a place for new entrepreneurs to incubate food businesses and will increase the variety of products on offer to our customers.
Proposed Daystar Rule Change (continued):

The new craft category of “Locally Made Artisanal Food Products”, would be a pilot trial program limited to one year.
These permits would be valid for no more than one year, valid from April 1, 2019 to March 31, 2020. This pilot will be evaluated in the 2020 Daystar Rules Review session.
The number of permits issued would be limited to 10.

Guidelines:
1. Permit holder must personally design, produce and package a value-added food product, in the state of Washington, using creativity and innovation in concept or recipe.
2. Permit holder may not represent an independent operating business with an established retail store.
3. Products offered for sale under this category must be packaged, shelf stable and compliant with all health and sanitation codes.
4. No onsite refrigeration, heating or food preparation is permitted. Sampling and labeling are subject to requirements of the Seattle King County Health department

Permits will be issued to vendors subject to a screening process supervised by the Market Master, and including a Farm Program staff and a Farm Permit holder, with emphasis on these key considerations:

1. Creative use of ingredients, with priority given to use of Washington State agricultural products
2. Lack of duplication of any currently available product sold as a permitted farm product
3. Priority given to variety of products offered by applicant
4. Degree of innovation, complexity and emphasis on farm sourced ingredients in recipe
5. Overall presentation and demonstrated commitment of the permit holder to long term growth of their business.

The following will be considered reasons for denying an application for a permit for hand crafted foods.

1. Production involves more than permit holder(s) and one assistant
2. Product is not shelf stable without heating or refrigeration
3. Product and method of merchandising is likely to be a disruption or interfere with the ability of other vendors to sell permitted merchandise in the open table settings (i.e. unusually strong aromas, oils or drips associated with product sampling or demonstrations, etc.)
4. Material duplication of a product currently permitted for sale as a farm product (i.e. blackberry jam made from purchased berries compared to black berry jam produced by the permit-holder who grew and harvested the berries as a farm product)
Daystall Rule Change Proposal Form 2019

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name ___________________________ PDA Staff ___________________________ Date 1/11/19

Contact info (for any clarification) ___________________________ 206.682.7453 ___________________________

You are (circle one):

- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- General Public
- PPM Commercial Business
- Other ___________________________

Proposal relates to (circle one):

- Craftpeople
- Farmers
- Buskers
- General
- Other ___________________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

3% increase in Daystall table rental rates:

<table>
<thead>
<tr>
<th>2. Rental Rates for Day Tables</th>
<th>Monday – Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. Shoulder Season Rates (April-May) &amp; (October-December)</td>
<td>$13.0039</td>
<td>$25.0479</td>
<td>$36.34743</td>
<td>$25.0479</td>
</tr>
<tr>
<td>c. Peak Season Rates (June-September)</td>
<td>$14.4453</td>
<td>$234.53</td>
<td>$39.1540.32</td>
<td>$36.988.09</td>
</tr>
</tbody>
</table>

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

Annual table rent increase to help keep pace with rising operational costs.
Daystall Rule Change Proposal Form 2019

Proposal # 21

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: Befall Sweet
Date: 1-9-19

Contact info (for any clarification):

You are (circle one):
- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other

Proposal relates to (circle one):
- Craftspeople
- Farmers
- Buskers
- General
- Other

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

For electric music for sound effects and background music no louder than 4 feet from the performer.
Four feet sound wall around the busker, not to be heard from great distance.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

See below second sheet.

Pike Place Market Preservation & Development Authority (PDA) · info@pikeplacemarket.org · pikeplacemarket.org
P: 206.682.7453 · F: 206.625.0646 · 85 Pike Street, Room 500 · Seattle, WA 98101
We buskers need to earn more money! We buskers deserve freedoms other patrons enjoy!

The PDA allows acoustic instruments that are very loud. We are only want a 4 foot sound wall which is much quieter than many current and past performers. It will not change the aesthetics or "vibe" at Pike place. In fact will benefit the market by opening up new and exciting acts to improve and revitalize the market. Times change. At one point refrigeration was new and scary. So was electricity. With guidelines and rules we can integrate electric and acoustic sounds without harming the other.

If you review busking laws in Washington State Chapter 5.88 BUSKING

You will see that holding back our full earning potential is possibly unconstitutional as well as unlawful. We love the market and only want it to thrive. We want to enhance or craft and make more money. As well as enjoy freedoms that many stalls and vendors already enjoy.
Daystall Rule Change Proposal Form 2019

Proposal # 22

Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019. Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name: PDA Staff  Date: 1/11/2019
Contact info (for any clarification): 206-682-7453

You are (circle one):
- Daystall Craftsperson
- Daystall Busker
- Daystall Farmer
- PDA Staff
- General Public
- PPM Commercial Business
- Other

Proposal relates to (circle one):
- Craftspeople
- Farmers
- Buskers
- General
- Other

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

Addition of following phrase, from the Non-Interference Clause pertaining to Farm and Craft vendors, to the Busker Rules section:

"All actions of the permit holder must be conducted in such a way as to not interfere with the normal conduct of business at adjoining or nearby stalls, or with Market operations."

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

This rule addresses occasional problems not otherwise covered in the Busker Section, and the Non-Interference Clause is defined as pertaining only to Farm and Craft.
Deadline for submission for 2019 Rules Review is 5pm on Friday, January 11, 2019.
Please write legibly. Unreadable proposals or proposals that do not pertain to Daystall Rules will be returned to author.

Name ________________________________ Date __/__/___

Contact info (for any clarification) ________

You are (circle one):

Daystall Craftsperson  Daystall Busker  Daystall Farmer  PDA Staff

General Public  PPM Commercial Business  Other _______________________

Proposal relates to (circle one):

Craftsperson  Farmers  Buskers  General  Other _______________________

Proposed Daystall Rule Change: Please be as specific & concise as possible, continue on back if needed

The cave spot will now abide by the following rules (similar to a quiet spot):

1) Play no longer than one hour, whether or not another performer is in line.

2) Take a break of at least one hour after performing in either of these before they can perform at either spot again.

3) Not repeat any of her/his repertoires more than once.

Rationale: Reason(s) why you think the rule should be changed, continue on back if needed

In response to ongoing complaints from neighboring businesses and residences.

______________________________

______________________________

______________________________

______________________________
Pike Place Market PDA
MarketFront
Activation Summary
Summer/Fall 2018
MarketFront Activation 2018 Goals

- Further integrate the MarketFront into the overall Pike Place Market feel
- Draw visitors from busy Pike Place and Arcades onto MarketFront, reducing bottlenecking during peak season
- Create new reasons for locals to visit and shop at Pike Place Market
- Increase duration of visits to Pike Place Market
- Continue testing MarketFront spaces (pavilion, plaza, promenade) as venues for special events and integration into existing programs
- Develop partnerships with local organizations to provide additional programming
- Increase frequency of visits during shoulder season
- Expand awareness and stature of Daystall handmade crafts, as well as new possibilities for professional growth
Guest Artisans Activities

**Purpose:** Develop external partnerships with like-minded organizations to further programming of the MarketFront, increase stature and connection of Daystall Crafts with regional arts scene, expose potential opportunities for new daystall merchants, further integrate the MarketFront into the overall Market feel.

**Activation:** Guest Artisan partnership weekends with Ventures and Seattle Made.
Guest Artisans Activities

What we learned:
• Outside artisans enthusiastic to sell at PPM
• Trial project controversial with some existing vendors (but 50% surveyed said it should continue)
  - Market vendor concern with different standards for guest artists
• Required significant staff time to coordinate
• Room for 12 vendors in north pavilion
• Support for specialty/artisanal food products
MarketFront Craft Pavilion Programs

**Purpose:** Develop external partnerships with like-minded organizations to further programming of the MarketFront, expose potential opportunities for new daystall merchants, further integrate the MarketFront into the overall Market feel.

**Activation:** August through December
- Artisan Spotlight: Tie Dye and Beyond
- Artisan Spotlight: Painters
- Artisan Spotlight: Potters
- Artisan Spotlight: Printers
- Costumes on the Cobblestones
- Stockings and Stuffers
- Holiday Night Market
MarketFront Craft Pavilion Programs

What we learned:
• Demonstrations and interactive experiences engage the audience
• Partnering and engaging the Daystall community is key
• Daystall crafters are supportive!
  - 80% of those surveyed would like to see these types of programs continue
  - Participants would sign on again!
• Need to look into signage opportunities to help direct and advertising the schedule of events
• Weather mitigation is essential to activation
• These events expand opportunities for Daystall incubation, including:
  - Leadership & profession development
  - Community building
  - Increased awareness from locals
Would you like the following MarketFront programs/offers to continue in the future? (84 respondents)

- **Ready-to-eat food (i.e. kombucha, tamales, etc.)**
  - Yes: 100%
  - No: 0%
  - I was not aware: 0%

- **Concerts on the MarketFront**
  - Yes: 100%
  - No: 0%
  - I was not aware: 0%

- **Meet the Producer/Pike Box Pick-up**
  - Yes: 100%
  - No: 0%
  - I was not aware: 0%

- **Guest Artisan Markets**
  - Yes: 100%
  - No: 0%
  - I was not aware: 0%

- **Artisan Spotlights (i.e. Tie Dye, Painters, Potters, Printers, etc.)**
  - Yes: 100%
  - No: 0%
  - I was not aware: 0%

- **Costumes on the Cobblestones (October 27)**
  - Yes: 100%
  - No: 0%
  - I was not aware: 0%

- **Stockings and Stuffers (November 24)**
  - Yes: 100%
  - No: 0%
  - I was not aware: 0%

- **Holiday Night Market (December 20)**
  - Yes: 100%
  - No: 0%
  - I was not aware: 0%
MarketFront Craft Pavilion Programs

“Myself and many others I have talked with feel that the addition of the Pavilion and marketfront have contributed to a real sense of increased general positivity, gratitude, and overall positive unifying of the market population. I am personally very grateful for all of this. I am also grateful that it feels like our voices matter. Yay for all the PDA has done here! Thank you!”

“I think it's really just a matter of getting the word out to the public more that events like this are fun, interactive in a nice way and worth battling down to the Market to participate in. As it was the first year for many of these, I think time and repeating the program will help a lot with that.”

“Always important that the public knows that our work is locally hand-made. Having us demonstrate pottery being made brings that point home loud and clear.”
MarketFront Farm Activation

**Purpose:** Provide farm-driven activity on the MarketFront Plaza to increase sales channels and opportunities for farmers, and draw Market-goers from busy Pike Place and Arcades to the MarketFront, integrating it into the overall Market feel.

**Activation:**
- Pike Box “Meet the Producers” on Wednesdays
- Culinary pop-ups on the weekends “Ready to Eat”
MarketFront Farm Activation

What we learned:

• The Pike Box “Meet the Producers” on Wednesdays was a highlight of the pick ups by both farmers and subscribers
• Look into how to pull in the over all community
• Look into standardizing signage and pop-up footprints
MarketFront Weekend Culinary Pop-Ups

What we learned:

• Good reception by vendors and customers (80% of Daystall community would like to see this continue)
• Four food vendors and two beverage vendors participated
• All are permitted to sell at remote markets and meet PDA artisan vendor guidelines
• $150,861.00 in reported sales
• $13,350.00 in rental income to PDA
• Need for better signage
• Evaluation in process to determine program continuation, including development of program goals, policies, and procedures for future operation
DSA Summer Sounds Concerts

**Purpose:** Provide entertainment for Market-goers; integrate the MarketFront into the overall Pike Place Market, create new reasons for locals to increase time spent at the Market.

**Activation:**
Eight weekly concerts, Wednesdays at 4 p.m., in July and August

**What we learned:**
- MarketFront concerts drew approximately 3,320 attendees at an average of 415 people per concert (numbers provided by DSA)
- Sound volume interfered with the Pike Box “Meet the Producers” corresponding events
- Weather and smoke played a role in attendance
- Timing of concerts need to be adjusted
- Bring the project in-house with the Marketing Department
Looking ahead to 2019…

- Focus on events that attract locals
- Shift programs from summer to shoulder seasons
- Continue programs featuring demonstrations
- Expand Night Market offerings
- Maintain program evaluation