

Visitor Readiness Task Force Meeting
Monday, July 21, 2008, 10:00am

Present:

Bill McDonald, City Administrator; Deborah Kerner, Liberty Inn; Kathleen Trotter, Council Member; Larry Ackerman, ROA & COA; Larry Wilcox, Council Member; Lee McDonald, Historical Society; Nick Marks, Glacier Northwest; Roger Westman, Council Member; Nancy Thill, Brucekisk; Pat Malone, Visitor Readiness Coordinator

Meeting was chaired by Bill McDonald.

1. Introductions.

2. Visitor Readiness Coordinator Introduction. Pat Malone was introduced as the finalist for the Visitor Readiness Coordinator position.

3. Review Progress to Plan.

Bill McDonald reviewed the Visitor Readiness Action Plan including the Destination Promise statement and the Theme Line, "Welcoming for 5000 Years". Involvement of the Nisqually Tribe is important to the success of this effort. Bill McDonald and Larry Wilcox reported on a recent meeting with the Nisqually Tribal Chairman and Council. They discussed opportunities for partnering.

4. Subcommittee Reports:

a. Business Relations. DBA.

Nancy Thill reviewed the current DuPont Business Directory/Guide. The DBA has suggested that trails and historic information be included in the DuPont Business Directory/Guide and the size changed to a smaller size. The Dupont Directory/Guide would be sent to all businesses, each household, put in each motel/hotel room, and to each newcomer. The DBA printed 3,000 last year and is suggesting 5,000 this year and would change the Directory/Guide from yearly to every two years with addendums sent out. The cost last year was \$4,000 plus \$500 for distribution. The DBA is requesting money from the VRTF/City to cover the cost of the pages that have the trails and historic information on them and half the cost of the front page. Nick Marks from Glacier Northwest stated Glacier Northwest is willing to work with the VRTF on product design at no cost. It may also be possible to provide some printing at no cost as well. Each project would have to be approved by Glacier Northwest individually such as trail maps, brochure, etc. The Directory Project was assigned to the Marketing Promotion committee to research alternatives.

b. Historical and Cultural Subcommittee.

Lee McDonald gave updates on the 3 trail maps (Native American, Hudson Bay, and Historic Village). The Historic Village Trail will be completed in August and there will be a trail walk on

August 4th led by Joh Jones (DuPont Museum). The Hudson Bay Trail Map will be done in September and then the Native American Trail. Glacier Northwest is partnering with this committee on some signage. NOTE: At the City Council Meeting on July 22d, the City accepted Glacier Northwest's proposal to extend the Sequatchew Creek Trail to a connection to trails at Center Drive and to provide for a parking location.

c. Marketing and Promotion Subcommittee.

There was some discussion on trade marking. Larry Wilcox reported that the Washington State Printing Department is cheaper than private printing and has 7- to 10-day turnaround.

5. Logo. The current logo of the City was discussed and the feeling was that at a minimum it needs updating with the dates removed and Theme Line added of "Welcoming for 5,000 Years". Larry Ackerman suggested it read "Welcoming for Over 5,000 Years". The majority of the committee present expressed a desire to totally change the current logo to something more visual and less static. Bill McDonald will advise the City Council of the input from this committee on the Logo.

6. Transportation/Mass Transit. Several DuPont businesses have recently expressed concern about retaining current employees and attracting new employees because of the lack of mass transit in DuPont. Councilmember's Wilcox and Coffey are spearheading an effort to build business community support for better mass transit options. Letters of support have been requested of the major employers. Larry Wilcox mentioned the U.S. Amateur in 2010 and the U.S. Open in 2015 which will be played in Pierce County. These tournaments are going to require dramatically improved mass transit.

7. Other Business. The next meeting is August 4th, 10am, at City Hall. Please plan on attending.