



Pike Place Market Preservation & Development Authority (PDA)

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February 28, 2023

2023 Daystall Rules Review, Staff Recommendations Packet

Enclosed in this packet are PDA staff recommendations on the 22 Daystall Rules Review proposals submitted during the 2023 process. We appreciate your time and effort to review these materials, and extend a thank you to the many daystall community members who have engaged the process so fully to date.

Staff have reviewed all proposal submissions thoroughly, along with all submissions of written public comment and verbal comment put forth in the two Daystall Community Meetings. At this stage in the process we are making recommendations on which changes to the rules most directly support our Daystall Craft and Farm Programs in fulfilling their potential as a vital and world-class market and best position them to succeed when facing current and future challenges.

Please note that this year we have added something new to the process. In a couple of instances where we saw big, potentially impactful issues that warrant extra discussion and consideration, we have provide a “Response Paper” in order to thoroughly lay out our thinking for your review. We have included two of those in this packet.

Important Considerations:

- Please note this is the first full, uninterrupted Daystall Rules Review process in four years following the disruptions of the COVID-19 global pandemic.
- Attendance requirements were reinstated less than a year ago on April 1, 2022, which has not given staff ample time to assess how the daystalls function in a post-pandemic new “normal.” Therefore staff will be necessarily cautious in regard to making drastic changes to a system that has been functioning effectively for decades.

Pike Place Market PDA Daystall Departments - Craft and Farm Programs

David Dickinson
Daystall and Arts Program Manager

Ivy Fox
Farm Program Manager

Alana Crawley
Daystall Arts Program Specialist

Chloe Knox
Farm Program Specialist

Isaiah Khan
Daystall Arts Program Specialist

Carter Grant
Farm Program Specialist

Will Cadra
Farm Program Specialist

2023 Daystall Rules Review: Summary of Proposals and Staff Recommendations Packet (2/28/2023)

| Prop # | Author | Representing | Pertaining to | Proposal | Public Comment | Staff Recommendation |
|--------|-----------------|--------------|---------------|---|----------------------------------|--|
| 1 | Jonathan Berner | Crafts | Crafts | Proposes an add-on option for a limited trial for a small amount of complementary product to be approved though the product is not handmade by the vendor. | Oppose: 9, Mixed: 1 | Staff oppose this proposal as written, please see Response Paper #1 . Staff see the kernel of a good idea here, including some very thoughtful elements, and support community comment suggesting this proposal be sent to a working group in 2023 for further study and refinement. |
| 2 | Jonathan Berner | Crafts | Crafts | Proposes access to formal appeal (as defined in rules) for individuals wishing to contest decisions in which add-on requests are not approved. | Oppose: 3, Mixed: 1 | Staff oppose this proposal. This would cause an undue burden on the PDA's volunteer Council, who do not have the expertise on the handmade product guidelines that would be required to objectively deliberate on such appeals. |
| 3 | Cindy Mounts | Crafts | Crafts | Proposes moving the level of tenure at which a Craft Permit Holder may work a minimum of one day per week from the current 30 year mark to 20 years. | Support: 16, Oppose: 2, Mixed: 3 | Staff oppose this proposal, please see Response Paper #2 . This is an extreme change that risks disrupting the delicate balance and equity built into longstanding rules, coming at a time that the program hasn't fully settled after 2+ years of pandemic. |
| 4 | Daniel Fleming | Crafts | Crafts | Proposes elimination of Craft Regular List attendance requirements from "Jan 1-Mar or Apr 1", with a corresponding 25% rent increase. | Oppose: 8 | Staff oppose this proposal. Longstanding Off-Season attendance requirements keep the Market alive and vibrant all year round. Vendors who benefit from high sales times also help fill Market year round. |
| 5 | Daniel Fleming | Crafts | Crafts | Proposes a \$2 per day increase to table rent in which the new revenue would be allocated to Marketing the crafts line. | Oppose: 7, Mixed: 1 | Staff oppose this proposal, which suggests a substantial rent increase but does not adequately specify how funds would be applied and by whose direction/expertise. |
| 6 | Daniel Fleming | Crafts | Crafts | Proposes "redefinition of the Daystall Program" in which a permit is a commercial lease and the Daystalls are called an "art mall". | Oppose: 8 | Staff oppose this proposal as contrary to PPM vision and brand. Calling our daystalls an "art mall" contradicts and diminishes our reputation as a unique, historic destination for locally handmade craft and local farm products. |
| 7 | Daniel Fleming | Crafts | Crafts | Proposes use of print reproduction technology on purchased items such as shirts and mugs. | Oppose: 9, Mixed: 3 | Staff oppose this proposal. Print reproduction on purchased items such as shirts and mugs would be in direct competition with handmade products at the Market. The current rules explicitly prohibit the proposed type of products which would compromise the level of quality that is the current standard. Such products are unexceptional and can be found in virtually every souvenir shop as well as grocery stores and pharmacies. |
| 8 | Daniel Fleming | Crafts | Crafts | Proposes re-allocating more space to higher seniority permits along with "additional seniority incentives" for new products, more producer attendance, and sales reporting. | Oppose: 7 | Staff oppose this proposal. This threatens our tenure-based seniority system and disrupts the thoughtful balance of equity built into our rules. In addition, it would require systems that are far too complicated to manage. |
| 9 | Leanne Clarke | Crafts | Crafts | Proposes that the Marketmaster can excuse long term vendors during extreme weather conditions. | Support: 2 | Staff believe that current practices already provide for what is proposed here, and will draft passage to clarify. |

2023 Daystall Rules Review: Summary of Proposals and Staff Recommendations Packet (2/28/2023)

| Prop # | Author | Representing | Pertaining to | Proposal | Public Comment | Staff Recommendation |
|--------|------------------------------------|--------------|---------------|--|---|---|
| 10 | Linnea Lundmark & Sarah Goldenberg | Crafts | Crafts | Proposes moving the level of tenure at which a Craft Permit Holder may work a minimum of one day per week from the current 30 year mark to 20 years. | Support: 15, Oppose: 2, Mixed: 1 | Staff oppose this proposal, please see Response Paper #2 . This is an extreme change that risks disrupting the delicate balance and equity built into longstanding rules, coming at a time that the program hasn't fully settled after 2+ years of pandemic. |
| 11 | Shawn Bettinger | Crafts | Crafts | Changes Senior Crafts status to mean 30 years of selling or new formula: vendor age + years of selling = 80 | Support: 3, Mixed: 1 | Staff oppose this proposal, please see Response Paper #2 . Staff strongly disagree with introducing ageism into the Daystall Rules. |
| 12 | Haley Land | Crafts | Crafts | Proposes a renewal of the traditional ringing of the Market Bell in the Daystalls. | Support: 7, Oppose: 1 | Staff Support the idea of returning to or recreating the bell ringing tradition, and will review with author how best to re-integrate into program. |
| 13 | Staff | PDA | Craft | Clarify that all members of a Craft joint permit must meet have worked 30 years in order for permit to quality to work just one day per week. | Support: 2, Oppose: 2, Mixed: 3 | Staff Support a modified version of their original proposal, based on community suggestions that the 1-day week attendance may apply to the 30 year partner, and the other partner(s) will need to do 2 days until they reach their own 30 year mark. |
| 14 | Staff | PDA | Craft | Proposes for discussion 2 alternative procedures for daily table assignment following 2 years of pandemic-related emergency measures. | 14-I (Modified Day-Of): Oppose 37, Mixed: 1 14-II (Zoom): Support: 37, Oppose: 1, Mixed: 1 | Staff Support the 2nd option, which received the most community support along with the most and the strongest rationales. |
| 15 | Staff | PDA | Craft | Increases total annual attendance requirement for Off Season vendors, adding an additional 16 days that can be worked any time during the year. | Support: 2, Oppose: 4, Mixed: 1 | Staff Support their own proposal, wanting members of the Off Season list to be more involved with the Daystall Program and the shopping public. |
| 16 | Staff | PDA | Craft | Offers 20+ years veterans of the Crafts line a modified version of the Off Season list in which offers flexibility and ability to stay in Market in exchange for high seniority. | Support: 2, Oppose: 5, Mixed: 2 | Staff Support their own proposal, wanting senior members to be able to retain their ability to sell even if they are no longer earning seniority. |
| 17 | Staff | PDA | Craft | Changes term in Craft rules from "vacation week" to "off week". | Support: 2 | Staff Support their own proposal, clarifying the intent of this element of attendance and allaying confusion. |
| 18 | Staff | PDA | Farm | Make limited allowance for Farm Permit food producers to have small amount of complementary food product that they produce but do not grow the ingredients. | Oppose: 4, Mixed: 2 | Staff Support their own proposal, making a modest adjustment that can advance farmers without compromising the overall authenticity of the Program. |
| 19 | Staff | PDA | Farm | Clarifies longstanding rule RE morning Farm check-in in which wording of rule contradicts long term practice & enforcement. | None Received | Staff Support their own proposal, adjusting a passage to match the intent and longstanding practice in the Daystalls. |
| 20 | Staff | PDA | Daystalls | Adjust dates of previously approved Artisan Food Producer pilot program due to COVID pandemic delays. | Support: 1 | Staff Support their own proposal, rescheduling a previously approved pilot to move forward after the pandemic. |
| 21 | Staff | PDA | Daystalls | Following 2 years of frozen or reduced table rates during COVID pandemic, proposes across the board 6% increase in Daystall table rents. | Support: 1, Oppose: 2, Mixed: 1 | Staff Support their own proposal, getting revenue closer to original trajectory after 2 years of flexibility in pandemic conditions. |
| 22 | Staff | PDA | Daystalls | Requires Daystall Permit Holders to provide minimal contact info for public and to keep their Market Directory listings updated. | Support: 2 | Staff Support their own proposal, to help the public have greater access to Market vendors. |



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2023 Daystall Rules Review: Response Paper #1 RE Craft Product Allowances

Proposal 1 is authored by Daystall craftsperson Jonathan Berner, who along with staff, has long explored a way that certain minor allowances could be approved for products that have not traditionally been allowed under the Daystall Rules and Regulations.

While staff does not agree with Prop 1 in its entirety, staff believe that there are ideas and thoughtful elements within this proposal that warrant further discussion. Staff would like to create a working study group to explore these issues, consisting of staff and interested Daystall craft permit holders. The idea of sending this proposal to a working group for further study and development was suggested by community members making public comment in the two Daystall Rules Review meetings.

Some key considerations in this discussion:

1. Most other art and craft venues provide more flexible options than are typically found at Pike Place. Therefore finding some middle ground might help vendors increase sales while not compromising the overall handmade authenticity of our line-up. Also, since the annual addition of new vendors to the program is essential for the maintenance of a healthy, relevant and inviting crafts market, such changes to the rules may make the opportunity more appealing to incoming vendors who are often used to such allowances outside of our historic district.
2. If this idea was to progress such discretionary allowances should be locked into proportions where the vast majority of the table will always be thoroughly screened craft that is authentically handmade according to current Pike Place Market standards.
3. Many parallel allowances are already on the tables;
4. Photographers and 2-D artists are allowed to sell images that are print reproduction: printed on printers that vastly increase those vendors' ability to produce multiple products.
5. Screen printers can use premade fabric such as T-shirts and totes as a substrate to their screen-printed designs.
6. Jewelers obtain precious and semi-precious stones and precious metals which carry a value that is not created by the artists. Two pieces requiring the same amount of time and effort can be priced very differently based on the materials.
7. A wood worker can incorporate a premade mechanism such as a pepper grinder or an ink pen which their turned wood decorates.
8. Many vendors add value to their work in a way that far exceeds minimum requirements of their category. For instance, according to the guidelines for handmade products Prop 1 author Jonathan Berner can knit hats from purchased yarn, but he chooses to knit hats from yarn that he has skillfully hand-dyed himself. Could this above and beyond level of work be considered grounds for some kind of extra allowance?
9. The importance of discretionary allowances takes on greater weight when the request is for an element that logically (and often cleverly) accentuates or complements the given handmade work. Such as the artist who designed (but doesn't make) the enameled coin that is meant to drop into her handmade ceramic piggy banks, the design reflecting her brand and offering annual variations.
10. Such an allowance is contextual and perhaps not every category in the rules would be subject to them, as in the examples above where something similar arguably already exists.

Notably, a rule along these lines may offer a significant demand on staff in terms of screening and enforcement. But staff feel that is worth investigating in order to expand reasonable opportunities without compromising the traditional assets of the Pike Place Market crafts line.



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2023 Daystall Rules Review: Response Paper #2 RE Craft Attendance

This year in Rules Review, there were three community proposals that reference a current rule that decreases weekly minimum attendance requirements to one day for vendors who have reached their 30th year selling at the Market.

Two of these proposals (#3 & #10) suggest moving that 1-day week privilege from the 30th year up to the 20th year. Another of these proposals (#11) offers a mixed formula of vendor age plus number of years selling at the Market.

Staff does not support either of these proposals for the following reasons.

Staff's primary interest in overseeing the evolution of the Daystall Craft Program as shaped by the rules and regulations is this: to drive a thriving, world-class handmade art and craft lineup that is positioned to succeed for many years to come while facing down new and emerging challenges and obstacles. Moving the one-day privilege forward by a decade would right now put half of the existing Daystall crafts permits on a one day status and tilting the system against the interest of the other half's year-round access to tables on days when sales are at their best.

Current staff helped write the rule allowing Craftspeople on their 30th year of selling to drop their minimum days per week required from two days to one day. This rule change occurred in Daystall Rules Review 16 years ago when, during that year's Rules Review process, a farmer had proposed that senior Farmers in their 30th year of selling be exempted from the farmers' weekly seniority formula.

These current proposals move that "senior" mark up an entire decade, cutting the previously required tenure by an entire third. Staff see this as a drastic, unprecedented change that risks throwing off the complex and necessary balance that has been contained within the Daystall attendance rules for decades.

Even 16 years ago, when the 30 year rule was drafted, much consideration was given to ensure that this change would not disrupt the balance of the Daystall rules that rewarded longevity with better table selection while still considering the importance of vendors at the end of the list having a reasonable chance at table access and success with new start-ups.

Now, in 2023, maintaining that delicate balance is more important than ever. Craftspeople starting 20 to 30 years ago had vastly better access to living space and workspace than at today's inflated prices. Many also talk about the 1980s and the years of the dotcom economy as being years of high public demand for local handmade crafts. Many long-term vendors were able incubate in these years of better economy to the extent of buying homes and putting children through school.

Now, after two plus years of a global pandemic, at a time of high inflation, and high competition from foreign imports and online sellers, staff are seeing fewer and lower quality applicants in the Waitlist pool. As we prepare to build back the crafts line after high levels of pandemic attrition and screen new vendors in (for the first time since before the pandemic years), now is not the time to increase the challenge for vendors at the back of the list at a time that may be among the hardest in local history to launch a new artisan craft/arts business in our region.

Additionally, one of the possible takeaways for the Craft Program from the pandemic years was that an expanded table frontage of eight feet compared to the previous four feet may significantly boost sales success in the current challenging regional economy. While staff have pledged to do our best to retain an expanded allotment even once social distancing guidelines were dropped, we have always stressed that preventing turnaways (days that tables run out for vendors at the back of the list) would ever trump the need for larger tables. Now, as we move into discovering what our post-pandemic norms look like, we haven't even seen how the program operates a full year since we reinstated attendance requirements on April 1, 2023. Excessively bad weather during the 2022 holiday season prevented us from seeing how the vendor list distributes at that high demand time as well.

One only has to look at the complex and balanced system of Daystall attendance requirements to recognize that it is an incredibly flexible and carefully thought out system that offers multiple ways to work the system while still keeping some balance between the interests of those on opposite ends of the list. Seniority has always been something one keeps as long as one earns it, through compliance with the existing attendance requirements, not retained once one steps off.

When the 30 year rule was first drafted, the intent was to provide aging vendors a way to stay active at the Market while slowly stepping off into retirement. Unfortunately, nothing in this rule prevents individuals from continuing to stay just as active and filling tables during desirable, high sales times while at the same time allowing them to step away from slower, colder, less desirable months. We currently have more craft permits at their 20 year mark (77) than we have craft-preferred tables (70) in the indoor Arcade areas.

Before the 30 year perk of selling one day per week was created 16 years ago, there were no abbreviated requirements for those who had been selling in the Daystalls for multiple decades. As the rules have stated for decades at the beginning of the attendance section: "In order to maintain a position on the seniority list, a permit holder (or his/her designated agent) must sell at the Market a minimum of two days each week."

Now is not the time to tamper with such a basic, equity-based tenet of the Daystall Rules and Regulations. There may be a time in coming years where we can explore ways that we can, in a carefully measured approach, provide additional options to support senior craftspeople with options for addressing some of the concerns that they have raised in this process. In fact, during the community meetings, some community members referenced possibilities for more nuanced, less impactful ways to offer earned flexibility to long-term vendors.

Right now, we need to learn more about how larger table increments distribute equitably around the calendar year, about how we can attract new handmade art and craft businesses to the Daystalls in these times of an economy that is unfriendly to artists, about how sales agents figure into the Daystalls at a time that finding and hiring a good agent is harder than ever, and priority aspects of what is required for a healthy and vital Pike Place Market crafts line. For now, we will need to hold the course with the current, longstanding attendance requirements.