



# Market Programs Committee Meeting Agenda

**Date:** Tuesday, July 12, 2016

**Time:** 4:00 p.m. – 5:30 p.m.

**Location:** The Classroom

**Committee Members:** Betty Halfon (Chair), Patrice Barrentine (Vice-Chair), Gloria Skouge, Ann Magnano, David Ghoddousi and Colleen Bowman

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<b>4:00pm</b>	<b>I. Administrative</b>	<b>Chair</b>
	A. Approval of Agenda	
	B. Approval of the Market Programs Committee Meeting Minutes for May 10, 2016 & June 14, 2016	
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<b>4:05pm</b>	<b>II. Announcements and/or Community Comments</b>	<b>Chair</b>
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<b>4:10pm</b>	<b>III. Programs and Marketing Director's Report</b>	
	A. Programs & Promotions Update	<b>Emily Crawford</b>
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<b>4:20pm</b>	<b>IV. Reports and Discussion Items</b>	
	A. Report on Social Services	<b>Lillian Sherman</b>
	B. Education Program Recap	<b>Scott Davies</b>
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<b>5:00pm</b>	<b>V. Action Item(s)</b>	
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<b>5:05pm</b>	<b>VI. Resolutions to be Added to Consent Agenda</b>	<b>Chair</b>
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<b>5:10pm</b>	<b>VII. Public Comment</b>	<b>Chair</b>
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<b>5:20pm</b>	<b>VIII. Concerns of Committee Members</b>	
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<b>5:30pm</b>	<b>IX. Adjournment</b>	<b>Chair</b>

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# Market Programs Committee Meeting Minutes

**Pike Place Market Preservation and Development Authority (PDA)**  
**Tuesday, May 10, 2016**  
**4:00 p.m. to 6:00 p.m.**  
**The Classroom**

**Committee Members Present:** Betty Halfon, Gloria Skouge, David Ghoddousi, Colleen Bowman

**Other Council Members Present:** Ray Ishii

**Staff Present:** Emily Crawford, John Turnbull, David Dickinson, Scott Davies, Zack Cook, Justin Huguet, Dianna Goodsell

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

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

## **I. Administration**

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

The agenda was approved by acclamation.

### **B. Approval of the April 12, 2016 Market Programs Committee Meeting Minutes**

The minutes were approved by acclamation.

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

Joan Paulson commented on the absence of flowers that are usually planted on an annual basis in the Market. She noted that color was lacking in the Market with this observation. She separately commented on the Evening Market and how we would be measuring the success of it.

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

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

Emily Crawford, Director of Communications presented a summary of recent marketing activities including the current work with the Evening Market, scheduled to open June 1<sup>st</sup>, 2016. She provided a brief update on the planning for the MarketFront opening noting that we are starting to think about this topic in more detail. She had mentioned that with the MarketFront construction completed, many of the tenant spaces would not yet be completed. She noted the possibility in planning two respective opening celebrations for the MarketFront instead of tackling one event.

Colleen Bowman had asked how closely aligned was the tenant buildout schedule with the construction completion.

It was noted that the tenant buildout completion schedule would be anticipated for June 2017.

There was brief discussion on planning the first celebration of the MarketFront opening as Market-Centric and community focused.

Colleen Bowman said she would imagine that the first walk onto the Desimone Bridge after the completion of the MarketFront would be amazing, especially since the bridge would be connected.

#### **IV. Reports and Discussion Items**

##### **A. Farm Advertising and Promotion**

Emily Crawford presented an overview regarding Farm Advertising and Promotion; a copy of the presentation was included as part of the PDA Council records. A summary of the overview was noted as follows:

Core Audiences included Shoppers who:

- Prioritize eating fresh fruits and veggies within the designated 10-12 block radius/10 minute travel time
- Value community, fun, and a neighborhood experience
- Recently arrived downtown residents
- Low-income families and individuals, SNAP and WIC shoppers
- Are on-site and may be taking advantage of other services/shops (promotional signage to welcome these shoppers)
- Local business or community groups that are actively engaged within the neighborhood
- Are workers, residents, visitors, staff or other groups associated with PPM farmers market partners

Evening Market Communications Strategy: Public Relations/ Media Outreach

- Press release to long lead media March 1 and short leads beginning of May
- Family/Downtown online groups like Downtown Dwellers, Parents for a Better Downtown
- Downtown Business Outreach
- Property managers - listservs, company intranet listings
- Residential building managers and concierges
- HR managers at major employers
- Direct delivery of fliers, posters and farmers market shopping list for workers/residents

Evening Market Communications Strategy

Outreach to Community Partners/Champions

- DSA: Neighborhood Blogs, the Downtown Residents Council (DRC), DSA members outreach
- Visit Seattle, CVB
- Residential Concierges
- Downtown Hotel Concierges
- City of Seattle/King County
- Local business or community groups that are actively engaged within the neighborhood

#### Evening Market Communications Strategy: Outreach to Market Advocates and Shoppers

- Market community: buskers, craftspeople, merchants and employees
- PDA Council, Market Foundation Board, Friends of the Market
- Residents in PDA buildings, building managers
- Social Service agency partners: Preschool & Childcare, Medical Clinic, Senior Center/Food Bank
- SNAP and WIC shoppers; low income residents in and around the markets

#### Evening Market Communications Strategy: Advertising

- 12 vertical king Metro bus ads
- 10 king Metro ads
- 55 11x17 interior ads
- Radio spots May 17-31 on KEXP
- Seattle's Child Summer Guide
- PPM social media, website,
- E-newsletters, digital advertising

#### Evening Market Communications Strategy: Opening Celebration

- Bring out Farm Truck: Have speakers in bed of truck, guest of honor rings Market bell
- Have Market Carrot and Strawberry visit with kids/families
- Give aprons/totes to the first 100 shoppers, have farmers give them out
- KEXP - World music DJ
- Materials: Rack cards with maps of other PPM markets, shopping lists, recipe cards, each
- farmer has an "About" signage on tent, Totes, PPM aprons

#### B. Visitor's Guide

Justine Huguet provided an overview of the upcoming Visitor's Guide for the Pike Place Market. The Visitor's Guide would be new for the Pike Place Market for 2016. A summary of the overview was included as follows:

- Goal: extend visit time by reaching visitors before Market

- Annual guide, reprint each May, allows for updates
- of material and feature of different merchants
- Opportunity to tell stories in side panels
- Distributed throughout Puget Sound region
- Stocked at Info Booth and PDA office
- Visitors allot time for trips based on prior information
- Easy fold and size fits into standard 4 x 9 rack
- makes for easy display
- Opportunity to place rack cards inside of Visitors
- Guide with other promotions - farmers market, etc.

There was a brief discussion that followed.

Betty Halfon asked about the possibility of Market businesses advertising with the pamphlet additions for the Visitor's guide. She had also inquired in receiving inventory of the Visitor's guide once printed.

Ray Ishii inquired about the possibility in printing the Visitor's guide in other languages other than English.

David Ghoddousi said that he had hoped the map included with the Visitor's guide would be user friendly.

**V. Action Items**

None

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

None

**VII. Concerns of Committee Members**

None

**VIII. Public Comment**

Joan Paulson commented on two points from the evening's discussions. She noted that local neighborhoods such as West Seattle and Queen Anne generate weekly publications in which we could communicate routinely through those avenues with our promotional efforts. She also noted that what was missing from our strategy was an evaluation from our visitors including asking those questions such as: when was your last visit to the Market, did you enjoy your experience, are you going to return back to the Market. She noted the importance of also asking questions related to transportation and parking.

**IX. Adjournment**

The meeting was adjourned at 4:55p.m. by Betty Halfon, Chair

Meeting minutes submitted by:

Dianna Goodsell, Executive Administrator



# Market Programs Committee Meeting Minutes

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

**Tuesday, June 14, 2016**

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

**The Classroom**

**Committee Members Present:** Patrice Barrentine, Gloria Skouge, David Ghoddousi, Colleen Bowman

**Other Council Members Present:**

**Staff Present:** Emily Crawford, John Turnbull, Scott Davies, Justin Huguet, Debra Benn, Sara Leaptrot, Dianna Goodsell

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

The meeting was called to order at 4:06p.m. by Patrice Barrentine, Vice-Chair.

## **I. Administration**

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

The agenda was approved by acclamation.

### **B. Approval of the May 10, 2016 Market Programs Committee Meeting Minutes**

The May 10, 2016 Market Program Committee Meeting Minutes would be presented for approval at the July 12<sup>th</sup>, 2016 Committee Meeting.

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

None

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

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

Emily Crawford, Director of Communications presented a summary of recent marketing and programming activities. She reported on a few promotional updates including that the bus advertisements were currently out and that Gum Wall was recently featured in Scholastic's Magazine. She provided a brief update on the Visitor's Ad's inserts including the inclusion of a wayfinding map for the Market.

There was a brief discussion that followed.

## **IV. Reports and Discussion Items**

### **A. Farm Advertising and Promotion**

Emily Crawford presented an overview regarding Farm Advertising and Promotion for Quarter 1 and 2 and planning for Quarter 3; a copy of the presentation was included as part of the PDA Council records. A summary of the overview was noted as follows.

Visitor Outreach Goal: Improve Visitor experience before/during visit

- How to shop the Market 101 Guide? Blog post?
- Online (downloadable) + digital audio tours
- Info for cruise ship passengers who are looking for info in advance for 2 days in the Market
- Different guides for Market Visitors: cruise ship passengers, families, gay couples, international visitors? How to shop/experience the Market
- Half day/full day and two day guides, eating on the cheap, dining out, pubs, bookstores, make a picnic, etc.
- Welcome to PPM video in various languages
- New fold-out map and visitor guide to PPM in various languages

Farm Goal: Support of existing markets, increased shoppers and money spent; new market launch

- Build a following for each Express Market
- Have a weekly farm email that goes to individual Express markets turn into the Fresh wire email, post to website, blog and Facebook page for farmers market
- Create a communications plan and name (!) for the “Night” Market
- What is the Farm promotion for this year? Or advertising? About 25k
- Farm poster? How else to reach Downtown residents

Education Goal: Extend program to reach students unable to partake in field trips

Q-1 Opportunities for Growth

- Create digital survey for teachers
- Redefine mission statement
- Hire someone to look into grants?
  - Clarify projects and project timeline for Q2-Q4 Intro to the Market video for use in the classroom
  - Field trip app?
  - What technological advancements could be useful for the Education Program?
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Filming Goal: Streamline permitting process, saving staff time and increasing revenue

Q-1 Objectives

- Follow up with City to walk us through their permitting process
- Create an a la carte menu of filming items
- Create quick permit

- Create FAQ for filming
- Guide to filming in the market?

There was a brief discussion that followed.

David Ghoddousi noted that he was pleased with the map being included with the Visitor's guide.

Patrice Barrentine commented that the Ad pullout was incredible, noting the amount of helpful content included with the resource. She noted her appreciation of the map, history and hours included with the enclosure as well.

Emily Crawford briefly noted that the team made sure to reach out to every PDA department regarding input for the information guide. She further added that there was a lot of existing information, such as the wayfinding map created by RMB, Vivid, that we were able to pull from.

Sue Gilbert Mooers mentioned that there would more resources made available regarding the Visitor's Guide inserts.

Colleen Bowman commented that she loved the idea of four different categories with the Visitor's Guide inserts, especially with the Kids category in particular.

Patrice Barrentine noted the opportunity to include additional categories with the pamphlet inserts such as sampling seasonal items from the farm and making your first boutique for Mom or Dad.

**V. Action Items**

None

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

None

**VII. Concerns of Committee Members**

None

**VIII. Public Comment**

Bob Messina commented on the wayfinding included with the Pike Place Market Visitor's guide. He provided a few suggestions to the current map including identifying all the elevators in the Market, such as the Elevator for the parking garage the Southeast corner on Western Avenue.

Joan Paulson stated that since we are emphasizing the Waterfront, we should include the Aquarium with the enclosed wayfinding map. She noted that it was good that businesses were listed in the enclosure, but there should be more detail included of the makeup of the businesses in the Market such as the number of farmers, daystalls, etc. She

commented on activities for Quarter 1 in which she indicated were not extraordinary. She mentioned she would like to have the School Program targeted towards families.

**IX. Adjournment**

The meeting was adjourned at 4:55p.m. by Patrice Barrentine, Vice-Chair

Meeting minutes submitted by:  
Dianna Goodsell, Executive Administrator