



Pike Place Market Preservation and Development Authority (PDA)

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**MARKET PROGRAMS COMMITTEE**  
**Meeting Minutes**

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Thursday, February 13<sup>th</sup>, 2014  
4:00 p.m. to 6:00 p.m.  
Atrium Loft

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

**Other Council Members Present: Patrick Kerr**

**Staff Present: Ben Franz-Knight, Kelly Lindsay, David Dickinson, Zack Cook, James Cornell, Ross O'Brien, Melissa Balding, Dana Gould, Dianna Goodsell**

**Others Present: Howard Aller, Sharon Mukai, Dean Moller, Pieter Muller, Chi Chang, Thora Cha, Va Cha, Chu Chang, Caitlin A. Bellum, Loren Ballard**

The meeting was called to order at 4:02p.m. by Bruce Burger, Chair.

**I. Administration**

- A. Approval of the Agenda  
Section III, Programs and Marketing Director's Report was moved after Presentations and Discussion Items.

The agenda, as amended was approved by Acclamation

- B. Approval of the January 15<sup>th</sup>, 2014 Meeting Minutes.  
The minutes were approved by Acclamation

**II. Announcements and Community Comments**

Howard Aller commented on the updated Pike Place Market stationary logo and noted his discontent of the new design.

Kelly Lindsay responded to the Howard Aller's comment regarding the updated Pike Place Market stationary logo. She noted that the logo does include the full Pike Place Market under the iconic Public Market clock sign and that the updated logo is a variation of logo's consistently used in the past.

**III. Presentations and Discussion Items**

- A. Daystall Rules Review: Presentation of Proposals  
David Dickinson presented the 2014 Daystall Rules Review; a copy of the 2014 Daystall Rules Proposals was included with the meeting minute's record. He reviewed the 2014 Daystall Rules Review summary list of rule proposals including proposals 1-25 and a brief description and initial staff recommendations of the following proposals.

There was a public comment section that followed regarding the 2014 Daystall Rules Proposals.

Craftsperson Sharon Mukai commented on Daystall proposal #1 which pertained to table rental fees. The proposal addressed anticipated staff proposal for raising rental rates on busier days. She noted that the rationale of fixing the problem of permit holders being turned away on busy weekend days by raising table rents was not good justification.

There were several public comments from the Pike Place Market farmers regarding Daystall proposals #12 through #15. There was a translator present to assist with questions and responses from the farmers. Propositions #12 through #15 pertained to farmers being allowed to purchase greenery. Zack Cook noted that staff's initial recommendation was not to support the proposals. Under the 2014 Daystall Rules Review Initial Staff Recommendation's it states that "While staff understands and appreciates the need farmers have in obtaining decorative greenery during the non-growing season, staff do believe that allowing farmers to purchase said greenery would be too great a departure from the historic requirement that everything sold on the farm tables be grown by the farmer. That said staff does recognize the communities need and having interests in sustaining a vibrant farm program during all season swill work with the community on an alternate solution to the issue.

There were several comments regarding Daystall Proposal # 2 pertaining to Farm & Craft and Smoking, Proposal #4 pertaining Buskers and noise on the bridge and Proposal # 9 pertaining to Craftspeople and Off Season list order.

- B. Trademark Renewal Application Discussion: Jewel Hospitality/Pike Place @ the Commons  
Kelly Lindsay presented a brief overview on the Trademark Renewal Application for Jewel Hospitality at Pike Place & the Commons; a copy of her presentation was included with the meeting minute's record. She noted that roughly five years ago the PDA entered into a Trademark Licensing Agreement with Jewel Hospitality; the current Trademark agreement would be expiring soon. Kelly Lindsay asked if renewing the Trademark application with Jewel Hospitality would be something the Council would want to consider. A summary of the presentation was noted as follows;

Trademark License Agreement

Originally approved in 2009

- 2-year agreement with 3-year extension until 2011
- \$25,000 annual licensing fee (paid by Microsoft)
- Logo used for signage, uniforms, product signage, brochures and promotions (i.e punchcards) containers, product labels

Place Brands Represented

- Chukar Cherries
- Beechers Cheese
- MarketSpice
- Simply the Best
- Uli's Sausages

There was a discussion to follow with the committee.

Patrick Kerr noted that he would like to see more Market items sold at Pike Place & the Commons.

Betty Halfon noted that the licensing fee should be reconsidered due to the amount of income generated from the sales at the Pike Place & the Commons. She noted that we need to step up and make the venue space look and feel more "Market" like.

David Ghoddousi noted that when the Council originally approved the Trademark Agreement with Jewel Hospitality, they were tenants of the Market. He noted that the pig used at the Pike Place & the Commons should be used to benefit the Market Foundation and that a price point should be negotiated in use of the Pike Place Market brand.

**IV.**

**V. Programs and Marketing Director's Report**

**A. Programs & Promotions Update**

Kelly Lindsay briefly presented the Programs and Promotions Update for the month of February 2014. She provided an update on the monthly Marketing metrics with the committee.

**VI. Action Items**

**A. Action Item: Proposed Resolution 14-08: Authorization for Non-Exclusive Trademark Licensing Agreement with Kim Drew**

Kelly Lindsay introduced the resolution which states that the Pike Place Market Preservation and Development Authority (PDA) is the owner of all rights, title, and interest in and to certain trademarks and graphical representations of the Pike Place Market name and trademark; and, WHEREAS, Market daystall tenant Kim Drew desires to make use of the Pike Place Market name and clock image in connection with matted prints, coasters and notecards featuring images of his original artwork (7 designs on 8x10" and 11x14" matted prints and 5x7" notecards; 10 designs on 4x4" coasters) for wholesale purposes; and, WHEREAS, PMPDA and Kim Drew have agreed that in accordance with the terms and conditions of this Agreement, Kim Drew may use the Pike Place Market name and design mark in the production and promotion of these products, with the prints and notecards made locally by Lantern Press and the coasters made by Kim Drew and sold on a wholesale basis to Puget Sound area gift and retail stores for a 2 year term, as long as he remains a daystall tenant in good standing; and, WHEREAS, Kim Drew agrees that he will not during the 2 year term of this Agreement, or thereafter, challenge the title or ownership of the PDA to the name or trademark or challenge the validity of this Agreement; and, WHEREAS, Kim Drew agrees that he will use the terms and images related to "Pike Place Market" and the licensed name and trademark in a way that will reflect positively on the Pike Place Market and he will print a trademark notice on each product and on promotional and advertising materials for these products; the PDA has the right to approve or disapprove of any potential design or marketing plans involving the marks, likenesses or trademarked name(s) owned by the PDA in relation to these products; and, WHEREAS, Kim Drew agrees to pay the PDA a startup fee of \$250 and a royalty rate of 7% of gross sales for all licensed items sold. The start-up fee will be due upon signing the Trademark License Agreement; quarterly sales reporting and royalty fee payment will be due, with dates specified in the agreement.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark license agreement with Kim Drew for the use of Pike Place Market trademarks in the production and promotion of matted prints, coasters and notecards.

David Ghoddousi moved, Betty Halfon seconded

For: Bruce Burger, David Ghoddousi, Gloria Skouge, Ann Magnano, Patrice Barrentine, Rico Quirindongo

Against: Betty Halfon

Abstained: 0

There was a brief discussion that followed.

Resolution 14-08 passed with a vote of 6-1-0

**B. Action Item: Proposed Resolution 14-11: Authorization for Addition of New PDA Employee Position: Farm Development Coordinator**

Kelly Lindsay introduced the resolution which states that the WHEREAS, on October 7th, 1907 the Seattle City Council adopted ordinance No. 17187 establishing Pike Place as a public market for the sale of "fresh fruits, vegetables, berries and other farm and garden products, and accept also butter, eggs, cheese, poultry, meats, lard and preserved fruit and vegetables raised, produced or manufactured by the person selling or offering the same for sale", and; WHEREAS, the PDA Charter states: "the PDA, as a public trustee with the mission to ensure that the traditional character of the Public Market is preserved, is authorized to perform renewal, rehabilitation, preservation, restoration, development, and non-profit

management of structures and open spaces in the above-described areas in a manner that affords a continuing opportunity for Public Market farmers, merchants, residents, shoppers, and visitors to carry on their tradition of market activities. In addition to upgrading structures and public amenities in and around the Market Historical District, the PDA will initiate programs to expand food retailing in the Market Historical District, especially the sale of local farm produce...”; and,

WHEREAS, on February 28th, 2013 the PDA Council approved Resolution 13-12 identifying Strategic Goals and Programs (“a-f”) Intended to Increase Farmer Profitability and Enhance Support of Small and Independent Farmers at Pike Place Market, and; WHEREAS, although educational and financial resources are available to support farmers in this region, getting connected to the most helpful or applicable programs can prove challenging for a small farmer, and; WHEREAS, one of the nation’s largest farmers market organizations, GrowNYC, has proven the benefits to farmers markets of providing new farmer development and assistance for established farmers through their successful FARMroots Program, and; WHEREAS, the addition of a Farm Development Coordinator position to the Farm Program staff will allow the Pike Place Market to work one-on-one with farmers to identify needs, connect with resources, ensure compliance with rules and regulations and support their continued presence at Pike Place Market, and; WHEREAS, this position was not originally included in the 2014 PDA Annual Operating Budget approved by the PDA Council in November 2013, THEREFORE, BE IT RESOLVED that the PDA Council authorizes an additional annual expense not to exceed \$57,000 to the 2014 PDA Annual Operating Budget to allow for salary, taxes and benefits for this position.

Ann Magnano moved, Rico Quirindongo seconded

For: Bruce Burger, David Ghoddousi, Gloria Skouge, Ann Magnano, Patrice Barrentine, Rico Quirindongo  
Against: Betty Halfon  
Abstained: 0

There was a brief discussion that followed.

Resolution 14-11 passed with a vote 6-1-0

C. **Action Item:** Proposed Resolution **14-10:** Authorization for Addition of Two New Express Market Locations: Virginia Mason and Microsoft

Kelly Lindsay introduced the resolution which states that the Pike Place Market Preservation and Development Authority (PDA) currently operates seasonal Pike Place Express Market (Express Markets) farmers markets in three locations throughout downtown Seattle: City Hall Plaza (est. 2009), South Lake Union at Amazon.com (est. 2011), and Pioneer Square at Occidental Park (est. 2013), and; WHEREAS, these markets provide an essential revenue stream for PDA farmers and artisan food producers while promoting the overall Pike Place Market brand to members of our target audience, and; WHEREAS, vendors at Express Market locations are required to be permitted Daystall PDA farm vendors, or artisan food producers (consistent with the recommendations in the Farm Program Strategy Report presented to Council on May 28, 2013) or PDA commercial tenants who sell prepared food products sourced primarily from Washington State farmers and; WHEREAS, for every day a permitted Daystall vendor sells at an Express Market, they must have an equivalent sales day at Pike Place Market, and; WHEREAS, Express Markets are operated in compliance with the Washington State Farmers Market Association Roots Guidelines and the City of Seattle’s Definition of an Eligible Farmers Market, both of which stipulate that more than 51% of sales at the market must be from Washington State farmers, and; WHEREAS, staff shall update the PDA Council annually on the status of vendor sales, attendance counts, and operational issues related to all Pike Place Market Express-branded satellite market locations and, WHEREAS, Express Market locations are developed in order to support Pike Place Market’s farm sales activities and Pike Place will continue to be the center of focus for farmer-related recruitment and activity in keeping with our “Meet the Producer” mission.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute an agreement between the Pike Place Market Preservation Development Authority and Virginia Mason Medical Center to take over management of the existing farmers market at Virginia Mason on First Hill and to promote it as a Pike Place Express Market between June and October,

and; BE IT FURTHER RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute an agreement between the Pike Place Market Preservation Development Authority and Compass Group to create and manage a Pike Place Express Market at the Commons within Microsoft's Redmond campus between June and October.

Ann Magnano moved, Rico Quirindongo seconded

For: Bruce Burger, Betty Halfon, Gloria Skouge, Ann Magnano, Patrice Barrentine, Rico Quirindongo  
Against: David Ghoddousi  
Abstained: 0

There was a brief discussion that followed.

Resolution 14-10 passed with a vote of 6-1-0

**VII. Items for the Consent Agenda**

Resolution 14-08 was mutually agreed by the committee to be placed under the Consent Agenda.

*Ann Magnano left at 6:26p.m.*

**VIII. Concerns of Committee Members**

Betty Halfon noted her concern regarding the updated Pike Place Market PDA logo.

**IX. Public Comment**

There was public comment from several of the community members from the 2014 Daystall Rules Review and following Rule Proposals discussed earlier.

**IX. Adjournment**

The meeting was adjourned at 6:32 pm by Bruce Burger, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Administrative Services Coordinator