

AGENDA
Fort Worden Public Development Authority
Marketing Committee Notes
Nov. 15, 2013 • 8:30 a.m. • Building 262, Fort Worden

Welcome, introductions

Scott, Herb, Kate, Christina, Jordan, Kevin, Cindy F., Tim, George Randels, Dave.
Next meeting: Dec. 20, 8:30 am, Building 262

Update on lease, other committees, timeline of work: Dave

We're ahead of schedule. SP are completing their inventory and will move junk out in the next couple of months. Peter Herzog is stepping up into key role for FW. State Parks is keeping its commitments and beyond. Will be agreement to resolve title issues with RCO and NPS.

Update on General Manager position: Dave

We are getting responses. Changed job title to Hospitality General Manager, open salary. Cindy notes that this person is not a true GM, because he/she has contracts for visitor services, doesn't have to manage maintenance, food services or housekeeping (PT Hospitality) staff.

Update on marketing insights/ materials from California parks: Dave has six pounds of stuff. Will pass it on. Asilomar is a concessionaire and a pretty close model for us. Asilomar works very closely with City, County, State Park; they have 4.5 FTEs on sales, marketing and conferences. Room rates go from \$87 to \$360 for the same room. Fairly spartan accommodations

Update on Wedding Fair

Herb: Jill, Rochelle and Herb met, decided to postpone from Jan. 19 2014 date. Saturday, March 1 2014 is new date

Marketing consultant update

Review draft RFP, suggestions for edits

Discussion of:

- 1 Consultant's focus
- 2 Website focus
- 3 Collateral materials
- 4 Advertising management

This consultant must focus on the PLAN, not the other stuff (Christina). The planning must focus on low-hanging fruit for ROI – Conferences and conventions. (Kate). The planning must have a heavy emphasis on digital marketing, because that's the way people make conference choices and travel (Kate). We should tighten it up, edit it down, focus it (Herb, Christina). Scott and Christina will make the first edits, Kate will do digital marketing chapter, then to Dave, then to Jane Kilburn for peer review. Scott does editing before Monday, then to Christina, to be completed and sent by Dec. 15. We want proposals back by Jan. 10. Marketing plan and recommendations related to advertising can be assigned to FWPDA Sales/Marketing staff person, who will be hired.

Short-term marketing?

What can we do in the next six months? Could we place a person to make customer service calls to help State Parks staff starting Jan. 2 2014?

Website contract: Get RFP together and let

- Need multi-platform design
- Can start on architecture, plug in branding after consultant is done
- Link to reservation system
- Easy back end so staff can make edits. Wordpress allows for multiple administrators.
- Does each Partner want a page on the main website? (Herb)
- Could include a digital magazine per month: What is happening every month to which people can float around on a certain day?
- Needs donation link (foundation)
- Buy your Discover Pass
- Coordination with Partners and regional tourism
- Budget: \$10,000
- Dave will take the previous proposal and Kate's RFP, to produce draft RFP. Kate & Christina will edit. Draft done by Dec. 15, proposals due by Jan. 10

Short-term work plan

- Portfolio of photos with photo credits
- Collateral materials in advance of marketing plan
- Campaign to roll out in the fall of 2014
- Christina integrate with overall City marketing
- Article on upgrades to buildings: Christina can pitch to writers, but they must be put up. Perhaps funding can come from Friends of FW.
- Where are the holes in the calendar for 2014? Where do we push?
- Can brainstorm at next meeting

Fort Worden Guest Guide

First edits by Christina, second edits by Scott. For print and digital distribution

Existing FWPDA website

Put up press release, have www.fortworden.org point to fwpda.org.

Budget discussion

\$50k for marketing; \$10k for website; \$10k for integrated catalogue, magazine; office computers. Any contract we let for over \$10k goes through competitive bidding.

Collateral materials update

Business cards, letterhead being prepared for Dave.

Signage update

LTAC signage template – 80 signs are yet to be placed in PT. Need to contact Alex (SP Historic Preservation) and Peter Herzog, Assistant Director for Operations. We might propose a single sign at the gate. Dave: We do need signage as to

where Discover Pass is required and where it is not. Kelly Brandon, designer of LTAC Wayfinding signs, in Port Ludlow, has contacts with manufacturers.

Photographs

We have sources from Al McCleese, Marty Gay, PT Marine Science Center (Wendy Felten). Christina has set up Drop Box. Dave still checking with John Earl for photos.

Other business:

-- Point Wilson Lighthouse: Coast Guard is willing to give the Lighthouse to the FWPDA, sometime in the next three years.

-- Herb invites people, Tuesday, Dec. 10, 5:30 to 7 pm, JCCF annual holiday reception. Will celebrate Cindy's last month on board after 6 years.

- **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"