

MINUTES
Fort Worden Public Development Authority Meeting (PDA)
19 March, 2014, Building 210 Company B, Fort Worden

I. Call to Order: Cindy Finnie called the meeting to order at 9:05 AM

II. Roll Call: Cindy Finnie, Bill Brown, Norm Tonina (via telephone) , Scott Wilson, Bill James, Gee Heckscher, Dave Robison, Mike Deighton

Public: Janine Boire, Carla Vanderven, Kevin Alexander, Charlie Bermant, Ron Kubec, Herb Cook, Steve Best

III. Public Comment: None

IV. Changes to Agenda: None

V. Consent Agenda:

A. Approval of Board Minutes, February 26, 2014

B. Approval of Executive Committee Minutes, March 13, 2014

Moved to approve – Gee, second – Bill Brown. Motion carried unanimously

VI. Old Business

A. Coordinating Committee At-large Candidate Nomination – Dave indicated that 4 letters of interest were received. Lynne Kessler has been recommended and will be offered the position.

B. Review of Strategic Marketing Plan contracts with Frause and HVS – Scott indicated that Frause will be the primary and will handle the strategic marketing and branding. They will be marketing the entire Park. Initial ideas are: “Fort Worden at Port Townsend – A Gathering Place”. Graphics are needed quickly in order to be available for letterhead, etc. An additional \$5000 fee is needed for preliminary ideas on the new website.

Board Action: *“Authorize the Executive Director to approve and sign a scope of work and professional services contract amendment with Frause to develop a preliminary website”*

Moved to approve – Bill Brown, second – Gee. Motion carried unanimously

HVS will be providing advice on pricing of rooms and conference spaces

C. Review and discuss Employee Selection and Hiring Process - Mike reviewed the process:

- State parks employees were given the new job descriptions prior to being made public.

- Ads were run in the PDN and The Leader including websites. 17 applications have been received to date.
- Review of applications will start on April 1 with offers starting April 16 and first start date on April 21.
- Mike will manage the interviews and hiring and he is taking related phone calls.
- Kevin noted that there have been many web hits

D. Review of ATRIO Reservation System Progress – Mike indicated that the system is covering all room types and all campground site types and the existing reservations are being loaded into the system. Steampunk wanted the first week of June this year but we are already full – they will plan on next year.

VII. NoaNet Broadband Plan Update:

- Dave indicated that much progress was made at a meeting yesterday – a proforma has been developed and includes timing to be on line as well as how to move forward with Centrum in the transition. Having ATRIO set up is key. Any other provider (Wave or Century Link) would take 6 months to a year to get on line.
- Norm reviewed the challenging economics of the system – it may end up costing us more than we can recoup from partners and guests but is necessary. He continues to work on finding a financial solution. The current system is not working and is dropping calls. The partners will be asked to pay more but will get higher speed.
- Steve Best indicated that the cut-over will be challenging but he is working to simplify it as much as possible.
- Cindy indicated that from the view of a hotel owner, good wi-fi is a must in this era and market.

VIII. Committee Reports and Board discussion:

A. Executive Committee: Cindy Finnie - There will be a reception for Mike on April 2 and the date of “grand opening” is still to be determined. Steve Best noted that May 4 will kick off regular Sunday brunches after a two year hiatus and Centrum has a performance by Nanda scheduled for May 31.

B. Hospitality Committee: Bill James indicated that they have not had recent meetings but one is planned for next week. He has been working with Mike on policies.

C. Marketing Committee: Scott Wilson - See review under “Old Business”

D. Technology Committee: Dave has been working on our requirements to run ATRIO and thanks Steve best for a lot of help.

E. Capital Projects Committee: Bill Brown reviewed:

- State Parks is deferring to us to prioritize capital projects
- Under Exhibit G of the Master Lease, we take the lead on maintenance priorities and we need to have a plan submitted by August 1, 2014.
- We need to develop a work order process for maintenance.
- Regarding Steampunk, they glorify “old stuff” which is a perfect fit for Fort Worden.
- Projects: 270 is under way to be a new 2 bedroom quarters; 245 will be next after 270 – also 2 bedrooms; The new front desk in the commons should be open by June 1; 202 is expected to bid during the summer for a fall start.

F. Other Reports: Anne and Lela are arranging a welcoming event for Mike Deighton on April 2 and they are trying to get the December Chamber Mixer at the Fort.

IX. Director’s Report;

- We have about \$217,000 in the bank
- Dave is working on the Personnel Policy and Employee Manual

X. Upcoming Meetings:

State Parks Commission – March 26 & 27 (Chehalis)

Executive Committee - March 24, 4:00 PM, Building 262

Hospitality Committee - TBD

Marketing Committee - TBD

Technology Committee - as needed/TBD

PDA Regular Board Meeting - April 23, 9:00 AM – 11:30 AM Commons

PDA Special Board Meeting – March 26, 9:00 AM-11:30 AM Commons

XI Public Comment: None

XII Adjourn: Meeting adjourned at 11:15 AM