

APPROVED MINUTES
Board of Directors Meeting
Fort Worden Public Development Authority (FWPDA)
Wednesday, January 24, 2018 | 9 a.m. – 12 p.m.
Commons B (Building 210), Fort Worden

ACTIONS:

- ❖ **APPROVED** Board Meeting Minutes from December 20, 2017
- ❖ **APPROVED Resolution 18-01** to authorize Executive Director to amend contract with Signal Architecture to include additional design services.
- ❖ **APPROVED:** Move to authorize Executive Director to negotiate master lease amendments with State Parks **Unanimously Approved**

Regular Board Meeting:

I. Call to Order: 9:00 a.m.

II. Roll Call & Staff Introductions

Board Members: Todd Hutton, Bill James, Bill Brown, Harold Andersen, Jane Kilburn, Gee Heckscher, Cindy Finnie, Norm Tonina, Jeff Jackson, Lela Hilton, Herb Cook

Staff: Dave Robison, Diane Moody, Karolina Anderson

Public: Janine Anderson, Terry LeLievre, George Randels, David Given, David Goldman, Jon Schorr, Jeanie Cordon, Carla Main, Lisa Werner

Dave Robison introduced Lamont Thornton and Landon Thornton.

III. Fort Worden Partner Presentation – Friends of Fort Worden (FFW)

Janine Anderson, Friends of Fort Worden Board President, stated that this year marks the 25th anniversary of the Friends of Fort Worden. Anderson highlighted FFW initiatives including: running the gift shop, the bricklaying project, the Oral History Program, Little Free libraries, trail management, bike racks, water bottle filling stations, doggie bags, viewing telescopes and natural history programs (i.e. guided walks with a naturalist). The FFW PowerPoint Presentation and 2017 accomplishments is available at fortworden.org.

IV. Changes to the Agenda

No changes

V. Consent Agenda

- ❖ Review and approval of Board Meeting Minutes, December 20, 2017
 - Correction: Change the date that the 30-month Makers Square timeline begins from January 1, 2017 to January 1, 2018

Action: Motion to approve Board Meeting Minutes from December 20, 2017

Unanimously APPROVED as amended

VI. Review and Discussion of December Financials

A. Staff Report

Moody reviewed the financial report memo (see packet) and noted the following typo: December gross revenue was up by 40%, not 46%, compared to 2016. Jeff Jackson asked staff to congratulate Food and Beverage Director Kristan McCary on behalf of the board for increasing revenue and surpassing expectations. Robison reported on the Capital Improvement Project Budget noting collaborative efforts

with State Parks to complete Bliss Vista (State Parks bought the windows for the restoration project). Robison noted that the Culinary School project is on hold for now and a Glamping Design Workshop will take place next week.

B. Board Discussion

Norm Tonina commended staff for meeting and exceeding projected budget revenue. Tonina also commended Ken Porter, Reservations Manager, on his successful efforts to increase leisure revenue and Diane Moody stated that Porter helps guests understand Fort Worden including packages, possible upgrades and partner offerings. Bill Brown noted that the 2017 actuals against budget numbers were impressive.

VII. Market Segment Presentation: Weddings

A. Staff Report - PowerPoint

Moody introduced Cody Griffith, Sales and Marketing Director and Julie Brown, Wedding Coordinator. Griffith discussed SMART (strategic, measurable, achievable, relevant and timebound) goals for the sales and marketing department and the focus on client acquisition. She also discussed planning, target markets and developing collateral materials. Griffith outlined the collaborative and creative efforts that went into making the Seattle Wedding Show a success. Brown sent out invitations to Seattle wedding planners – some of whom visited the booth.

Julie Brown presented a PowerPoint about the wedding show and marketing weddings here at the Fort. Ideas include progressive tour with vendors, stylized photo shoots, collaborating with partners (i.e. working with poets to write vows), pre-moon activities, bachelor parties and baby moons. Madrona Mind Body is already offering a Bliss package to wedding couples and guests.

B. Board Discussion

Board and staff discussed venue sheets and communicating tiers. Lela Hilton encouraged staff to include images and information about Port Townsend in marketing materials and presentations noting that this Victorian Seaport Town will be very attractive to some couples (i.e. Wooden Boat Festivals, activities downtown). Todd Hutton sparked a conversation about target markets by asking whether we market to Portland.

VIII. Update on Makers Square

Robison explained the Historic Tax Credit proposal process for building 305 with the National Parks Service stating that starting January 1, 2018 we have 30 months to complete the project construction for Makers Square. Joseph Sadoski of Signal Architects presented an overview of the Makers Square project and the board discussed obtaining general contractors. Sadoski reviewed the Makers Square project schedule (in board packet) and stated that increasing the scope of the project to include all buildings increases likelihood of finding a qualified developer. Robison noted that the urgency of the 30-month Makers Square deadline could be beneficial to a capital campaign. Robison reviewed the Makers Square budget and discussed a potential geothermal heating system – noting that this add-on could be a great investment over the long term, attract potential donors and make Fort Worden a leader in environmental sustainability. Sadoski discussed building 305 design updates including: an art gallery & art studio on either end of the building, additional usable space upstairs and seismic retrofit credits. Skylights have been approved for the attic, and the canopy on the west end will be metal, not translucent. Sadoski noted that the historic nature of the building informed the design. Sadoski presented the design of the basement where KPTZ will be located which includes 2100 square feet for performance space, offices and studios. Robison stated that KPTZ will pay for tenant improvements for its operations.

IX. Review and Discussion of Signal Architecture Contract Amendments

A. Staff Report

Robison reviewed and discussed two requests for additional services including: a) Direct and Manage LEED documentation with specialized consulting firms to obtain LEED certification for Building 305. Cost not to exceed \$66,850. b) Design and documentation for tenant improvements for KPTZ radio station in the basement of building 305. Cost not to exceed \$50,000.

B. Board Discussion

\The board discussed KPTZ improvements and Robison clarified that the cost of all tenant improvements will be borne by KPTZ.

Action: Move to adopt Resolution 18-01 to authorize Executive Director to amend contract with Signal Architecture to include additional services.

Unanimously Approved

X. Motion to authorize Executive Director to negotiate Master lease amendment #2 with State Parks.

A. Staff Report

Robison reviewed Master lease amendment #2 - which includes the following administrative lease amendments:

1. Reservation administration
2. Alterations
3. Discover Pass
4. Annual Maintenance Plan

Robison clarified that amendment #3 includes lease area amendments that will need full board approval and will be brought before the board at a later date.

B. Board Discussion

None

Action: Move to authorize Executive Director to negotiate housekeeping/administrative lease amendments with State Parks **Unanimously Approved**

XI. Staff Report

A. Washington State Parks Update

Robison reported that two new Washington State Parks Commissioners have been selected – one from Yakima and the other from Mt. St. Helens. Robison stated that he will be reaching out to the Commissioners and that he will be attending the State Parks Commission meeting in March to present the FWPDA Annual Report and discuss proposed lease amendments.

B. Glamping Workshop/Schedule

Robison stated that Larry Sammons is coordinating a glamping workshop to inform the site development plan and to test development assumptions. The workshop will be facilitated by Becka Hansson, a Landscape Architect who has experience designing glamping sites and zoo exhibits.

C. All Staff Meeting

Moody reported on the All Staff Meeting that focused on 2018 Goals and Opportunities. Moody noted clear improvements from 2018 and that last year at this time the PDA had about 68 people on payroll and that we currently have 82 people. Moody reiterated the previously stated goal of retaining qualified

staff year round. There will be two more all staff meetings this year.

D. Board Retreat

Robison stated that the board retreat will take place on March 28 & 29 and that more details will follow.

E. Property Management System (PMS)

Moody reported that the PDA is deciding between two property management systems – Maestro and Sky Touch Technology and the board discussed features of both systems.

F. Communication

Tim Caldwell will be writing a historical review of Fort Worden each month in the Port Townsend Leader.

XII. Public Comment

None

XIII. Board Reports/Discussion

Lela Hilton asked if there is a deadline for the funder on moving forward on the Culinary School and Robison stated that the FWPPDA may want to hire a consultant to move the project forward.

XIV. Next Meetings

- ❖ Executive Committee Meeting February 20, 2018
- ❖ Board of Directors Meeting February 28, 2018
- ❖ Board of Directors Retreat, March 28 & 29, 2018

XV. Adjourn: 11:53 p.m.

Board Packets and PowerPoint Presentations are available on our website at: www.fortworden.org under public documents>agendas & documents>public meetings>PDA Board Meeting 12.20.17