

**MINUTES**  
**Fort Worden Public Development Authority Meeting (PDA)**  
**11 December, 2013, Building 210 Company B, Fort Worden**

**I. Call to Order:** Scott Wilson called the meeting to order at 8:40 AM. He acknowledged receipt of Goddard's letter about discontinuing their undergrad program on the Fort Worden campus and underscored what a loss this is.

**II. Roll Call:** Bill James, Bill Brown, Anne Murphy, by phone Norm Tonina and Jeff Jackson, Dave Robison, Rodger Schmitt (State Parks Commission) and Gee Heckscher arriving at 9:55

**Public:** Kevin Alexander, Herb Cook, Janine Boire, Tim Lawson, Lisa Werner, Carla Vanderven, and George Randels

**III. Public Comment:** None

**IV. Changes to Agenda:** None

**V. Consent Agenda:** Meeting minutes of November 6: Motion to accept – Bill James, second Bill Brown. Motion carried

**VI. Presentation by Tim Lawson, Port Townsend Woodworking School, "Evolution of a School"**

- Lawson reviewed the history and vision of the School, founded in 2007 (visit [www.ptwoodschoool.com](http://www.ptwoodschoool.com)) and believes the school is in a unique position for growth based on the renaissance he is seeing in hand-tool woodworking.
- He described the School's demographics as the four Gs: geezers, geeks, girls and gen X. Majority of students are from the Puget Sound region (10% of which represents North Olympic Peninsula) with 15% Canadians. He sees potential for an expanded international draw.
- Some statistics: 30% revenue growth from 2011-2012 and 50% from 2012-2013.  
400 students in 2013 with the average student in the school 5.25 days/yr  
6 -7 stayed on site (Park's accommodation policy not a good fit with the needs of the School's students)
- Aspirations: Create a Furniture Making class utilizing Bldg 304. Approximately \$ 750,000 needed to upgrade 304. Brining the space online would give the School three teaching spaces which is key to the School's sustainability.
- School is hosting a Furniture Symposium in June 2014 in Fort Worden, expecting 300+ attendees.

- Scott Wilson asked Lawson what groups we should consider bringing to the Fort Worden Campus to create even greater synergies – Campbell Culture School or Cedar Root Folk School were some initial ideas.

**VII. Review of Transition Milestones, Bill Brown & Dave :**

- Bill Brown has updated the Transition Requirements based on the Nov. 8 signing date. He reiterated that the PDA has 15 milestones and 22 tasks to be ready for Date of Possession on May 1, 2014. At this point we are 30% complete and slightly ahead of schedule. He noted that the financial plan and capital plan need Commission approval at their March 27, 2014 meeting. Brown will review progress every two weeks to ensure we're tracking.
- Dave noted that in the lease there is a typo in reference to mobilization fund. Should read 60 days not 90 days.

**VIII. Atrio Reservation System, Dave:**

- Dave facilitated review of the resolution and provided background.
- Dave, Norm and Jeff have been researching reservation systems. They believe the best solution is to interface with cloud capacity using Springer-Miller Systems, SMS. This represents upgrading with the existing provider rather than going out to bid which allows us to get started right away. It is a robust system that we can add modules to over time. The cost of ownership and operation is reasonable to manage. Jill DeCianne will be the project manager until the general manager starts.
- Rodger Schmitt asked if PDA has run this recommendation past Parks staff responsible for contracts. Dave said he would talk to the appropriate person in Parks.

***Board Action: The Board authorizes the Director to sign professional services contract with PAR Springer-Miller systems to implement an improved reservation system at Fort Worden, pending talking to Parks contracts staff . Moved Bill Brown, second Bill James – motion carried unanimously.***

**IX. 2014 Schedule of Board Meetings:**

Board reviewed, amended and and approved the following meeting schedule. All meetings are on Wednesdays, 9:00 – 11:30 am.

- Jan. 29
- Feb. 26
- Mar. 19, NOT March 26
- Apr.23
- May 28
- Jun. 25
- Jul. 23
- Aug. 27

- Sep. 24
- Oct. 22
- Nov. 19
- Dec. 17

Board Motion to approved 2014 meeting dates Bill James, second Anne Murphy. Motion carried.

#### **X. Review of Transition requirements/Schedule**

Hospitality Committee:

- Bill James reported that the Hospitality Committee is excited to have Joe Finnie as a new member. They advertised for a hospitality manager and have received 14 applications as of Dec. 11.

Technical Committee:

- Dave reported that the Technical Committee is working on NoaNet scope. Will have a proposal for board review in January.

Capital Projects:

- Bill Brown reported that the Capital Projects Committee is working on four fronts: with State Parks on personal property inventory and transfer; evaluating and prioritizing maintenance projects; long range capital projects and updating the plan; and Bldg 202. Bill Brown has created a schematic of power, water, sewer, communications and parking for the entire Park. State Parks is installing electrical meters for the buildings they are using. Gee reports that the application for historic tax credits for Bldg 202 will be done in the next week.

Marketing Committee:

- Scott reported that the Marketing Committee is working on populating the FWPDA website, has the March 1 Wedding Fair on its radar and is working closely with Lodging Tax Advisory Committee. Scott asked for input on the Strategic Marketing Plan RFP and got this feedback (1) is 50K going to be adequate? (2) let's be more specific about our expectations with branding and (3) under Additional Tasks add information about the Discover Pass that will help us meet our sales goal

#### **XI. Director's Report, Dave Robison**

- Rick and Jill have been working hard on refining the operations budget and on getting actuals for 2013. It appears that revenues are down by 10%, continuing the slide started 3 years ago.

- Dave is drafting Coordinating Committee and work group bi-laws as well as Fort Worden Advisory Committee, (FWAC), bi-laws revisions to ensure overall consistency and dovetailing of our public processes.

## **XII. Upcoming Meetings**

**Hospitality Committee Meetings:** 2<sup>nd</sup> and 4<sup>th</sup> Wednesdays from 3-5 PM

**Marketing Committee Meetings:** ???

**Technology Committee Meetings:** as needed/TBD

**PDA Regular Board Meeting:** January 29, 9:00 am – 11:30 am

**XIII. Public Comment:** Herb Cook regarding questions about how adequate the 50K budget is for developing a Strategic Marketing Plan. He says the committee will determine this based on applicant feedback.

**XIV. Adjourn:** –10:40 am moved – Bill James, second - Anne, motion carried

Attachments - Board meeting minutes per item **V above**

Job descriptions per **VII above**

Professional services contracts per **VIII above**