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SNOHOMISH COUNTY PUBLIC FACILITIES DISTRICT  
PUBLIC FACILITY DISTRICT MEETING MINUTES  
JACKSON BOARD ROOM  
AUGUST 30, 2002  
3:00 P.M.

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*Roll Call:*

**Board:**

Liz Loomis, District #5  
Boyd McPherson, District #1  
Travis Snider, District #4

**Interested Parties:**

Stephen Clifton, Edmonds PFD  
Dave Earling, Edmonds Council  
Bill Evans, Lynnwood PFD  
Kjris Lund, Edmonds PFD  
Terry Vehrs, Edmonds PFD  
Sandy Ward, Snohomish County  
Tourism Board

**Staff**

Dan Clements, Finance  
Sylvia DeZordo, Finance  
Doug Ferguson, Anderson Hunter

*Call to Order:*

Travis Snider, President, called the meeting to order at 3:00 P.M.

*New Business:*

**Minutes.** Travis stated that Bill Evans submitted clarifications from the minutes of June 28, 2002. It was moved by Liz Loomis, seconded by Boyd McPherson, to approve the minutes of August 16, 2002 meeting. Motion carried unanimously.

**Vouchers.** Travis reviewed the voucher packet with the Snohomish County PFD Board. Motion was made by Liz, seconded by Boyd to approve vouchers through August 30, 2002 totaling \$48,937.67.

**Tourism 101 Overview.** Travis introduced Sandy Ward, Executive Director for the Snohomish County Tourism Bureau. Travis asked Sandy to attend in order to orientate the PFD Board on what is occurring in Snohomish County.

Sandy discussed what visitors spend per day in Snohomish and what is most important for visitors to experience when they are away from home. Sandy discussed the Four Hour Rule – every hour of travel must have four hours of activity. Snohomish County must make it easy for visitors to spend money (stores and restaurants should be open to accommodate visitors). Sandy explained the role of Snohomish County Tourism Bureau and their mission to promote, develop and expand tourism within Snohomish County.

Sandy and Travis discussed that the proposed PFD facilities could have a huge economic impact within Snohomish County. She also stated that price is not always the factor in regards to competition, but rather i.e., is there something else for them to do when they are attending a convention. Sandy stated that Snohomish County PFD should keep the Bureau in the loop to establish relationships between each PFD facility and the Bureau. This relationship would be helpful to promote positive economic impact for each facility.

Edmonds Update: Kjris Lund distributed updated Workplan and the Architectural Plan. The facility would be constructed in two phases. Kjris also distributed the detailed costs estimates from the consultants.

Kjris submitted the Operating Proforma stating that the document is marked as a "Confidential Draft". The draft document demonstrates a strong proforma with minimal operating deficit.

Kjris then submitted the Fund Raising Feasibility Study which is the Executive Summary. The consultants would be at the September 6 PFD meeting to review the study with the Board members.

Kjris also submitted the Marketing Plan which is very task orientated. She stated there is a large budget for the fundraising campaign and marketing expenditures.

Executive Session: Travis Snider, President, called the PFD Board into an Executive Session at approximately 3:30 p.m. for the purpose of discussing the proposed acquisition of property by the Edmonds Public Facilities District.

Exec. Session Adjourned: The Executive Session adjourned at 4:00 P.M.

Kjris and Terry Vehrs discussed with Travis that the Executive Summary presentation would take approximately 2 ½ hours at the September 6 Snohomish County PFD meeting.

Dan stated that the only other item that may need to be discussed is the Lynnwood Interlocal.

Old Business: **Bylaws.** Doug Ferguson stated that the Bylaws were approved at the last meeting. The only change was for clarification purposes located in Section 2.3 regarding duties of the Secretary/Treasurer.

Doug presented Resolution No. 2002-08-30-01 providing for the allocation of Sales and Use Tax Revenues. The PFD Board members signed the Resolution.

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Adjournment: Meeting adjourned at 5:00 PM.

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Follow-up Items:

- 1) Edmonds PFD – Executive Summary to be discussed at September 6 meeting.
- 2) Lynnwood Interlocal

A handwritten signature in blue ink, appearing to read "Tom Jones", is centered on the page. The signature is written in a cursive style with a long horizontal stroke at the beginning and a large loop for the letter 'J'.