

Minutes
Executive Committee Meeting
Fort Worden Public Development Authority (FWPDA)
Commons A (Building 210), Fort Worden
Tuesday, June 19, 2018 | 9 a.m. to 11 a.m.

❖ **Motion:** May 15, 2018 Executive Committee Minutes - **APPROVED**

Regular Executive Committee Meeting:

I. Call to Order: 9:01 a.m.

II. Roll Call

Committee Members: Gee Heckscher, Norm Tonina, Jeff Jackson (by phone)

Immediate Past President: Cindy Finnie (by phone)

Staff: Dave Robison, Diane Moody, Karolina Anderson

Public: David Goldman, Rufina Garay, Todd Hutton

III. DRAFT June Board Meeting Agenda

The Committee reviewed the June board meeting agenda and discussed the timing of the Fortopia marketing campaign. Committee discussed entering into an amended lease agreement with the Fort Worden Foundation to include buildings 308 and 324 (previous lease agreement was exclusively for building 305). Robison noted that the lease agreement must be entered into before the June 29 deadline for submitting the Building for the Arts grant.

After discussion, the Committee decided to add the following to the board meeting agenda:

- A resolution to add credit card accounts
- Staff Reports: Presentation to Seattle Culinary Academy (Kristan & Kass)
- Upcoming Meetings: no board meeting in August

IV. Review and Approval of May 15, 2018 Executive Committee Minutes

Motion: Motion to approve May 15, 2018 Executive Committee Minutes
Unanimously APPROVED

V. Review May Cash Flow Report

Diane Moody reviewed the May cash flow report. Moody noted that a Point of Sale (POS) system was purchased in May.

The Committee and staff discussed lease negotiations, updating earn back templates, capital improvements to buildings managed by partners and ways to ensure equity between partners. The Committee discussed the SUD's units and structural alternatives (i.e. the Fort manages maintenance & capital improvements for all buildings on campus). The Committee discussed residency programs and opportunities for value trades and joint campaigns.

The Committee discussed campus use fees. Robison stated that some organizations cannot absorb use fees and wondered how this can work from a programming perspective. Robison asked a rhetorical question: "how do we ensure that all our partners are vibrant as we build trust and stronger relationships?" The Committee discussed cash flow, leasehold improvements and staffing.

VI. Makers Square Update

Robison stated that the Makers Square project is on track. Robison reported that he and Sammons reviewed drawings with Signal Architecture and stated that Alex Murray (State Parks Historic Preservation officer) has been very involved in the project design. The Committee discussed a possible inter-local agreement with WA State Parks (WSP) for window restoration. Robison stated that WSP has agreed to be lead agency for SEPA.

Heckscher reviewed the Makers Square timeline noting that there has been a slight delay getting clearance to move into building 370 (new WSP maintenance building) – resulting in a delay in moving out of building 305.

Robison reviewed the proposed Amendment to the Lease Agreement with the Fort Worden Foundation. The current lease agreement is for building 305 of Makers Square and the proposal is to amend the lease to include building 308 and 324. Robison stated that the Fort Worden Foundation board has already voted to approve the changes to the lease agreement to include 308 and 324.

VII. Board & Staff Discussion

A. Master Lease Amendments

Robison reviewed the final proposed lease amendments including: extending the glamping lease area boundary, the transfer of building 409 from WASP to FWPDA; transfer of building 296 (the Mower Shop - now that FWPDA is in charge of grounds maintenance), an extension of lease area near the Port Townsend Marine Science Center exhibit for possible future use by PTMSC, and transfer of building 365 for future program needs. Robison noted that building 365 is a 5,500 square foot building that is seismically renovated and is currently used by WSP for storage of a steam engine and a searchlight.

B. Fortopia Program

The Committee discussed the timing, content and strategy of the Fortopia marketing campaign. Robison stated that Norm Tonina has connected with the

University of Washington Osher Lifelong Learning Institute and that they will send an email about Fortopia to their mailing list. Robison stated that FWPDA and the City of Port Townsend are engaging in a shared cost advertising initiative to market Fortopia. Robison noted that working with the partners has been a good and highly collaborative process that has improved the culture campus wide.

C. Marketing Committee Report

Robison reviewed highlights from the marketing committee report. Robison noted that the Heibing Marketing study is focused on group business and how to best market to groups (i.e. Fortopia, visitor's packages, tweaks to website, holiday promotions, budget requests and the Seattle Wedding Show). Hiebing is also supporting next steps on branding and market testing of the Fort Worden profile. Todd Hutton expressed concerns about Hiebing as a good fit for Fort Worden and recommended looking into another marketing company for a national branding campaign.

D. Partner Classification

The Committee discussed the Partner Ecosystem and organizations that are possibly interested in becoming Fort Worden residential partner organizations (i.e. Jefferson Community School, Western Washington University Lifelong Learning Program, Clemente Course) and a RFP (request for proposal) process.

E. 4th of July and STG Events

Moody reported that she met with the 4th of July coordinating group (police, Thunderbull Productions, staff, etc.). The Committee discussed event details and logistics.

Robison talked about the upcoming Modest Mouse concert and stated that Seattle Theatre Group (STG) is coordinating the event. Robison stated that STG is a non-profit organization with a mission to offer programs in the historic Paramount, Neptune and Moore Theatres in Seattle - STG has a strong educational focus, making this a good fit for the Fort Worden Lifelong Learning Center. Robison stated that STG will handle the majority of the planning and coordination of the event, including staffing on the day of the concert. FWPDA will coordinate recycling, RFP for food trucks, bathrooms, beer garden and the parking/circulation plan. The Committee discussed the possibility of hosting a reception for the STG Board of Trustees. Robison stated that STG intends to bring zero waste events onsite and are receptive to including local performers and vendors.

F. Staff Work Groups:

The committee discussed changing the structure of the work groups from board work groups to staff-led work groups. The staff work groups are as follows:

- **Fort Worden Lifelong Learning Center Branding**
- **Partner Ecosystem**
- **Fort Worden Economic Impact**
- **Hospitality & Culinary Arts Program**

VIII. Committee Discussion

Robison reported that he and Moody met with representatives from the Washington State Finance Commission and discussed possible funding opportunities including tax-exempt bonds for glamping, NCO row and 203. Robison reported that the FW Foundation has voted to enter into a lease agreement with FWPDA for buildings 308 and 324 of Makers Square (in addition to Building 305). Robison also stated that the Fort Worden Foundation will retain Erin Dziedzic to represent the Fort Worden Foundation capital budget interests and public relations to the Washington State legislature.

IX. Public Comment

David Goldman asked about the annual maintenance fee for the POS (Point of Sale) system and when the lease year starts and ends for Centrum. David Goldman noted the increased burden of overhead on the FWPDA due to the Maintenance Transition (an additional annual cost of \$500,000) and stated that partner organizations may need to adjust their own models as a result. Tonina stated that he appreciates the time and effort that Goldman invests in attending meetings.

X. Adjourned: 11:02 a.m.