Economic Development and Tourism Committee
Meeting Minutes
July 10, 2013

The Committee met on July 10, 2013, 3:30 p.m. at Kitsap Bank.

Committee Members present: Chair Jerry Childs, Jim Colebank, Cindy Lucarelli
Staff Present: Director of Community Development Nick Bond.
Guests Present: Frank Graziani, Terry Bontrager, Kim Punt, Kathy Michaels, Sharon King, Claudia Prince, Patricia Graf-Hoke, Tim Kelly, Shannon Childs

Tourism & Promotion:

Work and Live in Port Orchard Video. Shannon Childs offered welcoming statements and played the new KEDA Kitsap bank video for the committee. The video can be found using the following link: http://kitsapconnected.org/ Chair Childs explained that the video was an example of what the city could expect in the vignette that the city has funded and that the videographers are already in town, and he was excited that the city was going to be the first of the county’s cities to develop such a video.

Visit Kitsap Executive Director, Patty Graf-Hoke gave a presentation of the efforts that her organization are making to market Kitsap County and Port Orchard. She stated that the recent campaign has emphasized marketing the natural side of Puget Sound and said that the group had recently helped promote the largest mountain bike race in the state right here in Kitsap County. She stated that cycling maps have been developed and have been widely distributed including at the recent Seattle Bike Show. She then shared some examples of advertisements that have been run in a variety of magazines in support of Port Orchard, including Edible Seattle, NW Travel Magazine, and several others. She provided an overview of other marketing materials that their group has produced including a variety of pamphlets found in hotels throughout the region and on state ferries. Finally, she discussed efforts to gain federal designation for a Kitsap National Water Trail. Chair Childs thanked her for her presentation and invited her to make a presentation before the entire council during funding discussions.

Upcoming Port Orchard Events:

Fathoms O’ fun Epilogue – Sharon King reported that this year’s Fathoms of fun event had been very successful and had high attendance. She reported that “Just for Kicks” took the sweepstakes, saying the young dancers were wonderfully energetic. She heard 2 complaints this year, the first that there weren’t portable restrooms at the end of the parade route and second, that there were not enough clearly marked ADA portable restroom facilities.
Concerts on the Bay – Kim Punt reported that the recent concerts turned out well with music all day on the 4th and a good performance from “Let it Bleed,” a Rolling Stones cover band on Friday night.

Chris Craft Rendezvous July 11-14. The committee briefly discussed the status of the event scheduled for the weekend stating that they were looking forward to another successful event.

Mustangs on the Waterfront July 28. The committee briefly discussed this event but there had been no updates from the organization.

The Cruz, August 11. Frank Graziani and Terry Bontrager provided an update saying they expected a good turnout, as they had to turn away cars last year. They mentioned that they had encountered a new requirement from the city this year and that they were now required to name WSDOT as additionally insured on their organization’s policy. They are working to make this happen.

Festival of Chimes and Lights. Chimes and Lights Chair, Lucarelli stated that the group was still working on developing the event structure and were beginning to work on an event permit application. Lucarelli also mentioned that she would make sure that their organization meets the additional insurance requirements identified for “The Cruz.” Lucarelli finally stated that the Jingle Bell run is on track and should be bigger than ever.

Chocolate Festival (late addition to agenda). Sharon King reported that the ball will take place on Nov 8 and the 2-day vendor show will be on November 9th and 10th at the Kitsap Pavilion. King said they will also have a scavenger hunt. Tickets are available on the website and cost $35 which includes the ball.

Community Planning:

Bay Street Pedestrian Path. The committee had a brief discussion on the Bay Street Pedestrian Path with an update that the guardrail installation had begun and would be complete by Friday, July 12th.

DeKalb Pier Update. Chair Childs announced that project is complete and we are waiting for the electrical service to be tuned on at which time the fence will come down. Bond announced that the mayor will be setting a date and time for a ribbon cutting soon.

Service Club Projects – Rotary. As a sidebar to the discussion, Chair Childs presented Cindy Lucarelli and Kim Punt with personalized rotary club shirts for their work with the group. Childs also spoke on the opportunities service clubs have to do projects along the pathway. He described “Orphaned Spaces” whereby small pieces of land which are orphaned by the shape of the trail can be improved in various ways to enhance the overall experience while people use the pathway. Projects mentioned included, benches, exercise stations, and landscaping. Childs also spoke about a “walkabout” he took with morning club rotary member Jim Civila, as they searched for such spaces. Civila and Childs identified a spot at the north east corner of the West Bay segment 5. The club is now working with the City Engineer Dorsey, installing a bench and landscaping to create a min-park.
Bay Street Market Status. Childs announced that the market is a little behind schedule and they hope to open in August. Bond added that the permit applications for improvements to the building were received at the end of June and were set to be issued soon.

Myhre’s – The group discussed the status of this property and the fact that the court has forced the property into bankruptcy to protect the sub-contractors, thus complicating future ownership efforts.

Bakery Status – The group discussed the status of the bakery and the latest word that it should open in August and is planning to be open for breakfast.

Miscellaneous:

Committee Recommendations to Council. Chair Childs announced that the committee would work to formalize discussions that need review and approval by the full council. Such discussions will be sent to the council in the form of a “Recommendation”, thus making it clearer as to the intent of the committee. Chair Childs announced the committee’s intention to also formalize a committee mission statement. Guest Michaels encouraged the committee to establish measurable results.

Next Meeting Date: August 14th, 2013 3:30pm in the Kitsap Bank Board Room. Note: this is the Wednesday after Council, but in this case the 3rd Wednesday of the month.