



Pike Place Market Preservation and Development Authority (PDA)

**MARKET PROGRAMS COMMITTEE
Meeting Minutes**

**Wednesday, January 15th, 2014
4:00 p.m. to 6:00 p.m.
Elliott Bay Room**

Committee Members Present: Bruce Burger, Gloria Skouge, David Ghoddousi, Betty Halfon, Patrice Barrentine

Other Council Members Present:

Staff Present: Ben Franz-Knight, Kelly Lindsay, Tamra Nisly, Emily Crawford, Sue Gilbert Mooers, Scott Davies, Dianna Goodsell

Others Present: Howard Aller

The meeting was called to order at 4:01 p.m. by Bruce Burger, Chair.

I. Administration

A. Approval of the Agenda

Bruce Burger proposed to move Section III, Item B, 2014 PDA Committee Priorities after Section I.

The agenda, as amended, was approved by Acclamation

B. Approval of the December 12th, 2013 Meeting Minutes.

The minutes were approved by Acclamation

II. Announcements and Community Comments

None

III. Presentations and Discussion Items

A. 2014 PDA Committee Priorities MPC Responsibilities and 2014 Goals & Schedule of Major Topics

Bruce Burger discussed the 2014 PDA Committee Priorities with the Committee. He distributed the Market Programs Committee Responsibilities and 2014 Goals document to the committee; a copy of the document was including with the meeting minute's record. The document stated that the Market Programs Committee was to ensure that the Market provides products, services, and experiences - - for customers, visitors, merchants, residents, and the community at large - - that fulfill the Market's mission and benefit the community. To accomplish this, the committee will define strategy and policy and provide oversight fir staff in the areas if farm and food, crafts, marketing, events, social services, education and related programs. Specific key 2014 Goals included the following:

- Define authenticity mission, metrics, strategies and tactics

- Finalize Trademark Policy
- Help plan two aggregation programs, one direct to consumer and one wholesale, to be implemented in 2015
- Support the new farm outreach person and review lessons learned
- Oversee city/county farmland partnership and encourage alignment with needs of current and potential PPM farmers
- Oversee performance of Atrium Kitchen
- Monitor new year-round marketing approach
- Oversee First Avenue Streetcar planning and encourage alignment with PPM customer needs

Bruce Burger also discussed the 2014 Market Programs Committee Schedule of Major Topics; this document was included with the meeting minute's record.

There was a brief discussion that followed.

B. Authenticity

Tamra Nisly summarized the PDA Council and Staff discussion regarding Authenticity. She noted that we had identified Authenticity as a Strategic Issues for 2014. She noted that we have learned two things from the discussion of Authenticity at the Council Retreat; the first thing is that we want to keep the Market for Seattle Localities while preserving the character of the Pike Place Public Market. There was a committee discussion on their thoughts of Authenticity in the Market.

Patrice Barrentine noted that we could do better with explaining to the public that the craftspeople and farmers are small independent businesses; we can reinforce it to the public that these are the producers and tell a story where these businesses and people come from or started from.

Tamra Nisly noted that if there is a message that we should be hearing it should part of the strategic issue for 2014.

Gloria Skouge noted that it could be worth currently showing what we do in regards to preserving the traditional character of the Market and how we can improve upon it. She added that we need to promote that the Market is a small City within itself.

David Ghoddousi noted to possibly have staff come up with idea of getting locals to the Market, possibly partnering with local agencies.

Bruce Burger asked for a straw poll regarding the current needs regarding work on Authenticity in the Market; specifically asking the Committee and staff to identify our current strategies to increase and protect the local tenants.

David Ghoddousi and Gloria Skouge commented that there was no specific need at this point regarding addressing further work on Authenticity in the Market; Betty Halfon and Bruce Burger noted there was some need at this time.

Patrice Barrentine would like to see an increase in regional customers, especially for part of the 2015 Marketing Strategy.

IV. Programs and Marketing Director's Report

A. Programs & Promotions Update

Kelly Lindsay presented the Programs and Promotions Update for the month of January 2014. She reported that we did receive a summary of the all the media placements from our PR firm which there would be a bi-annual report on with the Committee. She reported on two exciting opportunities for the Express Satellite Markets. She noted that there were a few upcoming opportunities to expand the Pike Place Market Satellite Markets in the Seattle Area; First Hill/Virginia Mason and at the Microsoft campus. She noted that the First Hill area, in regards to running a satellite market, would be a beneficial location in increasing food access efforts; this could also help assist with partnership with Virginia Mason in creating a revenue stream for our farmers. She lastly noted that the Microsoft satellite market opportunity would

help reach more customers to our farmers as well as utilizing Microsoft's resources in setup and breakdown of the satellite market.

There was a discussion that followed.

David Ghoddousi inquired about looking at the previous list from the CSA participants and the possibility of outreaching to them regarding the satellite markets. He also inquired regarding the balancing of places and dates of the Pike Place satellite markets and Pike Place farmers markets.

Patrice Barrentine noted that conducting a Rapid Market Assessment (RMA) might be a good tool to gain information on our current farmer's markets.

V. Items for the Consent Agenda

None

VI. Concerns of Committee Members

Betty Halfon noted that she would like to see buttons or some type of marketing product with the Pike Place Market name displayed on it while doing events for the Market.

VII. Public Comment

Howard Aller commented on the idea of going to First Hill and Microsoft with our Express Satellite Markets; he noted that taking and bringing the stuff to the people was a brilliant idea.

IX. Adjournment

The meeting was adjourned at 5:54 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator