



Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)

Thursday, October 9th, 2014

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

The Elliott Bay Room

Committee Members Present: Betty Halfon, Gloria Skouge, Bruce Burger, Ann Magnano, David Ghoddousi, Rico Quirindongo

Other Council Members Present:

Staff Present: Ben Franz-Knight, Kelly Lindsay, Emily Crawford, Scott Davies, Sue Gilbert Mooers, Zack Cook, Melissa Balding, Dana Gould, Dianna Goodsell

Others Present: Howard Aller, Joan Paulson

The meeting was called to order at 4:00 p.m. by Betty Halfon, Chair.

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the September 11th, 2014 Meeting Minutes.
The minutes were approved by acclamation.

II. Announcements and Community Comments

Howard Aller stated that he had been a participant for the last several weeks in showcasing the Pike Place Market Waterfront Entrance Project model. He had mentioned that he spoke with several locals expressing their concerns over the message of the new project and their worries of demolition on the original market. He wanted to see if we could look into providing clarification on what is being told with the PPMWE project.

III. Programs and Marketing Director's Report

- A. Programs & Promotions Update
Kelly Lindsay briefly presented on the monthly Programs and Promotions update for October. She discussed several new and exciting activities planned for the Pike Place Market Atrium Kitchen by the Programs & Events Staff. She added that Holly Southern and her staff have been very busy with activation of the Events spaces and Atrium Kitchen. She lastly reported that tickets are still available for purchase for the "Behind the Table" event through Brown Paper Tickets. She noted that the Pike Place Producers' evening event will benefit the Community Safety Net (managed by the Market Foundation) which is scheduled on Friday October 24th in the Economy Atrium.

IV. Presentation and Discussion Items

A. Kim Drew Trademark Agreement: Product Add On

Kelly Lindsay provided an update to a Trademark Agreement with Kim Drew. Kim Drew had requested to include a Product Add On to his original Trademark Agreement. The Product Add On by Kim Drew would include handmade magnets with his art work placed upon the magnets.

Rico Quirindongo entered the meeting at 4:16p.m.

Betty Halfon provided recommendation to the PDA Staff to return to the Council with a sample of the Add-On product from Kim Drew including a resolution to vote upon in October.

B. 2014 Marketing Review & Discussion - Presentation

Kelly Lindsay presented the 2014 Marketing Review which was included with the PDA Council records. A summary of the 2-14 Marketing Review presentation including the following;

Objectives:

- Maintain awareness of Market businesses and events with target audience(s)
- Promote key messages and individual business to increase sales and appreciation for PDA mission and values
- Increase direct promotion during non-peak seasons
- Leverage digital media (website, mobile, social media) to extend paid media and provide opportunities for customer engagement
- Establish partnerships to support special event programming (kitchen, holidays, business-specific promotions)

Target Audience:

- Continue focus on Downtown residents and workers, but expand primary target to include all of Seattle neighborhoods – especially those most likely (*women 25-55*) to increase visits and make purchases. Target messages to encourage increased repeat visitation
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Key Messages:

- Pike Place Market is the center for local, independent businesses in Seattle. By shopping at the Market you support your neighbors and engage in a Seattle tradition.
- Pike Place Market is Seattle's original farmers market.
- The Market is a destination for people who love food - from specialty grocers and artisan producers to cafés, bakeries and restaurants.
- Pike Place Market is a great place to buy one-of-a-kind, locally produced and handcrafted items and gifts.
- Access to the Market is easy. Parking is affordable and convenient.

Promotional Tactics

- Paid Advertising, Media Relations, Social Media, Digital

Special Events:

- March: Daffodil Day
- April: Arcade Lights
- May: Flower Festival
- August: Sunset Supper
- September: Busker Festival
- October: Feast at the Market (10/7), Starbucks Manager Event (10/13), Behind the Table (10/24), Pike Up Parade (10/30)
- November: Magic in the Market
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Sponsorship, Co-op and Outreach

- Sponsored Seattle Tilth/Seattle Parks Urban Gardening series in Victor Steinbrueck Park
- Participated in nine Out to Lunch concerts around downtown from July – September
- Supported advertising placements for 25 Market businesses (YTD)
- Distributed Summer Guide and coupons to 10,000 downtown workers and residents and 7,000 Express Market shoppers

There was a discussion that followed by the Market Programs Committee on the Marketing Review for 2014 and goals and recommendations for 2015.

David Ghoddousi asked if the Marketing has looked into some type of New Year's celebration at Pike Place with the Market community and businesses. He said we do have several clocks in the Market and this could be a positive benefit to the Market.

Ben Franz-Knight provided feedback on David's request on New Year's subject.

Gloria Skouge noted that she had previously commented on the idea of hosting an annual event at the Market for International Women's Week in January during one of the Executive Committee meetings. The idea of hosting an event at the Market for International Women's Week could be good since many of the shoppers in the market are females.

C. 2014 Farm Program Review

Zack Cook presented on the 2014 Farm Program Review; a copy of the presentation was included with the PDA Council records. It was reported as of present that the Farm Program is concluding the remaining of the Express Farmers Markets. There was an initial report provided with the results from the 2014 year with Pike Place Satellite Markets. A summary of the 2014 Farm Program included the following;

2014 Sales and Attendance - as of 10/2/14:

- Virginia Mason had an average of 5 vendors, average vendor sales at \$68 and total sales at \$32,164.

- Microsoft had an average of 12 vendors, average vendor sales at \$612 and total sales at \$111,936.
- City Hall had an average of 12 vendors, average vendor sales at \$754 and total sales at \$143,639. There was an increase of 7.1% for vendor sales and a decrease of 12.4% in total sales.
- Pioneer Square had an average of 6 vendors, average vendor sales at \$358 and total sales at \$36,880. There was an increase of 18.1% for vendor sales and a decrease of 20.6% in total sales.
- South Lake Union had an average of 15 vendors, average vendor sales at \$795 and total sales at \$195,611. There was an increase of 26.8% for vendor sales and an increase of 54.6% in total sales.
- Pike Place had an average of 36 vendors, average vendor sales at \$632 and total sales at \$336,602. There was an increase of .5% for vendor sales and an increase of 17.4% in total sales.

2014 Coupon Redemption:

- SNAP redemption was at \$9,406 for 2014 - a decrease of 14% from 2013
- Fresh Bucks was at \$8,434 for 2014 - a decrease of 3% from 2013
- Farm Consumer was at \$903 for 2014 - a decrease of 64.4% from 2013
- Debit/Credit was at \$57,505 for 2014 - a decrease of 6.1% from 2013

The Market Programs Committee discussed the preliminary results from the Farm Programs.

Melissa Balding, Farm Program Coordinator discussed the results from the Rapid Market Assessments (RAM's) accessed from three of the Pike Place Express Markets. She shared some of the feedback from the dot surveys with the committee.

Melissa lastly presented on the Farm to Go Program which included updated figures from the September Market Programs meeting:

- 1330 total bags packed
- Weekly distribution breakdown:
 - 25 for Out to Lunch Concerts
 - 50 for Low-income Youth Programs
 - 45 PDA Employee CSA
- 68 bags purchased with SNAP
- \$18,000 paid to 16 participating farmers
- Unsold bags or surplus produce donated to food bank and senior center

Betty Halfon inquired if there was an opportunity for the Market business to advertise on the Market tote bags to reduce the costs of the bags for the PDA.

Kelly Lindsay clarified that the PPM Bags were part of the Marketing budget; the costs were considered a wash out since the bags were used as intended for with the Marketing efforts.

Dana Gould, Food Justice Coordinator briefly presented her efforts with the food program this year. She provided a brief overview the community activities in the Market including Market Meals, Cooking Classes and Chef Demos. She reported that there were six bi-monthly meals prepared in the Atrium Kitchen, 18 Chef Demonstrations on Pike Place during Summer Sundays and Two low-income focused series in the Atrium Kitchen featuring Diane LaVonne and Chicken Soup Brigade. She lastly noted that this summer went well with the numerous outreach programs in which we were able to engage the community and public.

V. Concerns of Committee Members

Ann Magnano stated that she loves the PPM bags and has seen the bags used locally around Washington State.

Rico Quirindongo agreed with Ann's comment. He also commented on the possibility of advertising on the bags.

VI. Public Comments

Joan Paulson commented on Howard Aller's comment regarding the perception of the Market is changing. She added that there is misperception that the Market is changing because the Viaduct isn't down and the tunnel is not completed; she added that calling it the waterfront project does not make sense and there is no conscious understanding of this fact. She made a second point regarding the Marketing program for the remaining months besides March through November; she mentioned that the remaining months need to have activities programmed for those periods. She mentioned the idea of having a month of authors promoted in the Market or having storytelling activities. She lastly commented on the emphasis of Valentines Holiday and the time for inviting people to learn about the market and the changes that are happening.

IX. Adjournment

The meeting was adjourned at 5:21 pm by Betty Halfon, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator