

**THE PORT DISTRICT OF SOUTH WHIDBEY ISLAND  
REGULAR MEETING**

Held at South Whidbey Parks & Rec District, 5475 Maxwelton Rd, Langley WA  
Tuesday, March 11, 2014 at 7:30 p.m.

**AGENDA**

WORKSHOP (7:15 – 7:30 PM): Commission review of vouchers and recent correspondence

REGULAR MEETING CALL TO ORDER and PLEDGE OF ALLEGIANCE

COMMISSION ACTION

**Formal Action to Appoint Ed Halloran as District 2 (Langley) Commissioner**

**Election of Officers**

**Committee/Organization Assignments**

**Consent Agenda**

Approval of March 2014 Vouchers in the amount of **\$85,352.26** and approval of Minutes from the Special Meeting of October 15, 2013

PUBLIC COMMENT – Items not on Agenda: Please limit comments to 5 minutes

APPLICATIONS FOR FUNDS

Island Beach Access – Website Development

Whidbey Island Conservation District – Advertising/Promotion of Whidbey Island Farm Tour

South Whidbey Assembly of God – Portable Toilets for Celebrate America & Fireworks

Orca Network – Langley Whale Center

Clinton Chamber of Commerce – Clinton Thursday Market

Clinton Progressive Association – Mayfest Promotion

Greater Freeland Chamber of Commerce – Tourism Brochures

**Resolution No. 14-02 Establishing Agreements for Port Grant Funding**

FINANCIAL UPDATE

**January 2014 Financial Statement and Finance Manager Report**

**Recommendations for Grant Applications for Port Facilities**

STATUS REPORTS

**South Whidbey Harbor**

Phase 1 Project

- Construction
- Signage (Jay Davenny)
- Commissioning and Grand Opening

Rural County Economic Development Funds (RCEDF) Grant for Outside Mooring

Harbor Operations

- Assistant Harbormaster Hiring update
- Offsite Parking at Langley Middle School
- Commercial Moorage

**Possession Beach Waterfront Park**

Boat Ramp Renovation Project

Cell Tower Permit Update

**Port Operations**

Marine Surveillance Camera Project (Port Security Grant)

Ragnar Relay at Bush Pt

Organizational Restructure

**ACTIVITIES/INVOLVEMENT REPORTS**

**Gordon:** Council of Governments (COG), Skagit-Island Regional Transportation Policy Organization (RTPO) Technical Advisory Committee (TAC), Marine Resources Committee (MRC), Washington Public Ports Association (WPPA) and Clinton Community Council (CCC)

**Gregoire:** Economic Development Council (EDC), Langley Shoreline Master Plan (SMP) Committee and Island County SMP Committee

**OLD BUSINESS**

Island County Fairgrounds Strategic Plan

**NEW BUSINESS**

**ADJOURNMENT**

**PORT DISTRICT OF SOUTH WHIDBEY ISLAND**

Minutes of the Regular Meeting

March 11, 2014

Langley, Washington

**Commissioners Present:** Curt Gordon (Clinton), Ed Halloran (Langley) and Dennis Gregoire (Freeland)

**Others Present:**

**Port Staff:** Angi Mozer (Port Finance Manager), Dane Anderson (Management Consultant) and Molly MacLeod-Roberts (Port Clerk); **Public:** Fred McCarthy (Langley Mayor), Bruce Allen (Langley City Councilmember), Leanne Finlay (Freeland Chamber of Commerce), Fred Lundahl (Langley Whale Center), Hal Schlomann & Christine Williams (Whidbey Island Farm Tour), Mike McVay (Island Beach Access), Carol Flax (Clinton Progressive Association and Clinton Thursday Market), Dale Christensen (Clinton Progressive Association), Matt Chambers (South Whidbey Assembly of God), Clyde & Marcia Monma (Clinton residents), and Sue Ellen White (Langley resident)

**MEETING CALL TO ORDER:** Following a Workshop from 7:15 p.m. to 7:30 p.m. for informal Commission review of vouchers and recent correspondence, the Regular Meeting of the Port District of South Whidbey Island's Board of Commissioners was convened on Tuesday, February 11, 2014, at the South Whidbey Parks & Recreation District Meeting Room at 5475 Maxwellton Rd., Langley, Washington. Commissioner Curt Gordon (Vice President) called the Regular Meeting to order at 7:30 p.m., followed by the Pledge of Allegiance.

**COMMISSION ACTION**

**Formal Action to Appoint Ed Halloran as District 2 (Langley) Commissioner:** Gordon explained that at the Special Meeting on February 25<sup>th</sup>, although Halloran was sworn into office the Commission had not taken formal action on the appointment.

**ACTION:** A Motion was made by Commissioner Dennis Gregoire and seconded by Gordon to appoint Ed Halloran as District 2 (Langley) Commissioner. The Motion passed unanimously.

**Election of Officers for Remainder of 2014:** At the January 7<sup>th</sup> meeting, former Commissioner Chris Jerome had been elected as President for 2014. Since Jerome subsequently resigned his position, the Commission must have another Election of Officers.

**ACTION:** A Motion was made by Gregoire and seconded by Halloran to nominate Gordon for President. The Motion passed unanimously.

**ACTION:** A Motion was made by Halloran and seconded by Gordon to nominate Gregoire for Vice President. The Motion passed unanimously.

**ACTION:** A Motion was made by Gordon and seconded by Gregoire to nominate Halloran for Secretary. The Motion passed unanimously.

**The following slate of officers was elected for 2014:**

- Commissioner Curt Gordon – President
- Commissioner Dennis Gregoire – Vice President
- Commissioner Ed Halloran – Secretary

**Committee/Organization Assignments:** Moved to Activities/Involvement Reports further down on the Agenda

**CONSENT AGENDA**

**Approval of Current Vouchers:** Vouchers audited and certified by the Auditing Officer as required by RCW 42.24.080 and those expense reimbursement claims certified as required by RCW 42.24.090 have

been recorded on a listing which has been made available to the Board, and have been presented to the Board for review. The vouchers so listed and presented are summarized on the attached Voucher Listing (EXHIBIT A).

**Approval of Minutes:** Minutes from the Special Meeting of October 15, 2013.

**ACTION:** A Motion was made by Gregoire and seconded by Halloran to approve the Consent Agenda as presented, including the authorization and acceptance of Vouchers dated March 2014 as signed today in the amount of \$85,352.26. The Motion passed unanimously.

PUBLIC COMMENT – Items not on Agenda:

**Sue Ellen White** of Langley had read the Port's Comprehensive Scheme 2013-2019 online and said, "*It's quite a lovely document. It's very easy to read and nicely designed so it is easy to navigate. Thank you.*" She referred to the Recommended Actions listed on page 25 of the Comp Scheme, and asked the Commission to consider moving up the prioritization of the following two items currently on the bottom of the Other Possibilities:

- Under Projects: *Consider providing additional opportunities for recreational kayaking and non-motorized boating at Port facilities;* and
- Under Initiatives: *Partner with public agencies to develop a coordinated signage system that identifies Port properties and advertises opportunities for public waterfront access*

White said, "*It would be greatly to the Port's advantage in terms of your mission for economic development and it's not going to cost a lot.*" She provided an article titled "Adventuring into the Great Outdoors Fuels the Economy" (EXHIBIT B) that provided data on the direct impact and ripple effect of water sports participants on the economy. Signage, especially for water trails, is very important and other counties are using it to their economic advantage. A 2009 study indicated that San Juan County had 25,000 kayak visitors alone, spending money on lodging, food, etc. during their visit. She asked, "*Why are we missing out on this in terms of economic development?*"

**Clyde Monma** of Clinton took issue with one of the Recommendations for Possession Beach Waterfront Park on page 17 of the Comp Scheme: *Explore and if appropriate implement revenue generating opportunities such as vacation rentals or overnight camping in the residence and/or upland areas.* Since it is long-range planning document and it references the upland areas, he wanted to know what the Commissioners thoughts were on further development of the uplands. The Commission said nothing is planned and overnight camping is not allowed per the Conditional Use Permit. Monma asked, "*Could you take it out of the Comp Scheme then?*" Gordon said the Commission would read it over and the comment section to the Comp Scheme could be amended if needed, but noted that the item was not a Project or Initiative – just a Recommendation.

**Marcia Monma** of Clinton said, "*If you add up all of the Port properties, it only equals half of the property at Possession. It's one mostly green space and do we really need development on this one chunk of green space. Just keep it green.*"

**APPLICATION FOR FUNDS:** Gordon explained that the Port used to allocate \$15,000 per year and last year the amount budgeted for these grants was increased to \$20,000. Although the Port has typically awarded half of the amount in March and the other half in September, it is not required to do so and can choose to award the entirety at this Meeting and none in September. The total of all the Applications submitted for this cycle is \$22,080. He asked Gregoire and Halloran if they wanted to set aside half the budget for the fall cycle or just do it all at once this month. The Commission agreed to just allocating the funds at this Meeting.

**South Whidbey Assembly of God – Portable Toilets for Celebrate America & Fireworks (EXHIBIT C):** Matt Chambers was on hand to present the \$1,010 request to pay for the rental of Port-A-

Potties at the July 3<sup>rd</sup> event which is attended by 4,000-5,000 locals and off-island visitors each year. The Port co-owns the bathrooms at Freeland Park where the event is held, and in the past the Port has paid for the Port-A-Potties so the septic system and existing bathrooms are not overwhelmed and possibly damaged by the large crowd. If approved, the \$1,010 would be paid directly to the provider of the units.

**Whidbey Island Conservation District – Advertising/Promotion of Farm Tour (EXHIBIT D):** Hal Schlomann and Chris Williams presented WICD’s \$1,000 request for advertising funds. The free, two-day event takes place in the fall. In 2013, the Tour had an estimated 1,070 visitors, with 20-40% of those being off-island and 15% of the visitors stayed in paid overnight accommodations. One business on the Tour saw their average weekend revenue of \$1,500 jump to \$7,000 on the Farm Tour weekend.

**Clinton Progressive Association – Mayfest Promotion (EXHIBIT E):** Carol Flax and Dale Christensen were on hand to present the \$800 request to fund advertising and promotion of Mayfest. Approximately 200-250 people attend each year, including many off-island visitors.

**ACTION:** A Motion was made by Gregoire and seconded by Halloran to approve the above requests (totaling \$2,810) submitted and allocated as follows:

- Celebrate America/SWAG: Port-a Potties \$1,010
- Whidbey Island Conservation District: Farm Tour \$1,000
- Clinton Progressive Association: Mayfest \$800

**The Motion passed unanimously.**

**Greater Freeland Chamber of Commerce – Tourism Brochures (EXHIBIT F):** Leanne Finlay presented the Chamber’s request of \$5,000 for printing tourism brochures for widespread distribution on the Island, on all Washington State Ferries and at the Boeing Tour Center. She noted the success of the Visitor’s Kiosk at Ken’s Corner and encouraged the other groups present to feel free to display their brochures there as well.

**Clinton Chamber of Commerce – Clinton Thursday Market (EXHIBIT G):** Flax was again on hand (as Thursday Market Manager) to present the \$4,270 request to fund public relations and marketing. This year, the Market will be moved from Clinton Square to the Clinton Progressive Hall, which will give it a lot more visibility and not be weather dependent. The Market had 2,200 visitors last year and they expect that to increase with the new location. In addition to the Market during July & August, they hope to expand to hosting a food-focused event, such as a “pop up” restaurant, cooking classes, workshops, etc. at least once a month under the auspices of the Market. They expect to have a written business plan completed by the end of April, and Flax explained the money they are asking for is to market the Market and other events throughout the year.

**Orca Network – Langley Whale Center (EXHIBIT H):** Fred Lundahl was on hand to present the \$5,000 request for the newly opened Whale Center on 2<sup>nd</sup> & Anthes in Langley. He noted that the Whale Museum in Friday Harbor (which charges a \$10 fee) is the single most visited spot in San Juan County. In the summer season, 50% of the visitors that arrive in Friday Harbor via ferry do something that is “whale related” while they are there. Lundahl said, *“So we thought: How do we get some of that economic action in South Whidbey? And we came up with this educational center for whales. We’ve been open about a week and we’ve already had 350 visitors.”* It is staffed by Orca Network volunteers, including several docents who come over from Seattle. They don’t plan to charge a fee for any of the activities at the Whale Center. Seed money for the Center was provided by Langley Main Street Association (\$5,000) and the City of Langley (\$10,000). Lundahl explained this is a one-time grant request of \$5,000 specifically to cover the advertising costs of designing and printing ferry rack cards and advertisements for the Whale Center in regional tourism and boating magazines. The Center will be open

year-round, and since both Gray Whales and Orcas visit South Whidbey during the shoulder seasons it will help the local economy during the slowest times.

Island Beach Access (IBA) – Website Development (**EXHIBIT I**): Mike McVay presented the group’s \$5,000 request for the purpose of website development with improved mapping and public beach information for visitors. He explained the need to upgrade IBA’s website locator and accurately identify and mark all public beach access from land and water. Gregoire suggested the group should start with signage for Port-owned property or Island County property on the south end of the Island. Gordon agreed, and added that he wants to work with and support the group, but he’s not comfortable with the format of the application. Gordon would like to put a placeholder on the funding for IBA and have additional discussion at the next Special Meeting. The Commission agreed to the meeting and the placeholder of \$5,000 on, noting that the Port wants to support signage for areas where public access that has been legally identified and is not contested. At the next Special Meeting, the Board planned to discuss the issue further and get more definition and clarification from IBA and take action on the \$5,000 request. Gordon emphasized to McVay that the Port wants to support and enhance public access that is known.

Noting that the budgeted amount for the Sponsorships is \$20,000 and all requests (including the placeholder for IBA) exceed that amount by \$2,080, the Commission agreed it was acceptable to go over the budget.

**ACTION:** A Motion was made by Gregoire and seconded by Halloran to approve the above requests (totaling \$14,270) submitted and allocated as follows:

- Clinton Chamber of Commerce: Clinton Thursday Market \$4,270
- Freeland Chamber of Commerce: Tourist Brochures \$5,000
- Orca Network: Langley Whale Center \$5,000

**The Motion passed unanimously.**

**Resolution No. 14-02 Establishing Agreements for Port Grant Funding per Commission Action (**EXHIBIT J**):** Gordon noted that the Port’s Mission had been updated and the first paragraph of the Resolution needs to reflect the correct wording of the Port’s Mission as follows: WHEREAS the mission of the Port District of South Whidbey Island (Port) is “To enhance the economic well-being of the community and ~~increase~~ (**improve**) public access to marine areas...” Port Clerk Molly MacLeod-Roberts said she would make the correction. Gordon read the amended Resolution aloud.

**MOTION:** A Motion was made by Gregoire and seconded by Halloran to approve Resolution No. 14-02 (as amended), Establishing Agreements for Port Grant Funding In Support of Economic Development with South Whidbey Assembly of God (Celebrate America), Whidbey Island Conservation District, Clinton Progressive Association, Greater Freeland Chamber of Commerce and Clinton Chamber of Commerce. **The Motion passed unanimously.**

The Commission restated the intent to put \$5,000 as a placeholder for the application submitted by Island Beach Access and the plan to discuss it further during a Special Meeting (date to be determined), at which time the Commission anticipated taking action on the request.

#### FINANCIAL UPDATE

**January 2014 Financial Statement and Finance Manager Report:** The Commission acknowledged receipt of the January 2014 Financial Statement (**EXHIBIT K**) which was distributed to them previously. Port Finance Manager Angi Mozer said the Port received \$13,000 in tax, operating and grant revenue and incurred \$347,000 in operating and capital expenses during January 2014. Ending cash balance at 1/31/14 was \$605,000, consisting of \$116,000 in the Bond Fund and \$489,000 in the General Operating

Fund (after a transfer of funds from the Bond Fund to the General Operating Fund). The Commission commended Mozer for a job “very well done” on the cash flow projections reports she prepared.

Based on her original projections in June 2013, Mozer expected a significant increase in parking revenue with the rate increase that started in August 2013 at the Humphrey Road Parking Lot. The revenue through January was not what she expected, so she reviewed and analyzed the data and concluded that the customer base has dropped in numbers, but because of the rate increase the revenue is still higher than last year at the same time. She said, *“I do not see any need to make changes at this time, but it’s on my radar and I’ll keep my eyes on it.”*

**Recommendations for Grant Applications for Port Facilities:** There are two Washington State Recreation & Conservation Office (RCO) grant applications for the Port to consider applying for the 2014 cycle: 1) Boating Facilities Grant (BFG) for Possession Beach Boat Ramp Development (a follow up grant to the Port’s current Planning Grant), and 2) Boating Infrastructure Grant (BIG) for Phase 2 of the South Whidbey Harbor Expansion. The BFG cycle is every other year but the BIG cycle is every year. After reviewing the deadlines for both grants and communicating with the RCO Grant Manager, Mozer said reported that if by July 1<sup>st</sup> the Port is at 30% design, has an idea as to what will be done for permitting, and has permits in hand and can prove the project can be done by the time of grant award (June/July 2015), there is a chance the Port can apply for the Possession development grant by the July 1<sup>st</sup> deadline. Staff recommendation is to continue considering applying for the BFG grant this year. Gregoire noted that they needed an updated schedule from Coast & Harbor Engineering (CHE), but trying to meet the application deadline was “worth a try.” Anderson added, *“I think it’s certainly worth a try, and I think it’s certainly worth telling CHE that we want to make that deadline. I think it’s also worth telling them that if they use the same footprint of the existing facility, there’s a good possibility that we could do it under the M&O permit.”* The Commission agreed.

The BIG application for further expansion of the Harbor has tighter deadline – it is due May 1<sup>st</sup>. Port Staff strongly believes that in order to have a competitive application, the Port needs to have the following items in place: 1) Letters of support/recommendation from various supportive elected officials, and 2) Some sort of planning document for the Harbor expansion that includes agreement from the City of Langley; optimally it would include a Master Plan and/or a new InterLocal Agreement, etc. Staff believes it is unrealistic to have those items in place by May 1 and therefore recommends waiting until next year’s grant cycle to submit a more complete BIG application. The Commission agreed.

## STATUS REPORTS

### South Whidbey Harbor

#### Phase 1 Project

- **Construction:** Per Commission direction at the previous meeting, Project Manager Ed Field had prepared a Work Task Milestone Schedule (**EXHIBIT L**) listing the remaining Work Tasks to be completed and the expected timeline for each.
- **Signage (Jay Davenny):** Anderson reported that Jeff Arango (Langley Director of Community Planning) indicated the sign on the outside of the stockade is fine with minor changes. Port Staff plans to present the Port’s proposals for the Harbormaster’s office and the signs at the top of Wharf St. and at the head of the pier at the April meeting of the Langley Design Review Board (DRB). Mozer noted that the City had approved all of the signage required for occupancy. She was pleased to report RCO has officially agreed to use some of the remaining grant funds from the boat ramp floats project to pay for the majority of the (transient moorage-related) signage costs for the Harbor (75% reimbursement with 25% match required).
- **Commissioning and Grand Opening:** Staff has been working on an invitee list and a program and will contact the Commissioners individually to get feedback, etc. The event will be held Friday, April 25<sup>th</sup> from Noon – 2 p.m. For the Rededication Plaque at the Harbor, two proposals were presented (**EXHIBIT M**): The first included all the names of the Port Commissioners for the last 7 years as well as

the engineering firm and the construction company, and listed “Facility Sponsors” (Langley, Island County and RCO). The second did not list any individual names or companies - just the Port logo, and said “Supported by...” instead of referring to the city, county and RCO as facility sponsors. The Commission chose the second option.

Rural County Economic Development Funds (RCEDF) Grant for Outside Mooring: The Port was awarded \$130,000 to modify the breakwater so it can receive passenger ferries. Mozer said the next step will be to get an official InterLocal Agreement with Island County and put together a Project Plan. The Commission agreed to add “Outside Mooring – Engineering” to the agenda for the next Special Meeting (tentatively scheduled for March 25<sup>th</sup>).

#### Harbor Operations

- Assistant Harbormaster Hiring Update: Position has been filled and working out very well according to Harbormaster Duncan McPhee.
- Offsite Parking at Langley Middle School (LMS): At the recent South Whidbey School District (SWSD) Board meeting, Mozer presented the proposal drafted by Arango for shared parking (between City, Port and SWSD) of the lot at LMS. In general, the SWSD Board was open to the idea but they did request additional detail. They want to know who will be parking in their lot and when, and Arango has agreed to try and provide that additional detail so the Port and City can go back to the SWSD with the requested information.
- Commercial Moorage: A two-month lease request was submitted by a company seeking moorage for a 6-person, 30’ tour boat. Mozer said the rate would be the same as winter monthly moorage, plus a flat per head fee for every paid customer on the vessel.
- Boundary Survey: Anderson received two responses (**EXHIBIT N**) from the Request for Proposals: Harmsen & Associates’ estimated fee was \$3,800 and TMI Land Surveying, Inc. proposed a fee of \$2,800. The Commission directed Anderson to authorize TMI to complete the boundary survey per the proposal.

#### Possession Beach Waterfront Park

Cell Tower Permit Update: In response to Anderson’s phone calls and emails requesting an update on the permit status, the Island County Planning Department said they will issue a review letter next week. The SEPA Determination of Non-Significance (DNS) was published in the South Whidbey Record on July 20, 2013, and Anderson explained the Port had not heard anything since then contacted Island County. **Clyde Monma** asked Anderson for a copy of Island County’s email, and Anderson agreed to provide it. **Marcia Monma** said there were omissions in the permit application and there’s a good chance they filed the wrong application. Clyde Monma said Island County Planning Director David Wechner told him the Port has been working on signing issues. He asked, *“So have you been working on signing issues and what have you been communicating about?”* Anderson said, *“I don’t know what David might mean by that. The last time we definitively had any communication from the County was when the DNS was published in the newspaper on July 20<sup>th</sup>.”*

Boat Ramp Renovation Project: Anderson explained that Coast & Harbor Engineering (CHE) had submitted an invoice for Task #1 without any back up, so he & Gregoire scheduled a meeting to meet with the CHE team. Although one hour was scheduled, the meeting lasted two hours and CHE went into a very detailed description of what they did for Task #1. Anderson said the biggest outcome of that meeting is that the project got restarted. CHE is focusing a team on it and points of contact have been identified. He will meet with the team on site at Possession on March 18<sup>th</sup>. After their visit, CHE will revise/update their timeline to address the feasibility of meeting the RCO grant deadline of July 1<sup>st</sup>. Gordon said the Commission would expect another report from CHE in two weeks.



## Port Operations

- Port Security Grant (PSG) Program – Marine Surveillance Camera Project: Mozer said the cameras are up and recording 24 hours a day. The next step is official system acceptance to make sure everything is working as desired for 14 days, followed by reimbursement from Marine Exchange from a granting perspective.
- Ragnar Relay at Bush Pt.: The Commission agreed to allow use of the parking lot for the July 19<sup>th</sup> event and authorized Anderson to sign the permission letter as the Port's representative.
- Organizational Restructure: Anderson had previously provided the Commission with copies of the draft document he prepared (**EXHIBIT O**) to address his "Review of Operations, Recommendations for Future Operations and Three Year Operating Plan." He asked for their feedback on the format, etc. The Commission agreed the document was "a great kick-off." Gordon said he would like an evaluation of compensation for the site managers and an efficiency study on all the sites and identify the values, including pay and other benefits. Anderson said this first draft is the "current condition" version, and the next level is the recommended changes and personnel/organizational structure, including job descriptions and duties, etc. The Commission agreed he should continue to evaluate compensation, etc. and conduct an efficiency analysis. Once that is complete, the Commission will schedule a Special Meeting to discuss Anderson's recommendations based on the outcome (probably in April).

## ACTIVITIES/INVOLVEMENT REPORTS

**Committee/Organization Assignments:** Gordon asked Halloran to attend the next Marine Resources Committee on March 18<sup>th</sup> and then take on that assignment going forward. Halloran agreed to do so. The Commission agreed to add City of Langley Council Meetings to the list of assignments, and Halloran agreed to be the Port's representative.

**Gordon:** Council of Governments (COG) and Skagit-Island Regional Transportation Policy Organization – Technical Advisory Committee (RTPO-TAC), Marine Resources Committee (MRC), Washington Public Ports Association (WPPA), and Clinton Community Council (CCC): No reports.

**Gregoire:** Economic Development Council (EDC), Langley Shoreline Master Plan (SMP) Committee and Island County SMP Committee: No reports.

## OLD BUSINESS

**Island County Fairgrounds Strategic Plan:** Gordon provided background information regarding the Fairgrounds. Island County owns the Fairgrounds and provides the Island County Fair Association (the group that runs the Whidbey Island Area Fair (formerly known as the Island County Fair) with just \$30,000 annually for maintenance and repair of all the facilities. He said, *"It's drop in the bucket for what they need, so on an annual basis the Association has had to decrease the amount of money they can spend for the same entertainment for the Fair that increases their gate – so it's a downward spiral thing."*

Dan Ollis, one of the directors of the Fair Association, knew of a very professional consultant (Norm Landerman-Moore) who specializes in strategic plans for fairgrounds throughout the western United States. Island County Commissioner Helen Price Johnson, Gordon and others reviewed the statutes and discovered that Port Districts or Economic Development Councils (EDCs) can use Rural County Economic Development Funds to fund an economic development study.


Gordon said, *"I did sit in on some of the meetings, I did read through the data, and I have listened to Mr. Landerman-Moore. So, here's what I know for sure: The Fair is not going to survive more than 3-5 years under its current model – period. Currently, there is NO proposed change – there is a study that proposes an idea. And the public is feeling like they've been left out of the process because to a certain extent, you bring in community leaders and you hope you're going to get the pulse of the public and then you don't have to sort through a lot of details. At that point, I think you pick the best plan you can get, and the plan looked really good, but it looked very ambitious, because in his experience with studies on South Whidbey shows there is a unique element (ferries, demographics, etc.) and you take a study that is*

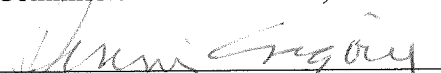
supposed to work, but it doesn't work here. This is a very aggressive plan, but you have to give it credit and legitimacy for the time, the accuracy of the information and where it was gleaned from, for the development effort put into it using actual architects, and Landerman-Moore's history with other fairground facilities. What I think will happen is some combination of what Landerman-Moore is proposing and what the people will accept." Gordon noted that when the story was published in the newspaper, a common reaction was: "We're going to borrow \$10 million (revenue bond) to tear down buildings and put up new ones." He said the Plan actually had really good phases over 10 years and the first one was just \$2.5 million. If it had just been proposed as a \$2 million project with the rest laid out as "here's what we can do later if this first phase is successful" – Gordon thought the community would have reacted differently. He said it is difficult for him to see the plan work as it is, but he agrees they should go forward. The idea is only an idea, and it doesn't get any traction until and unless Island County approves the Public Development Authority. A public "listening" meeting is scheduled for March 26<sup>th</sup> on the Strategic Plan. Gregoire said the EDC will next meet on March 19<sup>th</sup>, but last week they "put the brakes on it." He said they liked the concept, but not the numbers in the Plan. They don't want any of the numbers to be in the document; just the concept and then go to the public with it. Halloran added that in the last two days, four people have approached him on the issue and all said "No Way" to the Plan and do not feel they have been represented. Gordon said the model was very aggressive, and what it will do is get the community to realize that the Fair Association can't manage all the old buildings anymore and it will go away if nothing is done. The Fair Steering Committee will have to go before the Island County Commissioners for approval of a PDA to develop an Event Center and get a revenue bond. The Commission agreed public involvement needs to be a major part of the process. **Mayor Fred McCarthy** noted that Landerman-Moore has worked on 250 fairs across the country and most of them were successful in reinventing themselves as an event center. He said the whole thing is to preserve the Fair in some form that is very iconic and what everyone identifies with, but then use the property the other 360 days of the year for other uses that provide economic development for the area.

NEW BUSINESS: There was none.

ADJOURNMENT: The Meeting was adjourned at 11:07 p.m.

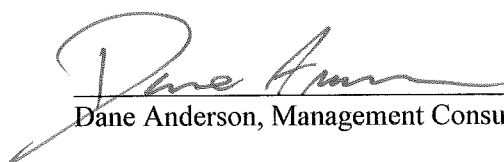
Approved:

  
\_\_\_\_\_  
Commissioner Curt Gordon, Clinton

  
\_\_\_\_\_  
Commissioner Dennis Gregoire, Freeland

  
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Commissioner Ed Halloran, Langley

Minutes reviewed by:

  
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Dane Anderson, Management Consultant

- Exhibit A: Voucher Listing
- Exhibit B: “Adventuring into the Great Outdoors Fuels the Economy” article
- Exhibit C: Application for Celebrate America port-a-potty rental – South Whidbey Assembly of God
- Exhibit D: Application for Farm Tour brochure printing funds – Whidbey Island Conservation District
- Exhibit E: Application for Mayfest promotion funds – Clinton Progressive Association
- Exhibit F: Application for printing/distribution funds for 2014 brochure – Freeland Chamber of Commerce
- Exhibit G: Application for Clinton Thursday Market funding – Clinton Chamber of Commerce
- Exhibit H: Application for Langley Whale Center funding – Orca Network
- Exhibit I: Application for website development funding – Island Beach Access
- Exhibit J: Resolution No. 14-02 Establishing Agreements for Port Grant Funding
- Exhibit K: January 2014 Financial Statement
- Exhibit L: SWH Work Task Milestone Schedule
- Exhibit M: Rededication Plaque Options
- Exhibit N: Responses to RFP for SWH Boundary Survey
- Exhibit O: “Review of Operations, Recommendations for Future Operations and Three Year Operating Plan.”  
(Anderson)