



# Market Programs Committee Meeting Minutes

**Pike Place Market Preservation and Development Authority (PDA)**

**Tuesday, February 10th, 2015**

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

**The Classroom**

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

**Other Council Members Present:**

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

**Others Present:** Howard Aller, Joan Paulson

The meeting was called to order at 4:03 p.m. by Betty Halfon, Chair.

## **I. Administration**

### **A. Approval of the Agenda**

The agenda was approved by Acclamation

### **B. Approval of the January 15<sup>th</sup>, 2015 Meeting Minutes.**

The minutes were approved by acclamation.

## **II. Announcements and Community Comments**

None

## **III. Programs and Marketing Director's Report**

### **A. Programs & Promotions Update**

Kelly Lindsay briefly presented on the monthly Programs and Promotions update for February. She provided a brief snapshot on the social media metrics as well as recent news coverage regarding the Pike Place Market and the MarketFront project. She discussed the advanced efforts with PR for the MarketFront project including getting the local media on board with the depth, breadth and complexities with the project.

## **IV. Presentation and Discussion Items**

### **A. Introduction of new Daystall craftspeople**

David Dickinson, Daystall and Craft Program Manager provided an introduction to the new craftspeople for 2015. He explained the screening process for the selected Daystall applicants for 2015 as well as a brief background on the artistry of the new craftspeople.

## B. 2015 Daystall Rules Review: Proposed Changes

David Dickinson, Daystall and Craft Program Manager reviewed the 2015 Daystall Rules proposed changes with the Committee. He reported that there were thirteen rules proposals received for the 2015 Daystall Rules proposal changes rules review process. A summary of each of the thirteen Daystall rules proposals were as presented:

Proposal #1: Author - Thomas Marnin & Skye Saylor (Craftsperson) Affecting: Craft Product Standards

- *Allow limited amount of "ancillary products", designed but not handmade by producer*

Proposal #2: Author - Loren Ballard (Craftsperson) Affecting: Craft Product Standards

- *Allow products that are collaborative work of two separate craft permits holders.*

Proposal #3: Author - Barb Benning (Craftsperson) Affecting: Craft Attendance

- *Advance senior craft status with one-day attendance move from the 30-year mark to the 25-year mark*

Proposal #4: Author - Terra Burton (Craftsperson) Affecting: Craft Attendance

- *Allow 1-day-per-week attendance for craftspeople over age 65 who have worked in the market for 15 years*

Proposal #5: Author - Sarah "Goldie" Goldenberg (Craftsperson) Affecting: Craft Attendance

- *Increase basic annual vacation allowance from 8 weeks per year to 12 weeks per year*

Proposal #6: Author - Terra Burton (Craftsperson) Affecting: Craft Attendance

- *Reduce or eliminate the attendance requirement and/or the daily table rent fee for weeks in which the weather is extremely cold*

Proposal #7: Author - Kenneth Telesco (Craft Agent) Affecting: Craft Set Up

- *Adjust the set up time requirement for craftspeople from 11:00 am to 11:30 am on days that Roll Call is at 9:30 am*

Proposal #8: Author - Joe Lamano (Craftsperson) Affecting: Craft and Farm businesses of deceased permit holders

- *Allow Permit holders' family or agents to remain open for limited time following permit holders death in order to sell remaining inventory*

Proposal #9: Author - Penny Pruitt (Craftsperson) Affecting: Daystall Rules Terminology

- *Replace the term "Market Master" with "Market Manager"*

Proposal #10: Author - Gary Davis (Craftsperson) Affecting: Farm Flower Bouquets

- *Proposes wet paper wraps replace bagged water in Market flower bouquets*

Proposal #11: Author - Jon Strongbow (Craftsperson) Affecting: Use of Daystall Tables

- *Proposes special event on New Year's Day with allowance for non-permitted items to be sold*

Proposal #12: Author - PDA Staff, Affecting: Daystall Table Rent Increase

- *Increase daily table rent fees by 3%*

Proposal #13: Author - PDA Staff, Affecting: Permit Holder Conduct

- *Establish egregious violations of the standards of behavior towards others as grounds for permit revocation*

There was a brief discussion that followed.

#### C. Seattle Farmers Market Agreement

**Action Item:** Proposed Resolution **15-06:** Authorization for Acceptance of Seattle Farmers Market Organization Agreement

Kelly Lindsay introduced Proposed Resolution 15-06: Authorization for Acceptance of Seattle Farmers Market Organization Agreement to the Market Programs Committee. The Resolution states that Seattle has a strong network of farmers markets that adhere to the standards established by both the City of Seattle and the Washington State Farmers Market Association, and; WHEREAS, The Seattle markets are extremely popular in the neighborhoods where they take place and provide valuable public benefits that include:

- Contributing to Seattle's economic and cultural life
- Providing fresh regionally produced farm products directly to consumers
- Increasing access to locally grown high quality fruits and vegetables for low-income customers (Fresh Bucks, EBT, WIC and Senior FMNP, food bank donations, etc.).
- Supporting direct market opportunities for regional small farms, providing a vitally important source of revenue that enables these farms to stay in production
- Preserving local farmland for farming
- Enhancing the economic vitality of rural communities
- Provide a regular gathering place for people to interact in their neighborhoods
- Increasing commerce in business districts adjacent to market locations, and;

WHEREAS, In the interest of promoting shared success and maximizing the social, financial and environmental benefits provided by farmers markets across the City of Seattle, the Neighborhood Farmers Market Alliance, Seattle Farmers Market Association, Queen Anne Farmers Market and Pike Place Market Preservation and Development Authority (Market Organizers) have developed guidelines for operations and collaboration in the following areas:

- New Market Development
- Consumer Outreach

- Joint Advocacy and Resources
- Farm Vendor and Resource Development, and;

WHEREAS, Acceptance of this agreement does not imply any contractual obligation or financial commitment between the Market Organizations,

NOW THEREFORE BE IT RESOLVED; that the PDA Council authorizes the Executive Director or his representative to execute a non-binding agreement with Neighborhood Farmers Market Alliance, Queen Anne Farmers Market and the Seattle Farmers Market Association regarding the operating farmers markets in the City of Seattle.

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

Against: 0

Abstained: 0

Resolution Proposed Resolution **15-06**: Authorization for Acceptance of Seattle Farmers Market Organization Agreement was passed unanimously with a vote of 6-0-0.

D. Trademark License Renewal: Pike Place Chowder

**Action Item:** Proposed Resolution **15-08**: Authorization of Non-Exclusive Trademark Agreement with Pike Place Chowder

Kelly Lindsay introduced Proposed Resolution 15-08 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, Pike Place Chowder desires to continue to make use of the Pike Place name (word mark as defined on the PDA trademark license application) in connection with packaged Pike Place Chowder for wholesale distribution for a 2 year term to begin January 1, 2015; and, WHEREAS, PPMPDA and Pike Place Chowder have agreed that in accordance with the terms and conditions of this Agreement, Pike Place Chowder may use the Pike Place Market name in the production and promotion of Pike Place Chowder made and packaged for wholesale distribution; and, WHEREAS, Pike Place Chowder agrees that it 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, Pike Place Chowder agrees that it 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. 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 Pike Place Market PDA in relation to Pike Place Chowder wholesale distribution and all related marketing of such; and, WHEREAS, Pike Place Chowder agrees to pay the PDA 6% of gross sales on packaged wholesale products sold through other businesses in the Pike Place Market and businesses outside the Market; and, WHEREAS, Pike Place Chowder agrees to provide quarterly sales reports

and royalty payments as well as an annual reporting of production details and distribution outlets.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with Pike Place Chowder for the use of the “Pike Place” name for the wholesale product Pike Place Chowder.

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

Against: 0

Abstained: 0

Resolution Proposed Resolution **15-08**: Authorization of Non-Exclusive Trademark Agreement with Pike Place Chowder was passed unanimously with a vote of 6-0-0.

**V. Concerns of Committee Members**

Patrice Barrentine thanked Kelly Lindsay and Emily Crawford for their participation at the Washington State Framers Market Association Conference this last weekend.

**VI. Public Comments**

Joan Paulson said it was great to have the meeting room feel more open. She provided suggestions regarding the Classroom environment. She stated that there needed to be a greater level of air exchange throughout the meeting room to make it more palatable; it will only come worse when spring arrives. Joan separately spoke about Resolution 15-06 Authorization for Acceptance of Seattle Farmers Market Organization Agreement. She said if we are not going to have measuring steps in terms of success or failure, then there should be quarterly updates on what accomplishments have been made by establishing this Seattle Farmers Market Organization Agreement. She further added that we will want to catalog what our effectiveness if we plan to do lobbying and such in the future.

**IX. Adjournment**

The meeting was adjourned at 5:11 pm by Betty Halfon, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Administrative Services Coordinator