

DuPont's Visitor Readiness Task Force Joint Subcommittee Meeting

March 3, 2008, Edward Jones Office

The meeting started at 9 a.m.

Present:

Cara Mitchell (Home Town Clipper/DBA), Reuben E. Amamilo (former Planning Agency Mbr.), Roger Westman (Council Member), Mike Davis (Edward Jones/DBA), Deborah Kerner (Liberty Inn), Larry Wilcox (Council Member), Amy Walker (City of DuPont / ROA), Sandra Smith (DuPont Station Partners), Mark Eakes (Forza Coffee/DBA), Ron Hagen (The Home Course), Kathleen Trotter (Council Member), Nancy Thill (Bruceskis/DBA)

Background:

The meeting was called due to concerns that putting off another large group task force meeting until May would allow too much time to pass. Apologies go out to those who were not informed in time about the second meeting. The taskforce is closing the gap on getting appropriate representation from all the businesses and associations. We were joined by The Home Course (Ron Hagen), DBA (Nancy Thill), and DuPont Station Partners (Sandra Smith). Greg Moore from Quadrant has declined not to join the Taskforce at this time. However, he said to please use him as a resource for questions or issues that may arise. Cara Mitchell will be contacting First Industrial Reality Trust to inform them of the Taskforce. It will be their decision if they want to participate on one of the subcommittees.

We are still sticking to the three sub committees formed during the Feb. 25th meeting. However, there is a lot of overlap between committees, especially the Marketing & Destination Promotion Committee. It's crucial we keep lines of communication open on progress being made and difficulties we encounter.

Meeting Notes:

Council member Westman identified three different categories of visitor sites DuPont currently has: sites that we can promote today, sites with in 2 -5 years, and sites with in 10 years. This has to do with archeological and historical sites.

Cara Mitchell informed the group that the Marketing & Destination promotion sub committee has identified several immediate project needs and issues that can and should be addressed in 2008. They are:

- Develop & produce a DuPont trail map
- Produce a basic activity guide / brochure about DuPont
- Agree on and implement a tag line
- Identify target media contacts for Washington
- Find out who currently writes press releases for the City/ROA and how do they get distributed
- Pull together a media kit for DuPont

Another important item is to meet with The Nisqually Tribe. Numerous Taskforce members have tried but have been unsuccessful.

Along the same lines of adopting the theme line of "Welcoming for 5,000 years", there needs to be an element of education for the community as to why we chose this. The history isn't readily available under our noses. But once you understand why, it seems like a natural fit.

Project Needs currently underway:

- A trail map is being developed by the Parks Dept. There should be only one trail map developed. Branding elements have to be incorporated (as much as possible) into the trail map.

Immediate Needs

- A budget (finance plan) needs to be identified for the items plus signage mentioned above. As committee members are going out to obtain print bids to come up with a budget, it would be helpful to have a ball park range of how we are paying for this. A likely source of money would be revenues from the Lodging Tax.
- Signage. This is a high priority issue, and requires a separate meeting. Larry Wilcox and Roger Westman are to meet with City officials to find out the costs and the City's options in replacing signage along I-5, so that DuPont is identified not by "Center Drive" but by "Downtown DuPont". Better inter-city directional signage also needs to be addressed... getting visitors from one exit to another for hotels, gas and the golf course. There is also Historic Village signage which Lee McDonald can fill us in on. There are short-term and long-term needs for signage that will need to be addressed including the existing monument signs off of the freeway.

Possible Ideas

- Mike Davis has suggested the idea for DuPont to have a water park feature built in Ross Plaza as a destination. Davis sites the success of the water park in downtown Olympia which he takes his kids to (many other families in DuPont do the same). A water park feature is something to discuss with DuPont Station developers.
- Amy Walker pitched the idea of a "Golf Swap" in Ross Plaza given the major publicity The Home Course is getting and Chambers Creek just 15 minutes away. It would be an opportunity for major golf vendors to come to DuPont and sell their year-end merchandise at lower prices, attracting golfers from around the region. (for all you ski bums, remember Gart Brothers SNIGRAB? It's the same thing). Sandra Smith from DuPont Station offered retail space for the event if Ross Plaza wasn't available.

The next Visitor Readiness Joint Subcommittee meeting is set for March 17, 9 a.m., at Edward Jones. The topic of discussion is Signage.

The meeting was dismissed at 10:30 a.m.

The following is a list of all who have attended a Task Force Meeting in the past two weeks:

Andy Estep, Parks Agency
Lee McDonald, DuPont Historical Society
Larry Ackerman, NWL ROA
Sandra Smith, DuPont Station Partners
Joh Jones, DuPont Museum
Deborah Kerner, Liberty Inn
Mike Davis, Edward Jones/DBA
Cara Mitchell, Home Town Clipper
Nancy Thill, Brucekis/DBA

Ron Hagen, The Home Course
Roger Westman, City Council
Larry Wilcox, City Council
Kathleen Trotter, City Council
Bill McDonald, City Administrator
Tamara Jenkins, Mayor
Reuben Amamilo, former Planning Agency mbr.
Mark Eakes, Forza Coffee
Amy Walker, City of DuPont/ ROA