

MINUTES
Fort Worden Public Development Authority
Marketing Committee
Nov. 4, 2013 • 3 p.m. • Building 262, Fort Worden

Attending: Scott Wilson, Herb Cook, Lela Hilton, Christina Pivarnik, Jordan Hartt, Jean Dunbar, Tim Lawson, Dave Robison.

New business

1. A new meeting date was set, so Kate Burke can attend. Fridays, 8:30 a.m., starting Nov. 15, then every two weeks.

2. FWPDA Lease with State Parks is set for 3 p.m., Nov. 8. at the Commons.

3. Marketing consultant

The committee decided to take the first steps toward hiring a marketing consultant. After clarifying whether the proper format is an RFP or RFQ, Dave was asked to draft the request for proposals, checking it with a few committee members before posting.

The committee seeks:

-- A consultant to address strategic marketing issues related to the Fort Worden, including comment on our meta-theme (see below), marketing audiences and strategic marketing guidance for each of these.

-- An additional component toward producing a written marketing plan

-- An additional component related to website design and implementation

-- An additional component related to graphics and collateral materials, digital and print

-- An additional component related to arranging media buys, etc.

The committee decided its first priority is assistance with strategic marketing questions, and that it would reserve the right to award contracts for the other components either in whole or in piecemeal based on later bids.

4. Marketing budget

LTAC is considering a request to award the FWPDA in the range of \$50k to launch FW marketing and the Marketing Consultant. Will be discussed at the Nov. 14 LTAC meeting. FWPDA's initial budget is \$50k for marketing consultant, collateral materials, initial media buys, and \$15k for website design.

5. Website design

See discussion above.

6. Graphic design of collateral materials. Committee agreed that a graphic artists should be hired soon to prepare basic materials, including letterheads, cards, etc. We can use the current Fort Worden graphic as a starting point. List of collateral materials includes:

- Campus visitor guide/brochure

- Rack card (would mirror landing page?)

- Campus property map. A good map is very important, and we will review RV maps and other sources.

- Brochure for FIT travellers
- Brochure on accommodations that can be booked on-line by independent travellers (e.g., bliss, castle, hostel, ranger houses, NCO duplexes)
- Fact sheets--accommodations, meeting rooms, things to do, partner programs
- Conference planner guide

7. Report on Olympic Peninsula Tourism Summit presented by Herb.

8. Start discussion on Fort signage with State Parks, using the City's new sign design template. We will create a signage plan and submit it to State Parks. May seek some grant assistance.

9. We set growth goal for marketing efforts: 5 percent in the first 12 months.

10. Common links, threads for other FW marketers – Partners, Enjoy PT, NWMC, OLYMPIC PENINSULA VISITOR BUREAU, etc.

Old business

- **Website:**

www.fortworden.org (also can obtain www.fortworden.net from Centrum)

Price: \$400, reimburse the Leader

- **Slogan for conference center business:**

“Explore. Discover. Engage.”
“The Campus at Fort Worden”

- **Slogan for conference center business:**

“Explore. Discover. Engage.”
“The natural wonder of Fort Worden”

- **Identification of target audiences**

Christina noted a three-pronged outreach approach:

1. Marketing: Outreach to target audiences. This is the main project of the Marketing Committee
2. Communications: Press releases, stakeholder updates, media contacts, political entities. This is the project of the Executive Director
3. Sales: Targeted sales to identified customers. This is the project of the FWPCA Hospitality Manager.

- **Re Marketing targets**

- **Conferences:**

Large conferences (2 years in advance), needs event planner

Small, medium conferences, needs event planner

Competition for small-town conferences: Leavenworth, Sleeping Lady, La Conner, Gig Harbor, Semiahmoo, Skamania, Alderbrook

Laura Breckenridge, experienced event planner with Chamber and LTAC, offered these suggestions: Connect with Helms-Briscoe of Scottsdale to get on their radar as an event venue; subscribe to “Northwest Meetings and

Conventions," make sure an FWPDA staffer becomes a member of Meeting Planners International. Laura might be supported by the FWPDA as a one-stop shop for Port Townsend events, coordinating with the City, Chamber, NWMC, FWPDA, etc. Laura: 385-7869; laura@jeffcountychamber.org

-- FIT (Free Independent Travelers)

Market target is diversity of experiences, accommodations, discoveries, with recreation/nature/history themes tied to Port Townsend and the Olympic Peninsula

Market to people already coming to PT for festivals.

Boost online marketing via social media

-- Family reunions, SMERF marketing

-- Boost the marketing efforts of Partners to draw new and more students for overnight stays during the shoulder months

Produce a web and print catalogue of Fort Worden classes, so that visitors can participate in specific events from Madrona, Woodworking, Centrum, CAM, PTMSC, etc.

-- Marketing of the Discover Pass

-- Wedding planners, customers

Herb reported on placing an ad in Seattle Bride promoting Fort Worden, in partnership with Bon Appetit and Fort Worden (Jill). Jill has obtained \$795 in funding from the Friends of Fort Worden. Herb has put this ad together, and hopes to get 100 calls from the ad. It was determined that calls could be directed to Rochelle at Bon Appetit as a first step, and that she could then coordinate directly with Jill for State Parks.

• Collateral material

-- Scott will create a Dropbox to gather an image library.

-- Dave presented a Fort Worden resource booklet that already contains photos, brief descriptions of all buildings, maps, other resources, put together by Steve Shively. We will seek digital copies.

-- Photographer resources: Dave will check with John Earl
Leader/FWPDA photo contest?

Marty Gay is supplying images.

Al McCleese is supplying images.

Herb will check Steven Cunliff

Christina has photos, including from Steve Mullinsky

Jean Dunlap will talk to Russ, head of maintenance, who has great photos