

# RETAIL CORE MEETING NOTES

October 19, 2005 | 9:00am - 10:00am | Gordon Biersch

## I. Attendance

### Presiding

Mary Jean Stephens, Chair, Macy\*s

### Committee Members

Judy Burnside, Made in Washington; Jessica Estrada, Niketown; Teresa Hambelton, Gordon Biersch; Carla Casale, Nordstrom; Terry Ahern, Macy\*s; Shannon Rollo, Unico; Elena Arosteguy, Westlake Center; Randy Davis, Bentall Capital-Century Square; Marc Bouvia, Old Navy; Deborah Matlick, Pine Street Group; Alicia Eng, Group Health Cooperative; Valerie Hwang, Starbucks; Terri Hiroshima, Seattle Theatre Group

### Staff

Kyle Vixie and Emily Tsoi, Downtown Seattle Association

### Guests Present

Patrice Gillespie Smith, Mike Shea, and Alinda Page, SDOT

## II. Holiday Traffic Q&A

Patrice Gillespie Smith, Mike Shea, and Alinda Page with SDOT attended this month's meeting to discuss any concerns that Retail Core merchants may have related to holiday traffic this year. With the bus tunnel closure and increased traffic restrictions, committee members would like to discuss ways to communicate that Downtown Seattle is still accessible and open for business. The SDOT representatives assured the committee that they are committed to keeping Downtown Seattle moving. They do not currently have a mitigation budget related to holiday traffic but wants to work with the committee to develop both a consistent message as well as avenues for communicating that message.

The committee discussed various messages that would coordinate with current merchant promotions. They agreed that the phrase 'Downtown is open and moving' is too intimidating and has the potential to scare people away. The committee liked the message, 'Come early, stay late.' Overall, the committee agreed that the DSA's current message, 'Downtown Seattle, everything in one great place' is the most effective. SDOT suggested folding this message into merchants' current marketing materials. Messaging could also be integrated with the current Shop, Dine & Ride campaign. Information about holiday traffic and parking options could be included on the Shop, Dine & Ride Guide website at [www.shopdineride.org](http://www.shopdineride.org).

SDOT also asked committee members for feedback about whether or not a big communications campaign is completely necessary. Most of all, SDOT and merchants want to be prepared with answers for their customers. The committee discussed the possibility of creating small information cards to make available to all cashiers. The card could include information about parking, driving, etc. More discussion will follow.

## III. Holiday Programs

Kyle provided an update on the various Downtown-wide holiday activities:

### Pacific Northwest Ballet Nutcracker March Benefiting Northwest Center

Fifty art-decorated Nutcrackers will be on the streets of Downtown Seattle this holiday season! The artists are currently in the process of decorating the sculptures. This year, a RealNetworks audio tour of the Nutcrackers will be available at [nutcrackermarch.com](http://nutcrackermarch.com). Visitors may download 15-20 second audio clips that describe unique features about each Nutcracker. A Nutcracker Preview Party will take place at McCaw Hall on Nov. 13<sup>th</sup>. The Nutcrackers will be placed on the streets on Nov. 14<sup>th</sup>.

### Holiday Advertising

This year's paid media campaign will focus on TV advertising. The ads will drive DSA's marketing message, 'Downtown Seattle...Everything for the holidays in one great place!' while also promoting Nutcracker March. There will be two all-new 30-second and one 10-second spots entitled 'Perky Carolers' created by Hadley Green Creates. Committee members can look for the spots on KING, KONG, and Northwest Cable News beginning in mid November. KING-FM is also a holiday radio partner.

### KING 5 Wonderland Featuring the Qwest Carousel

The carousel will return for its 18<sup>th</sup> year at Westlake Park. Qwest is back as the title sponsor this year. Live entertainment and family activities will be held on the weekends, including ice sculpting, Dickens Carolers, Rainer Brass Quintet, and a juggling troupe.

### Holiday Trolley

The Holiday Express Trolley will help visitors get around Downtown for free. Two double-decker buses will shuttle shoppers from the Retail Core through West Edge and down to Pioneer Square. The Holiday Express will operate from Saturday, Nov. 26<sup>th</sup> through Christmas Eve.

### Downtown Seattle Holiday Guide

The annual holiday guide publication features all of Downtown's major holiday events. It also includes a carousel schedule and a map with Nutcracker locations. 65,000 copies will be distributed at Downtown hotels, retailers, and the Carousel.

## **IV. Around the Table Holiday Plans**

<b>Macy*s</b>	<b>Nordstrom</b>
<ul style="list-style-type: none"><li>• Macy*s Holiday Parade: Nov. 26<sup>th</sup></li><li>• Fireworks (weather permitting): Nov. 26<sup>th</sup></li><li>• Santa Brunches</li><li>• Cookie Fest</li></ul>	<ul style="list-style-type: none"><li>• Santa's Castle</li><li>• Giving Tree</li><li>• Santa Breakfasts</li></ul>
<b>Made in Washington</b>	<b>Century Square</b>
<ul style="list-style-type: none"><li>• Free shipping with purchase</li><li>• Second catalog published</li></ul>	<ul style="list-style-type: none"><li>• Northwest Harvest Food Drive</li><li>• Carolers</li></ul>
<b>Niketown</b>	<b>Westlake Center</b>
<ul style="list-style-type: none"><li>• Adopt a School Program</li><li>• Adopt a Family Program</li><li>• Public Showcase Event: Dec. 1<sup>st</sup></li></ul>	<ul style="list-style-type: none"><li>• Jingle Bell Run</li><li>• Westlake Center Treelighting</li><li>• Figgy Pudding</li></ul>
<b>Pacific Place</b>	<b>Old Navy</b>
<ul style="list-style-type: none"><li>• Falling snow in the atrium</li></ul>	<ul style="list-style-type: none"><li>• Doorbusters</li></ul>
<b>Starbucks Coffee Company</b>	<b>Seattle Theatre Group</b>
<ul style="list-style-type: none"><li>• Holiday Kick-off with snow in Westlake kiosk: Nov. 10<sup>th</sup></li><li>• Holiday Angels</li><li>• Cheer Patrol</li><li>• Macy*s Holiday Parade</li></ul>	<ul style="list-style-type: none"><li>• Dora the Explorer: Nov. 25-27<sup>th</sup></li><li>• Mama Mia</li><li>• Macy*s Holiday Parade</li></ul>

## **V. Next Meeting**

November 16, 2005

9:00-10:00am

City Centre – 4<sup>th</sup> Floor Conference Room