



Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)

Thursday, May 8, 2014

4:00 p.m. to 6:00 p.m.

Elliott Bay Room

Committee Members Present: Bruce Burger, Gloria Skouge, David Ghoddousi, Ann Magnano, Patrice Barrentine

Other Council Members Present:

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

Others Present: John Howell, Tom Byers, Howard Aller, Caitlin Bellum, Ernie Sherman

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

I. Administration

A. Approval of the Agenda

The agenda was approved by Acclamation

B. Approval of the April 10th, 2014 Meeting Minutes.

Ann Magnano stated that she was not noted on last month's meeting record for attendance.

The minutes, as amended, were approved by acclamation.

II. Announcements and Community Comments

Gloria Skouge entered in at 4:05p.m.

III. Programs and Marketing Director's Report

A. Programs & Promotions Update

Kelly Lindsay briefly presented the Programs and Promotions Update for the month of May 2014. She provided an update on the monthly Marketing metrics with the committee. She noted that this month has been one of the busiest months for marketing this year. She reported that this month we had our widest reach of Facebook followers. She reported that we have been very busy in the Trademark department; we finished the Trademark agreement with Kim Drew and we are in the process of various Trademark settlement issues. She stated that it was also the busiest month for our school tours, including 13 school tours in the Market and 13 school presentations outside of the market. She commented on the trademark process with Jewel Hospitality and noted that after a few suggestions, Jewel Hospitality has decided to no longer use the Trademark name for their business; we wish them the best. She stated that this month we hosted the 6th iteration of Arcade Lights. This year's Arcade Light's event was one of the best attended events yet with over 1200 attendees; \$13,000 of the vent proceeds was returned for the Market

Foundation for their work. She added that we had brought in some additional people after the first wave of people to enjoy the event. There were a total of 70 vendors at this year's Arcade Lights event.

There was a brief discussion that followed.

Bruce Burger inquired in how many new vendors participated in the event. Kelly Lindsay reported that there were roughly 12 new vendors that participated at this year's Arcade Lights, mostly from the Pike Place Market businesses.

Emily Crawford noted that there was a survey sent out to the vendors for feedback of the event. It was reported that this year's event was one of the best Arcade Lights Events yet.

Bruce Burger noted that in addition to the Arcade Lights vendor survey it would be good to survey the guests.

Ben Franz-Knight briefly reported that we have had such a stronger response in the Spring than the Fall regarding hosting the Arcade Lights Events. He added that one of our goals is to have the Market Foundation take over the Arcade Light's event and hold it once a year. He noted that the Market Foundation could leverage the Fall season to use for the Pike Place Market -Waterfront Entrance Campaign. He lastly stated that there will be a resolution for the Management Fee and new ownership of management from the Market Foundation in the coming months.

Bruce Burger said that it would be a shame to reduce the event to once a year since there seems to be such a great response from the public and vendors. Kelly Lindsay noted that the Fall Arcade Lights event is more difficult to organize and sell out due to the weather.

IV. Presentation and Discussion Items

A. Farmland P reservation: Local Farms and Food Roundtable

Kelly Lindsay provided a brief overview on the initiative on Farmland Preservation. She noted that Tom Byers and John Howell from the Cedar River Group are leading this very complex and compelling initiative. The sponsors include the Pike Place Market, King County and the City of Seattle. Tom Byers and John Howell provided a quick snapshot of the key priority recommendations for preserving additional farmland. A copy of their presentation was including with the meeting minute's record. A summary of their presentation was as follows

Purpose

1. Identify options and make recommendations to the sponsoring agencies for strategies to preserve additional farmland.
2. Identify options and make recommendations for strategies to increase market and distribution opportunities for local and mid-sized farmers

Time Frame and Structure

- November 2013 through May 2014
- Overall Steering Committee (met 3 times)
- Land Preservation subcommittee (met 3 times)
- Markets and Distribution subcommittee (met 3 times)

- Staff work group provided oversight (Market, City, County, consultants)

Recommendations

- Draft recommendations developed by subcommittees
- Steering committee adoption on May 14

Next Steps

- Final Steering Committee Meeting
- Continued collaboration among sponsor with expansion to include other key players (i.e. suburban cities, stakeholders working on regulatory issues, etc.)
- Refinement of these recommendations to action

There was a brief discussion that followed.

David Ghoddousi inquired about the King County funding from the King Conservation District. He also inquired about how much land do we already have that is protected, and who is the Stewards of this land and is it being fully utilized. He inquired regarding where the farmland is located which is not currently in production.

Bruce Burger inquired on what would be the mechanism for involving the other counties with this farmland preservation initiative. Kelly Lindsay noted that our concern is to keep focus and getting some results in which we are already talking with each other. Bruce asked roughly how many of our farmers are in King County.

Ann Magnano noted that this initiative is very positive and she would like to see all these ideas happen.

Patrice Barrentine noted that we have to expand the sourcing especially for the investment for King County, and feeding King County. We need to look especially at filling institutional markets; there are currently only 3 farms that can fill institutional markets.

Follow-up from the Steering Committee included a breakdown on what type of agricultural activity is happening on the current preserved farm land and where the land, that is currently not being utilized, is located at.

Action Item: Proposed Resolution **14-33:** Addendum to Approval of Goals for Preservation of Farmland in the Puget Sound Region and Strategic Partnership with the City of Seattle and King County to Evaluate Opportunities for Action

Kelly Lindsay introduced the resolution which states that King County, the City of Seattle and Pike Place Market have identified shared goals for the preservation of farmland, specifically to:

- Increase production of food in King County/Puget Sound to meet rising demand for fresh food products
- Preserve farmland for the production of fresh food in King County and Puget Sound
- Increase the profitability of small and mid-size farm operations
- Increase the number of small and mid-size farm operations and total acres in production
- Provide access to land for emerging farmers, immigrant and low-income populations
- Support easier access to consumers through farmers markets and aggregation

- Increase access to healthy foods for children, seniors and low-income populations
- Strengthen institutional and wholesale relationships to small farm operations (hospitals, schools, restaurants)
- Support a robust and healthy regional food network, and;

WHEREAS, King County, the City of Seattle and Pike Place Market are interested in developing a collaborative partnership to identify the actions that would be most effective in preserving farmland in King County sufficient to meet shared goals, examples of which may include but are not limited to the following: a new Farmlands Preservation bond or levy; increased Transfer of Development Rights; purchase of Development Rights; agricultural legacy development credits; conservation easements; food levy; purchase of land to lease to new farmers; other financing mechanisms and regulatory approaches. WHEREAS, In May 2013, the PDA Council voted 8-1-0 on Resolution 13-29, approving the contribution of an amount not to exceed \$10,000 towards a jointly funded effort between the PDA, King County and the City of Seattle with the objective of developing a joint farmland preservation strategy to identify financing and regulatory mechanisms that King County, City of Seattle and Pike Place Market PDA can act upon and/or support that would be most effective for preserving farmland in King County, and; WHEREAS, This effort has convened a highly influential stakeholder group to guide the development of recommendations. These stakeholders have been very engaged and the process of developing recommendations has taken longer than originally anticipated. The scope has not changed, but additional time is necessary by the consultants to aggregate and synthesize all of the feedback that has been provided.

NOW, THEREFORE, BE IT RESOLVED That the PDA contribute an amount not to exceed \$2,500 to continue the jointly funded effort between the PDA, King County and the City of Seattle with the objective of developing a joint farmland preservation strategy to identify financing and regulatory mechanisms that King County, City of Seattle and Pike Place Market PDA can act upon and/or support that would be most effective for preserving farmland in King County. The funds for this project will be drawn from 483042-00 – Consulting - Management.

Ann Magnano moved, Gloria Skouge seconded

There was a brief discussion that followed.

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

Against: 0

Abstained: 0

Resolution 14-33: Addendum to Approval of Goals for Preservation of Farmland in the Puget Sound Region and Strategic Partnership with the City of Seattle and King County to Evaluate Opportunities for Action passed unanimously.

B. 2014 Marketing Campaign

Kelly Lindsay presented on the 2014 Marketing Campaign; a copy of the presentation was included with the meeting minute's record. She noted that she feels that this Marketing campaign is strong enough that we could utilize it for the next two years while maintaining the campaign look, feel and tone. A summary of the 2014 Advertising Campaign was noted below.

Program Goal

- Encourage Seattle residents - especially those who live or work downtown - as well as people in the greater Puget Sound region to shop Pike Place Market throughout the year.
- Our target audience shops at farmer's markets, grocery stores and shopping malls near their homes.
- They may "save" a trip to the Market for a special occasion or an annual visit.
- We would like to position the Market as a viable and desirable place to shop year-round for fresh, local and seasonal produce, crafts and gifts, as well as a destination for exciting and eclectic dining.

Program Objectives

- Capitalize on the LOVE and PRIDE Seattle residents have for Pike Place Market to increase visits, spending, and engagement in events and classes
- Capitalize on the energy around recent (and coming) additions to the Market
- Show the dynamic nature of the Market
- Emphasize the benefits of the personal interactions, and intimacy of experience that is unique to the Market

Kelly Lindsay shared example advertising headlines for the campaign including a background on the various media tactics including radio, mobile and network sites.

Ben Franz-Knight looked at backing up that schedule for marketing efforts ahead, including strategic placement of radio advertisement a few weeks prior to November 17th.

V. Items for the Consent Agenda

Resolution 14-33 was mutually agreed by the committee to be placed under the Consent Agenda.

VI. Concerns of Committee Members

Ann Magnano would like to find out a final report of the steering committee the future months regarding farmland preservation.

VII. Public Comment

Howard Aller stated that if the objective is to bring local product to local people, there is nothing better than to utilize the satellite markets. He noted that he has a minor problem with the advertising; he asks that we please use local ingredients in the ads when it is technically in season here.

IX. Adjournment

The meeting was adjourned at 5:51 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator