

AGENDA
Board of Directors
Fort Worden Public Development Authority
Commons B, Fort Worden

REGULAR Board Meeting: Wednesday, September 24, 2014 9:00 a.m. – 12 p.m.

I. Call to Order at 9:00 AM

II. Roll Call & Staff Introductions

In Attendance:

Board:

Lela Hilton
Anne Murphy
Bill Brown
Cindy Finnie

Bill James

Scott Wilson

Gee Heckscher

PDA:

Dave Robison
Colleen Jones
Erin Ashcraft

Public:

Dave Goldman
Herb Cook
Ron Kubec

State Parks:

Brian Hageman
Rodger Schmitt

Partners:

Kevin Alexander

Erin Ashcraft is our new Guest Service Representative, who gave an introduction of herself and her past works.

III. Public Comment – Nothing at this time.

IV. Changes to the Agenda - Nothing

V. Consent Agenda

Review and corrections made to the August 27, 2014 minutes. Approval of Board Minutes moved by Scott Wilson and seconded.

VI. Discussion on future Food and Beverage Services at Fort Worden

A. Update on future food and beverage services

- Clean-up of food service facilities:
 - Bon Appetit left on September 2. Custodians cleaned creating \$4,000 overtime. Gee: The kitchen was a total mess, but were corrected. Canteen was left in a horrible state, so pictures were taken. Dave: There is a performance bond with the state that we will be submitting a claim to and asking for reimbursement for clean-up and repairs. Rodger: Recommend sending Bon Appetit a copy of the report. Dave: November 30 is the final date to submit for a claim.
- Groups served: At 5:00 September 2, 105 dinners were served to the Uke Festival. Saturday, September 6, the JFK was used for a 155 people wedding with guest attending as far away as Quebec and France. The Wooden Boat Festival also had an event that evening. On September 13, the Jefferson Memorial Hospital had a fundraiser for 250 guests at \$125 per plate.
 - Testimonials will be coming in. Food is winning past and current clients over.

- Name and logo: Currently Servery at Fort Worden. We are working on a name for the Café. The bar will be The Guardhouse Pub or TAPS.
- There is a possibility of looking at a culinary Institute at the Fort; but later down the line.
- Future Food Service Facilities: Aaran and Kris are the food service consultants and are working on the SOP's, budget, staffing and schedules. They each have a contract up to \$10,000 for a multi-month contract. We have not been billed at this time. This works out to \$80 per hour.
- Anne: Community members would like to apply for positions. Applications are at the Guest Services desk.
- Gee: The Public Health 2nd inspection is at the end of the month. A copy of that report should go to the State Parks.
- Thanksgiving in the past had 250 people attend.
- We are looking at a calendar for Christmas Parties and how to bring in county involvement.
- Scott W stated Fort Worden might become a movie location for “Indian School – Turn of the Century” bringing 100 people in for 3 months.
- Kevin: What is the food service availability to the public? The goal is to produce additional food over groups and sold at a reasonable price. Locals can come in and pay in the Café. Guests can have payment added to their room ticket.

VII. Review and Discussion of Monthly Financial Reports

- Food Services: We are using Kris Nelson's Catering liquor license; a food service bookkeeper has been hired to work 5 hours per week. She is currently setting up Quickbooks. Some wedding business has been lost because of a Bon Appetit message left on their answering machine stating there was no longer any food service at the Fort. Friends of Fort Worden paid for necessary dishes for Fort Worden opening of the Food Services.
- Scott W: We need to address SOP for past accounts. To be looked at in October.
- Cancellation policy being looked at.
- Vista newsletter is being opened by 30-40% of recipients. We do not capability of knowing how many received and did not open the link.
- ATRIO is building a new report and will be implemented prior to November 1; this pertains mostly to site specific camp ground spots.
- Anne: What is status of LTAC. Dave explained tax process; 2 month lag from State to City.
- Anne: How are we communicating to the community of hotels of Fort Worden's availability? Suggestion – create a distribution e-mail list of hotels and bed & breakfasts; send out availability daily on this distribution e-mail.
- OT at guest services has gone down considerably since a phone message was added on to our system telling phone in guests of our availability.
- Individual units need improvements; we need to bring in capital funds for project.
- We are not actively pursuing business development because of manpower shortage. We would like to capture Weddings as we feel Fort Worden is a destination venue. New wedding packets are being created, including catering. Weddings are high maintenance and time consuming, but tied with food can be a money maker.
- Suggestion: Ask how groups have heard of us. Include in survey, or other paperwork.

VIII. Staff Report

- A. August Bookings – Discussion of Exhibits.
- B. Planning Commission Recommendation – Discussion of Exhibit 4.1. This may be in the local paper.
- C. Discover Pass Sales: Discover Pass is tracking above Fort Worden requirements at \$125,000 at the end of August. Dave explained ratio of State to Fort Worden.
- C. Push for Christmas stocking sales. Automated pay station was not initially working so the percentage is off between PDA and State. Would like to look at summer time Discover Pass sales.
- D. State Parks Commission Meeting
- E. Org Chart/staffing needs – Exhibit shows current operational organizational chart and the proposed operational organizational chart was discussed. Original budget vs. Current budget discussed. Initially 5 new positions were hired in Guest Services at a cost of \$100,000 to fill customer need. Custodian Department has a different configuration. A current P/L Statement is needed to make better determinations. Dave: We are looking for a manager now in sales. We need help immediately for revenue to be brought in from sales. Food Services will be re-evaluated 3 months from now. Cindy: The hole created in the sales department is a critical situation. Procedures are not in place. Guest service representatives need to be better at sales. The core and a good product needs stabilized. Dave: we need a strong candidate in sales who could possibly grow into the general manager position and create a good working team.
- F. Maria Muldaur event: On Saturday, October 4, FW is partnering with Upstage to do a Dinner Club event at \$25 for event and \$55 for meal and event. 200 tickets are for sale. It is a catered event with full bar and 4-course meal. The ambience will be looked at closely to create an intimate setting. Damaged carpet squares are being replaced. Lodging is being offered at a 20% discount. This could be a great opportunity and good partnership to pull food, community and entertainment together. We will look at local and regional promoters. Food services can serve up to 500 people per night and cater to the other buildings on campus.

IX. Board Member Reports

- A. Capital Projects—Bill Brown: Priorities are in place for maintenance in the right time and in the right order. Reroofing projects are scheduled and painting is planned for next year. A schedule has been created for maintenance. Dave: Building 16 needs new boilers. Discussion in the future.
- B. Housekeeping Assessment—Bill James: There is discussion of extension. Further discussion when pertinent information from PT Hospitality is received.
- C. Building 202—Scott Wilson: Considerable discussion was held on relationships, information, phases, consultants and how to move forward. Dave requested \$10,000 to hire consultant who is experienced with HTC for Phase 1 – Project Acceptability; He would be making a judgment of whether the parties can come together as partners. A MOU could be created after Phase 1 is complete. Phase 2 – Doable or not. This would also show HTC we are eligible. Recommendation made to ask if Friends would be willing to assist in the consultant fee. Cindy: We need to step forward. We are committed. We must take the lead. It was noted that construction contracts need to be signed by end of January 2015 to proceed with project.
Action: Motion to approve consultant contract with Wishneff & Associates to provide phase 1 feasibility of historic tax credits was made with a timeframe for Phase 1 as October 30th and to be signed by Dave R. Scott W moved with the following contingencies. A) Change the word developer to assignee; B) the deadline for Phase 1 to

be October 30; C) 1st Federal is continuing to evaluate the HTC. Brian James seconded motion.

D. Board Member term expirations—Cindy Finnie. Board Members Gee Heckscher, Scott Wilson and Lela Hilton accepted continuation as members of the board.

E. Mission, Vision Statement—Lela Hilton: Tabled for more discussion and revision.

X. Possible Board Motion to hold Executive Session to review lease terms and conditions with PT Hospitality, and/or Peninsula College in accordance with RCW 42.30.110(c).

The vote is to expand the board by 3 members, totaling 12. The need for expertise is necessary. This requires an amendment with city council and it is their decision to approve. If this is acceptable to the City of Port Townsend an advertisement will go out regarding skills, experience, fund raising ability, knowledge of leases and Historical Tax Credits. A motion to amend the charter and expand the board from 9 members to 12 was moved by Anne M and seconded by Gee H.

XI. Public Comment

Rodger Schmitt: Parks e-mail is now first name dot last name @parks.wa.gov

The findings of the task force were, 1) 0.5% excise tax on motor homes and travel trailers; 2) re-enacting the sales tax on bottled water, and 3) re-allocating the revenues from the watercraft excise tax from the General Fund. The revenues generated from these 3 revenues sources would be dedicated to funding the recommendations in the Task Force final report.

Herb Cook: Question regarding recovering cost after Bon Appetit left. Dave stated the inventory was purchased, payment of outstanding food sales was paid out and a sum was offered for goods and was accepted. Herb agrees that a letter be sent to Bon Appetit headquarters stating that Fort Worden had to bring the restaurant up to Health Standards after they left the premises. Check into lease agreement to see if claim can be made, or ask if they are willing to pay for some or all of the deficiencies left to Fort Worden.

Dave Goldman:

- 1) Cancellation fee with partners and leases. Separate the contracts. Dave R: Fort Worden is trying to streamline the policy and master uses of the partners. Dave G: We took on the state's policy; can it be changed? Dave R: Partner leases expire at the end of the year and we are recommending to extend by one year.
- 2) Accounts Receivable is at \$317,000; this is an elephant. Dave R explained how this occurred.
- 3) Food – have heard super feedback. Would like to emphasize to locals to bring in the business. A leverage could be – more events and food that will bring in the locals.

Kevin Alexander: We need to be a facilitator rather than a mediator. Discussed VISTA and people viewing the e-mail.

Scott W: The Fort Worden link is still not working. Are vendors selling Discover Passes?

XII. Adjourned at 12:23 PM