



Pike Place Market Preservation and Development Authority (PDA)

MARKET PROGRAMS COMMITTEE
Meeting Minutes

Thursday, June 13th, 2013
4:00 p.m. to 6:00 p.m.
Elliott Bay Room

Committee Members Present: Bruce Burger, Gloria Skouge, Ann Magnano, Betty Halfon

Other Council Members Present: David Ghoddousi, Patrice Barrentine

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

Others Present:

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

I. Administration

- A. Approval of the Agenda
The agenda was approved by Acclamation
- B. Approval of the May 9th, 2013 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 presented the Programs and Marketing Directors Report. She provided several brief updates on the monthly metrics. She noted the status of the farmland resolution, which was approved last month regarding partnership with the City and County for farmland preservation opportunities. She reported that Tom Neir and Sally Otten are still interested in purchasing the Tall Chief Property with King County partnership and doing a licensing agreement with the Pike Place Market PDA for a CSA. She lastly noted that we are on track to launch the updated website in June and noted that the Express markets are launching next week.
- B. Summer Farm Season Promotion
Kelly Lindsay gave a presentation on the Summer Farm Season Promotion. A copy of the presentation was included with the meeting minute's record. Kelly discussed the program goals, tactics and measurements for the 2013 Farm Season Marketing. A summary of the presentation is as follows:

Programs Goals

Increase revenue to farmers and other merchants by focusing on the following:

- Place PPM in front of consumers of local, farm fresh, authentically and sustainably produced food and farm
- Increase utilization of food assistance programs - SNAP, WIC, Senior FMNP - at farm stalls
- Educate customers on the selection, storage and use of seasonal produce.
- Promote the Market as a regular, year-round shopping destination for downtown residents and workers.

Tactics

- Out to Lunch Concert Series - July 12 to 9/20
- Pike Place Market "Neighborhood guide" -7/12 to 8/30
- Pike Place Market Tote
- SNAP Matching/Nutrition Programs
- Various forms of advertisements including posters, online advertising, media and blogger outreach and weekly email updates.

Measurements

- Daily sales for farmers at all Market locations. Total, daily average and year over year.
- Schedule for distribution of "Neighborhood Guides" through all outlets.
- Sales of Market produce bags at OTTL Concerts
- Coupon redemption rates. Total, %and YOY.
- Customer attendance at Express Markets. (First time tracking)
- Media placements and social media engagement.
- Additional exposure through paid media or partnerships.

There was a brief discussion that followed.

IV. Presentations and Discussion

A. Social Services Program Review and Recommendations

Lillian Hochstein, the Market Foundation Executive Director gave an overview of the Social Services Program Review and Recommendations. She presented several highlights from the 2012-2013 year including the work of the VISTA volunteers and ongoing projects in the Market. She presented a summary of the recent Cut the Pie Celebration for the Market Foundation which granted \$740,500 to vital services in the Market.

There was a brief discussion that followed

Bruce Burger inquired about specific needs for the Market Foundation and Social Services review. He mentioned about the rationale of the rents charged to the various social services agencies.

B. Trademark Usage Guidelines

Kelly Lindsay gave a report on the Trademark Usage Guidelines. A copy of the Trademark Usage Guidelines was included with the meeting minute's record. Kelly gave an overview on the goals, current Federal Trademarks and Categories, Licensing Guidelines, and Additional Trademark Protection in regards to the Trademark Usage Guidelines. Kelly noted that under the current Licensing Guidelines there was proposed additional language which included;

1. The licensed product is consistent with the use permits granted by the Pike Place Market Historical Commission for merchandise sold within the Market.
2. All products using the Market trademarks are manufactured in compliance with the Prohibition of Sweatshop Conditions (Exhibit C) and free of hazardous materials. Upon request, applicant will disclose the names and locations of factories, and information about wages and working conditions, for all products using Market trademarks.

There was a brief discussion that followed.

C. Farm Program Consumer Research

Kelly Lindsay gave a presentation regarding the 2013 Farm Program Consumer Research. She discussed the Farm and Food Program Goals for 2013 and beyond which included; enhancing farmer profitability, increasing farmer participation in the Market and increasing customer base to support farmers. She discussed the research goals and audience for the farm program consumer research. She lastly reviewed a general timeline for the program pending Council approval with Proposed Resolution 13-42.

There was a brief discussion that followed

Betty Halfon noted the importance of including participants from various social and economic groups.

Ann Magnano noted that she would like to see this resolution passed. She noted that this Market research is an investment for our farmers.

Betty Halfon noted that many customers do not know the difference between the high stalls and farm stalls and that education has to start with the customer.

Patrice Barrentine inquired if the survey questions were going to be made available to the council members to review.

V. **Action Items**

A. **Action Item:** Proposed Resolution **13-40:** Update to Trademark Guidelines and Expansion of Federal Registration

Ben Franz-Knight introduced the resolution which states 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, the trademarks include those listed in Attachment A; and,

WHEREAS, the PDA licenses other parties to use these trademarks for uses that will enhance the image of the Pike Place Market as defined by the Market's Charter; and,

WHEREAS, the primary purposes for granting licenses for the above referenced trademarks is:

1. to enhance the image of the Pike Place Market as defined in the Market's Charter
2. to cultivate shoppers and promote retail sales for Market merchants
3. to further the public appreciation of the traditional character, purposes, and products of the Market; and,

WHEREAS, the issuance of non-exclusive license agreements meets certain general conditions including:

1. the proposed licensed use is consistent with all the primary purposes listed above
2. the licensed use does not infringe upon licenses already granted, nor does it create confusion in the mind of the consumer, based on interpretation by the PDA
3. the licensed use materially benefits and improves the Market community by producing revenues not otherwise available through normal Market resources; and,

WHEREAS, licensing partners agree to use the licensed name and trademark only in a way that will reflect positively on the Pike Place Market; and, WHEREAS, the PDA pursues enforcement against those infringing on our trademark rights to cease using them in order to protect our trademark rights and the integrity of our marks; and, WHEREAS, active licensing of products in various categories strengthens the PDA's ability to pursue enforcement of trademark infringement,

NOW, THEREFORE, BE IT RESOLVED that the PDA Council will add the following to the general conditions of issuance of non-exclusive license agreements:

1. The licensed product is consistent with the use permits granted by the Pike Place Market Historical Commission for merchandise sold within the Market.
2. All products using Market trademarks are manufactured in compliance with the Prohibition of Sweatshop Conditions and free of hazardous materials. Upon request, applicant will disclose the names and locations of factories, and information about wages and working conditions, for all products using Market trademarks.

Ann Magnano moved, Betty Halfon seconded

There was a discussion that followed.

For: Ann Magnano, Gloria Skouge, Bruce Burger, Betty Halfon

Against: 0

Abstain: 0

Resolution 13-40 passed unanimously

B. Action Item: Proposed Resolution 13-42: Authorization of Contract Authority for Farm Program Consumer Research

Kelly Lindsay introduced the resolution which states that the Pike Place Market Preservation and Development Authority (PDA) has identified the growth and development of the Farm Program as a strategic priority; and, WHEREAS, increasing profitability for small and mid-sized farmers who sell at the Market is a critical component of the development of this program; and, WHEREAS, the PDA may consider developing a new Consumer Supported Agriculture (CSA) program as part of an overall aggregation strategy; and, WHEREAS, the PDA has not, to date, conducted detailed research into consumer attitudes and behaviors regarding shopping at the farm stalls or purchasing membership in a CSA; and, WHEREAS, quantitative and qualitative analysis of consumer attitudes and behaviors can help ensure the success of future promotions and program development; THEREFORE BE IT RESOLVED that the PDA Council authorizes the PDA Executive Director or his designee to enter into a contract with PRR in an amount not to exceed \$21,150 for the execution of qualitative and quantitative research to help increase customer demand for the Farm Program. Funding for this project will be drawn from Community Events and Programs, Farm Hub Market Research Accounting Code 488666-00.

Ann Magnano moved, Gloria Skouge seconded

For: Ann Magnano, Gloria Skouge, Bruce Burger, Betty Halfon,

Against: 0

Abstain: 0

Resolution 13-42 passed unanimously

VI. Items for the Consent Agenda

Resolutions 13-40 and 13-42 were placed on the Consent Agenda

VII. Concerns of Committee Members

Gloria Skouge formally welcomed Patrice Barrentine to the Market Programs Committee meeting.

VIII. Public Comment

None

IX. Adjournment

The meeting was adjourned at 5:40 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator