



# Market Programs Committee Meeting Minutes

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

**Tuesday, May 12th, 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, Sue Gilbert Mooers, Scott Davies, Emily Crawford, Dianna Goodsell

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

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

## **I. Administration**

- A. Approval of the Agenda  
The agenda was approved by Acclamation
- B. Approval of the April 14<sup>th</sup>, 2015 Meeting Minutes.  
The minutes were approved by acclamation.

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

Joan Paulson asked for clarification on the April 14<sup>th</sup>, 2015 meeting minutes regarding the Marketing & Advertising schedule for 2015.

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

- A. Programs & Promotions Update  
Kelly Lindsay presented a brief overview on recent Market media relations including an article from Washington AG in the Classroom: Stewardship in Conservation in Agriculture, "Pike Place Market: Sustaining Local Farming Families Since 1907". Kelly noted that we used a portion of our education budget to include a review of the history of the Market. She also noted that this article is used in classrooms across the State. Kelly provided a brief update on events in the Market including a very successful Flower Festival. She noted that King 5 and K.O.W had been in the Market. She lastly noted that we are in finalizing our preparations for our Express Markets, starting this June 16<sup>th</sup>.

Ann Magnano commented that the Pike Place Market: Sustaining Local Farming Families Since 1907 article was really great.

**IV. Presentation and Discussion Items**

A. MarketFront Media Relations Strategy

Emily Crawford discussed the media relations strategy for the MarketFront project. She discussed the core message and audience regarding our communications on the MarketFront project. She also discussed the coordination between the comminution with the PMPDA, Market Foundation and Sellen Construction.

B. King County Local Food Economy Imitative

Ben Franz-Knight provided an update on the efforts regarding our partnership with the King County Local Food Economy Initiative.

C. Market Narratives Discussion

Kelly Lindsay provided an updated on last month's discussion regarding the Market Narratives Discussion. She had compiled a spreadsheet organizing and tracking the ideas from the discussion in April. Kelly noted that we can use the spreadsheet to track ongoing topics regarding the stories we would like to tell about the Market. Emily and her had provided an update on some of the ideas to highlight from the April discussion including a website feature of Gem Haven, and top list for things for kids to do at the Market.

**V. Action Items**

None

**VI. Resolutions to be added to Consent Agenda**

None

**VII. Concerns of Committee Members**

Betty Halfon said she would like to look into the possibility of hosting an event in the Market once a month in which all the Market businesses could participate. She mentioned event suggestions such as a Market wide Easter Egg Hunt.

There was a discussion that followed.

Ben Franz-Knight noted that he could come back to the Committee next month regarding special budget considerations and what would it realistically take to host a monthly event in the Market.

**VIII. Public Comment**

Joan Paulson commented on five points from the meeting. She noted under core messages that the term "Spirit" is overused; it should be community first as the focus. She noted that under key messages that it says that we are completing the development of the historic district; she would think that historic preservation is going to continue. She separately commented on the brambles near the construction site, adding that they have not yet been removed. She further added that once the soil has been lifted near the brambles; expect a massive population of rats to emerge near the Market. She had commented on the efforts with the King County Local Food Initiative; she said we should be revisiting next steps for funding in this process. She added that we should look at

funding from the private sector. She lastly commented on measurement of the Market's goals and how are we tracking them month-to-month.

Howard Aller commented on the housing portion of the MarketFront project. He had asked on what type of housing is it going to be and what do we refer to it as.

**IX. Adjournment**

The meeting was adjourned at 5:44 pm by Betty Halfon, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Executive Administrator