

MINUTES
Fort Worden Public Development Authority Meeting (PDA)
January 29, 2014, Commons Company B, Fort Worden

I. Call to Order: Cindy Finnie called the meeting to order at 9:02 am. She congratulated Bill James for his selection as Citizen of the Year.

II. Roll Call: Board Members: Cindy Finnie, Bill James, Bill Brown, Scott Wilson, Lela Hilton, Anne Murphy, and by phone Norm Tonina and Jeff Jackson. Staff: Executive Director, Dave Robison.

Public: Kevin Alexander, Herb Cook, Janine Boire, Rob Birman, Lisa Werner, Steve Best, Ron Kubec, Brian Hageman and David Goldman.

III. Public Comment: David Goldman asked the following questions to which Cindy and Dave responded.

1. What is the salary range of the new Hospitality General Manager?
2. Is the Historic Tax Credits award predicated on effective date of lease?
3. How will the pay rate that the PDA plans to compensate customer service reps compare to the current rate State Park customer service reps are getting?

IV. Changes to Agenda: None

V. Consent Agenda: Board meeting minutes of December 11 and January 22, and Executive Committee minutes of January 6: Motion to accept – Scott, second Bill Brown. Motion carried.

VI. Review of Transition Milestones

Dave reported that he updated the Parks Commission on January 23 on PDA's progress with the Master Lease requirements. We are on or ahead of schedule with all requirements.

A. Draft Coordinating Committee By-Laws.

Dave walked us through the draft version which includes changes made by State Parks Director, Don Hoch. The PDA Board suggests the following amendments:

1. Article 3, under Consensus Approach, line 5: strike the word "shall"; and
2. Article 6, under Operations Work Group, line 6, after the word "forwarded", insert "in writing to the".

Board Action: Approve the Coordinating Committee By-Laws as presented and amended and authorize the Executive Director to make any non-material changes based on review and recommendations by State Parks. Moved Lela Hilton, second Norm Tonina. Motion carried unanimously.

The Board asked Norm Tonina if he would be willing to be our representative on the Coordinating Committee to which he responded affirmatively.

Board Action: Approve Norm Tonina as the PDA's representative on the Coordinating Committee. Moved Scott Wilson, second Anne Murphy. Motion carried unanimously.

B. Review of Strategic Marketing Plan Proposal and recommendations by Marketing Subcommittee to select a marketing consulting firm.

Scott Wilson reported that eight companies submitted proposals for the \$50,000 contract. The marketing subcommittee narrowed the pool down to three finalists, all of whom are strong. The committee asked the three finalists to address specific areas of their proposals, in writing, due January 31. The team will meet February 3 to review the additional material and make a final decision.

Board Action: Delegate authority to the Marketing Subcommittee to select the marketing consultant firm, authorize the Executive Director to prepare a scope of work and professional services contract with the selected firm to prepare a Strategic Marketing Plan and direct the Executive Director to enter into an agreement with the City of Port Townsend to secure LTAC funding to pay a portion of the Marketing Plan professional services contract. Moved Scott Wilson, second Norm Tonina. Motion carried unanimously.

VII. NoaNet Broadband Plan Presentation by Mike Henson - Chief Security Officer, and Angela Bennick - Director of Network Coordinated Services.

NoaNet outlined how the PDA can centralize management of technical infrastructure by taking on management of the phone system, video, internet and technical services on behalf of campus tenants and visitors. This includes a phased approach for providing WIFI which the PDA recognizes as the number 1 amenity that travelers of all types are requiring. It has to be up and running when we open our doors May 1. Additionally, the new reservation system needs higher broadband capacity than we currently have. Time is of the essence.

PDA needs to look closely at costs and determine buy-in from partners as soon as possible.

Board Action: Authorize Executive Committee to research, asses and select next steps with NoaNet, including cash flow and P & L projections. Moved Anne Murphy, second Scott Wilson. Motion carried unanimously.

VIII. Committee Reports and Board Discussion

- A. Executive Committee – Cindy reports that the committee is now meeting twice a month due to the accelerated pace leading up to May 1. Norm provides a financial update. PDA has cash in hand - \$360,000, in a First Federal account and Friends of Fort Worden account. Of that \$165,000 is dedicated to capital renovation (\$20,000), to capital planning (\$100,000) and to the Marketing Plan (\$45,000). We are current on our obligations.
- B. Hospitality Committee – Bill James says the committee will resume meeting once Michael Deighton is here and settled.
- C. Marketing Committee – see report from Scott Wilson in Agenda Item VI B.
- D. Technology Committee – see Agenda Item VII.
- E. Capital Projects Committee – Bill Brown is working on Personal Property Plan with Brian Hageman and Russ Hendricks.
- F. Business Development Committee has not met yet due to Norm’s focus on hiring an Hospitality GM.

IX. Director’s Report

Dave reported that the Parks Commission is very pleased with the PDA’s progress. Overall the relationship with Parks is going very well.

X. Upcoming Meetings

Executive Committee – Feb. 6, 8:30 am, bldg 262

Hospitality Committee - TBA

Marketing Committee – Feb 12

Technology Committee – TBA

PDA Regular Board Meeting – Feb. 26, 9:00-11:30 am, Commons

XI. Public Comment

David Goldman - Wants to know how much the Marketing Plan will focus on Life Long Learning vs. getting heads in beds. He also expressed a concern about the sources of funds coming in to the PDA. He wants this information publicly accessible.

Herb Cook – Reminder about the Wedding Show on March 1, 11 am – 3 pm in the Commons.

Kevin Alexander – The Wedding Show guests are going to want access to WIFI in the Commons.

XII. Adjourn at 11:25 am.