

**Minutes**  
**Board of Directors Meeting**  
**Fort Worden Public Development Authority**  
**Commons B, Fort Worden**  
Wednesday, July 23, 2014

**I. Call to Order**

Called to Order at 9:00 a.m.

**II. Roll Call & Staff Introductions**

**Board Members in Attendance:**

Cindy Finnie  
Dave Robison  
Norm Tonina  
Lela Hilton  
Bill James  
Bill Brown  
Scott Wilson  
Gee Heckscher

**Absent:**

Jeff Jackson  
Anne Murphy

**Staff in Attendance:**

Colleen Jones  
Jill DeCianne  
Shawn King  
Jaime Hayashi

**State Parks**

Brian Hageman – Park Ranger

**Public in Attendance:**

George Randel  
Ron Kubec  
Herb Cook  
David Goldman

**Partners in Attendance:**

Kevin Alexander – Coast Auxiliary Museum  
Janine Boire – Marine Science Center  
Carla VanDerbeen – Port Townsend Hospitality  
Rob Birman – Centrum

Introduction of staff members, Shawn King, Guest Services Lead and Jaime Hayashi, Interim Operations Manager.

**III. Public Comment**

None

**IV. Changes to the Agenda**

- Executive Session moved to end of agenda before Public Comments.
- Motion by Scott Wilson and seconded by Lela Hilton. Motion approved unanimously.

**V. Consent Agenda**

Changes, corrections, additions to the June 25, 2014 agenda.

- Correction/addition to Cindy Finnie comment directing Mike Deighton to make published staff schedules.
- Motion by Norm Tonina and seconded by Bill James. Motion approved unanimously

**VI. Board Motion to hold Executive Session to review lease terms with BAMCO in accordance with RCW 42.30.110 (c) and to review the performance of a public employee in accordance with RCW 42.30.110(1)(g).**

This portion of the agenda is moved and to be held at the end of the meeting; There were sufficient public members in attendance not to move the Executive Session of the board meeting.  
(See end of transcript.)

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**VII. Resolution to appoint Insurance Agent**

Action: Motion to appoint Enduris Insurance to receive claims for damages in accordance with RCW 4.96.020.

- This is a required appointment that needs to be filed with Jefferson County Auditor.
- Motion by Lela Hilton and seconded by Gee Heckscher. Resolution adopted unanimously.

**VIII. Review Agreement for Collaborative Marketing Services**

Action: Motion to approve agreement between City of Port Townsend and the FWPDA for Collaborative Marketing Services.

- There are certain public agency rules to follow when using social media. We need a one-way communication approach. We have requested that the City Marketing Director provide social media services as part of a City/PDA coordinated marketing program for social communication.
- Dave – the City and PDA are joined at the hip. It is a joint undertaking. It is joint marketing.
- Scott questioned whether there would be any money changing hands. Dave said no.
- Dave stated Staff Marketing Meetings are held on Mondays at 3:00 p.m. with the following in attendance: Dave, Maureen, Tricia, Colleen and Megan. Christina will be asked to attend occasionally to coordinate marketing services. Christina already works with City of Port Townsend and also provides marketing services for the Marine Science Center.
- Motion by Gee Heckscher and seconded by Bill James. Resolution adopted by the Board unanimously.

**IX. Review and Discussion of Monthly Financial Reports**

- Jill explained staff costs. Overtime was drastically reduced since the last board meeting. All overtime issued was approved by management.
- Dave – A discussion of camping office hours with Parks resulted in an extension of those office hours, which resulted in overtime.
- Norm commented on the Discover Pass sales and income. Jill explained there were three state agencies involved in DP sales and has requested \$2.00 of their sales per DP be submitted to FWPDA.
- Dave would like to have more active sales for DP with more advertising and volunteer sales. The DP needs to be actively tracked. Would like board members active in the sales booths at events; e.g. Events, county fair, farmer's markets.
- Scott – why doesn't the PDA set up a dedicated website to sell DP?
  - Dave - The website has been designed and linked within the FW site. It was specifically set up as a marketing tool. Dave is going to speak with State Parks Rep Oliva.
- Kevin Alexander - Fee costs would be involved to redirect customers to the FW site to make payment from a dedicated website. At Jefferson County Fair the past information was they would charge a percentage of DP sales if sold during the Fair.
- Brian – There are a limited number of state vendors allowed \$2 commission on the sale of DP's; DNR, WSWFL, WSPRC.
- Additional discussion was held regarding percentages of 2013 and 2014 DP sales.

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- Quickbooks – accounts are being organized and set up. All numbers have been entered. Rick Zajicek will be coming in to assist Colleen with additional Quickbook set up to clarify numbers for reporting to the board on future balance sheets.

**X. Staff Reports**

**A. Jill – Flash Report**

Jazz and Blues are on campus this week and next.

- Dave - Morning staff have been instructed to daily find and locate accommodation availability and to contact Chamber Visitor Center of this availability. Plan is to e-mail to key stakeholders, e.g. LTAC, City Council and PT Chamber of Commerce, of this availability.
- Cindy recommends person calls for collaboration with city. Communication will be reciprocated.
- Dave – The Inn Keeper Association will be at FW next week for discussion on this matter.

**B. Dave – Group Report**

- Scott commented on Conferencing Groups over 50 people; vacation visitors being up; getting phone contacts of customers
- Dave stated some of Mobilization Account money is earmarked for NoaNet but that it would be easy to pay off the LOC in August 2014.
- Jill stated the Advance dollars is money received for future reservations and will always be moved into the advance deposit money account and used the month it has been reserved for.
- Both Cindy and Bill James gave kudos to the staff and customer service and felt it was amazing and to keep watching the progress.
- Norm – He has heard that a recent wedding far exceeded the expectations of the customers. A family reunion will come back again because of their experience.
- Dave stated he has begun a file of complaints and recommendations from visitors.
- The “group report” in the future will be named the Occupancy Report.
- Cindy – Bridal demands are tremendous. It brings in hospitality and food business. There should be the consideration of bringing in a Wedding Coordinator in the future.
- Rate changes will be implemented next week and uploaded into ATRIO.
- Bill – Comparisons from 2013 with 2014 will be needed for the future. Cindy asked the following questions: Where our business is coming from. What are the percentages of call-in and walk-in business? How many inquiries are we and what is the source of these queries? Have previous occupants/guests been called? Is there a measure of activity for future sales staffing. Have we traced returnees for future reports?
- Dave stated that the sales staff will be working to report on these trends and figures in future board meetings.

**C. Dave – Governance & Strategic Priorities**

- Discussion of two handout slides
- Dave – Staff meetings are held weekly on alternate Wednesdays and Thursdays to accommodate staff days off. Office closures are covered by volunteers answering customer questions, giving directions and selling Discover Passes.
- Dave gave a schedule of meetings, times and locations. Ops are Monday every other week; Partners on Tuesdays; FW Advisory Committee on Third Thursdays. Staff meetings are held on Wednesdays and Thursdays alternately each week. Closures of the offices are covered by volunteers.

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**D. Dave - MOU of Peninsula College Building #202**

- Key points still to resolve are Insurance & Liability and clarity on funding 202. Items that the both parties' attorneys are addressing.
- Discussion of project and how it concerns FW operation and ownership
- Dave clarified the following:
  - 1) Property management is a non-issue – we have a 50-year master lease with Peninsula College (PC) and it is a sub-lease to the PDA.
  - 2) Explanation of the “sale” of HTC.
  - 3) Valid concern is that we do not have an operational lease with PC that describes the management of the facility and payment of the utilities. A conversation in August needs to be set up with Peninsula College to discuss the terms.
  - 4) Last point is that the bid was received with credible contractors. A contractor was chosen and they must reply in 60 days, 30 days of which has passed. If no reply then it will have to go for rebid. Gee is comfortable with the numbers on the bid.
- Dave R suggested tabling this conversation and sending it to the Executive Committee.  
Motion: Bring back MOU on June 25 between Peninsula College and the FWPDA after the attorney has reviewed and revised the insurance clause; to be sent on to the Executive Committee for review and approval  
Motion by Lela; seconded by Gee. Motion approved unanimously.

**E. Dave – ATRIO Update** – As discussed previously.

**F. Dave – Building 245** – There have been interior improvements and has been put into immediate service to house the ATRIO consultants during the upgrade to the ATRIO program. It has been placed in-service for customers. This is additional unexpected revenue for Fort Worden.

**G. Dave - Discover Pass Sales** - As discussed in IX. **Review and Discussion of Monthly Financial Reports**

**XI. Committee Reports**

- Scott – Asked about the status of WiFi  
Dave – NoaNet has gone out to bid and three bids are in hand. Work is scheduled to start in August.

**Marketing Committee:**

- Finalize the Strategic Plan by Frause.  
It is close to fruition with minor edits.  
Some of the major edits still need to be implemented.
- Scott – Would like rewording of the Mission Statement.  
Dave - “Original programing” could possibly be changed to “Business Development” programing” or collaboration; possibly “strategic partnerships”.  
Norm – Language should incorporate existing partners and community, but leave open for PDA to be involved.
- Wording on conference sales – 95% complete and will be done by next board meeting.

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**XII. Public Comment:**

- Rob – Centrum – will VOIP service be updated?
- Rob – Why was the Executive Committee meeting not held at 9:00 a.m. as stated in the e-mail/agenda sent out?
- Herb – Same concern regarding Executive Session Meeting.

**VI. Board Motion to hold Executive Session to review lease terms with BAMCO in accordance with RCW 42.30.110 (c) and to review the performance of a public employee in accordance with RCW 42.30.110(1)(g).**

- Cindy – during the Executive Session there will be a review of the lease terms for Bon Appetit and there will be a review of a public employee.
- Kevin wanted to make certain that if any action was taken that notification by e-mail would be sent out.
- Cindy – Agreed, but we do not anticipate taking any action.