



Port of Skagit

**Special Meeting of the Port Commission
Monday, October 1, 2012 9:00 AM**

MINUTES

PRESENT: Commission - Bill Shuler, Steve Odmal and Kevin Ware
Staff - Patsy Martin, Scott Peterson, Kristin Garcia, Carl Molesworth, Karmen Hardy, Heather Haslip, Debbie Hamilton and legal counsel, Brad Furlong
Others - No others in attendance

CALL TO ORDER

Bill Shuler called to order the October 1, 2012 special meeting of the port commission.

NEW BUSINESS

ADMIN: 2012 Budget – Adopt Revised Budget Schedule

Kristin Garcia reported that due to scheduling conflicts, the budget schedule adopted August 14, 2012 is now revised. The budget special meeting will be held October 30, 2012. There will be a public hearing for comments. The budget adoption will be at the November 13, 2012 Regular Commission meeting.

COMMISSION ACTION: Commissioner Ware moved to adopt the revised budget schedule, seconded by Commissioner Omdal. Motion carried unanimously.

ADMIN: Branding the Valley (2012)

Patsy Martin reported valley leadership is hearing and seeing the need to develop an overall distinctive brand for the Skagit Valley that is agreed to and utilized by the majority of Skagit Valley businesses. This includes agriculture, marine, tourism and aerospace sectors. Excellent and distinctive Skagit Valley experiences and products identified with a Skagit Valley brand strategy will help grow economic opportunities in these sectors and other indirect sectors in the valley.

Duane Knapp of BrandStrategy, Inc., has made a proposal to the Port of Skagit, Skagit County and EDASC to complete Phase 1 of a brand strategy process at a cost of \$74,000. Skagit County staff is seeking county commission authority to fund \$44,000 of this amount, EDASC is being asked to fund \$15,000 and the Port of Skagit is being asked to fund \$15,000.

COMMISSION ACTION: Commissioner Omdal moved to authorize staff to contract with Duane Knapp, Brandstrategy, Inc. up to \$30,000 to partner with Skagit County and EDASC to complete the assessment phase of a Brand Strategy process for the Skagit Valley, seconded by Commissioner Omdal. Motion carried unanimously.

ADMIN: Economic Opportunity Growth Exchange with Sister City Matsushige, Japan

Patsy Martin reported that the City of Mount Vernon and the Port of Skagit developed a sister city relationship with Matsushige, Japan in 2010. Since that time, Matsushige representatives have visited the valley three times and toured various valley businesses, facilities and properties. They are interested in developing further exchange opportunities that will research economic opportunity growth exchanges and also 7th and 8th grade student exchanges.

The economic opportunity growth exchange will involve representatives from Skagit Valley visiting Matsushige with Skagit Valley products and Matsushige representatives visiting Skagit Valley with Matsushige products. Both sides will then research opportunities for further sales.

The Mount Vernon School district has agreed to be the lead on the school children exchange and the Port of Skagit has agreed to be the lead on the economic opportunity growth exchange.

Staff recommended the commission appoint ambassadors to visit Matsushige, Japan from the Port of Skagit in the calendar year 2013 to investigate and research export opportunities for Skagit Valley products in the interest of economic opportunity growth exchange.

COMMISSION ACTION: Commissioner Ware moved to appoint ambassadors to visit Matsushige, Japan in the calendar year 2013 in an amount not to exceed \$9,500 to investigate and research export opportunities for Skagit Valley, seconded by Commissioner Omdal. Motion carried unanimously.

BREAK

The commission recessed the regular meeting at 9:55 a.m.

EXECUTIVE SESSION

The commission entered into executive session at 10:04 a.m. The session is expected to last approximately 30 minutes to discuss the possible sale, purchase or lease of property the public discussion of which could affect the price. There will be no action following the executive session.

The executive session ended at 11:45 a.m.

With no other business to consider, Commissioner Shuler adjourned the meeting at 11:46 a.m.

ADOPTED IN OPEN SESSION this 9th day of October, 2012 and duly authenticated by the signatures affixed hereto.

PORT OF SKAGIT COUNTY

Commissioner

Commissioner

Commissioner