MINUTES OF THE REGULAR COMMISSION MEETING
PORT OF CAMAS-WASHOUGAL
APRIL 21, 2015
By: Mary Murphy, Executive Assistant

A regular meeting of the Commissioners of the Port of Camas-Washougal was held at the Port Offices, 24 South 'A' Street, Washougal WA on Tuesday, April 21, 2015, at 4:30 p.m.

PRESENT: Commissioners Bill Macrae-Smith, Mark Lampton and Bill Ward; Executive Director David Ripp; Finance Director and Auditor Kim Noah; Executive Assistant Mary Murphy; Accounts Payable Manager Debra Itzen; Maintenance Supervisor Steve Klopman; Project Manager Jeramy Wilcox; the Goodstein Law Group; and members of the press and public.

At 4:30 p.m., the Commission recessed into executive session to discuss two matters relating to property disposition and one matter relating to property acquisition, pursuant to RCW 42.30.110(c) & (b).

At 5:00 p.m., following the Pledge of Allegiance, Commission President Lampton called the Open Session public meeting to order.

- **CONSENT ITEMS**
  - Minutes
    Executive Assistant Mary Murphy presented the Minutes from the regular meeting of April 7, 2015. The reading of the minutes was dispensed with, it being noted that a copy of the Minutes had been provided previously to all Commissioners. Discussion followed with Commissioner Ward indicating that he felt further discussion on the Waterfront Park name is needed, regardless of the word “consensus” in the April 7 minutes; no changes to the Minutes were requested. Upon motion by Commissioner Ward, seconded by Commissioner Macrae-Smith and carried unanimously, the Minutes from the April 7, 2015 regular meeting were approved as presented.

- **Claims / Checks**
  Accounts Payable Manager Debra Itzen presented the current payables. After review, upon motion by Commissioner Ward, seconded by Commissioner Macrae-Smith and carried unanimously, electronic payments and the issuance of general fund checks 2021-2032, 2026-2029 and 1307-1347, in the total amount of $152,658.24 were approved as presented.

- **NEW BUSINESS / DISCUSSION ITEMS**
  - Waterfront Park Name
    Director Ripp stated that Commissioner Ward requested further discussion on the park name and briefly reviewed the process: The Advisory Committee for the Waterfront Park and Trail reviewed several different names and, after a survey, two names rose to the top. At the April 7 meeting, it appeared that the commission had agreed on ‘Washougal Waterfront Park’, but more discussion has been requested. Ripp then turned the discussion over to Commissioner Ward.

    Commissioner Ward stated that the name for the site needs to be distinctive “and ‘Washougal Waterfront Park’ doesn’t have that connotation to me or to a number of people I’ve talked to.” Commissioner Macrae-Smith requested clarification on the committee’s recommendation. Finance Director and committee organizer Kim Noah explained that ‘Washougal Waterfront Park’ received 62% of the votes for first and second choice. Discussion followed.

    Commissioner Lampton commented that “We have to be unique and careful about how we brand ourselves and this property as a destination.” He urged dialogue with the public in attendance, which included several Advisory Committee members and other interested public. Director Ripp suggested that such dialogue occur after Discussion Items. Brief discussion followed. No decisions were made.
- **D-Row Hangar Rebuild Change Order**
  Director Ripp reported that originally C and D-Row hangars were connected, with a firewall in between. Current code requires that the two hangars be separated. The Change Order from contractor Green Construction, Inc. is for re-engineering of footings and D-Row end wall design and permits. In addition, the eight new C-Row hangars and the rebuilt AP-1, with two hangars, are required to be sprinklered, with trench drains. AP-1 will also need an oil and water separator. The Port’s insurance coverage guaranties replacement structures that meet current code. Approval of the Change Order in the amount of $30,000 plus tax will be requested during Action Items. No decisions were made.

- **PUBLIC COMMENT #1**
  Alex Yost, Owner of ‘Our Bar’ in Washougal, commented on her involvement with the Advisory Committee and PSU’s Convergence Project; she favors ‘Washougal Waterfront Park’ (WWP) because of its “beautiful alliteration”. She has learned through her business and other connections with the community that the name ‘Washougal’ has a “really cool cult following” among young adults as a getaway and a destination point. She feels this creates a very tangible energy and that it would be a mistake if the Port didn’t capitalize on that momentum. “When creating a brand, the name should sound good, be easy to remember, identify the location, and what’s offered at the location, and ‘WWP’ encompasses all of that.” Yost recommends staying away from using ‘Parker’s Landing’ – the name planned for the commercial development on the north side of the property – when there is already a Parker’s Landing Historical Park and the waterfront will be unique. As a member of the community, she feels that the resistance to using WWP has been personal and she doesn’t think it should be personal. “I think both Camas and Washougal are wonderful, both very different, both have a lot to offer and will both benefit equally from this trail. My fear is that we would let something like a name get in the way of all this progress we’ve made.”

  Mariann Guetter, Camas, commented that ‘Washougal Waterfront Park’ (WWP) doesn’t recognize Camas and the name should unite both towns; the name should show it as a community effort that blends the towns, not as a separate identity. [Commissioner Ward responded that the plan is not to create a separate identity, but a place for both communities to gather. Director Ripp added that the signage will come into play. Finance Director Noah explained that there has been a lot of effort by the Tourism Committee toward blending both communities together. The kiosks and other information posted in the park and along the trail are going to highlight all the wonderful things in both towns.]

  Larry Keister, Washougal, commented that the Advisory Committee worked close to a year on ideas for development of the park and trail including suggestions for a name. The committee gave Kim Noah the task of finding out which name was preferred; she polled the 49 committee members (who had spent many hours on ideas for the park and trail) and brought the top suggestions to the commission. “The proper process was followed; however, now we are arguing over a name suggested by the 49 people who put in all this effort, and the commission is not accepting it. That’s a lot of effort on our part that doesn’t get recognized.” Keister commented on Alex Yost’s experience with Portlanders who know and like Washougal. All signage in the Gorge Towns to Trails program will have a similar look and tie everything together, and the Waterfront will be part of that bigger project, Camas included. “We are fortunate enough to be the gateway on the Washington side. Let’s start marketing the name that the committee suggested and move on.”

  Taletha Wagoner commented on fishing trips with her father here and that Washougal is the Gateway to the Columbia River Gorge and people are drawn to it; feels it is a perfect name.

  Heather Jordan, Washougal, commented that she owns an advertising and marketing company and is a member of the Advisory Committee; the Port needs to create a brand that blends the new park with the existing parks; destination branding will create a thread that pulls together the community’s tourism, industry and government. There is a risk to not accepting the committee’s recommendation: losing the confidence of individuals who donated their time and who will be the Port’s greatest brand loyalists by sharing their experience with others and inviting them to visit. Jordan feels Camas will benefit the
most from this development because it has the infrastructure for tourism in place – ahead of Washougal. Using ‘Camas-Washougal Waterfront’ would create confusion, because the Marina Park and the Historical Park are two separate entities, and the new park will be its own entity. Using ‘Washougal Waterfront Park’ will be very good for broader branding, letting the location, landmarks and history speak for themselves. Jordan has been working with Noah on brand development, drawing the whole community “in a very smart and interesting direction. It should be very successful.”

Wendell MacRae, Vancouver, works in Washougal. He agrees with his mother, Historical Park Committee member Rosalee MacRae, that the name should convey the history of the area; the name ‘Washougal’ and the name ‘Camas’ do not do justice to the history; names are important; this is a gateway to a very famous area.

Greg Warren, Vancouver, a 45-year former resident of Camas; suggested ‘Camas-Washougal Waterfront Park.’

Richard Hamby, Washougal, commented that he was in the minority, preferring ‘Parker’s Landing’ as the name, but feels there has been good discussion on the subject. He sensed that a decision had been made April 7 because the site needed to be named. He values Alex Yost’s perspective and mentioned the widespread publicity for the Washougal Motocross; feels commission should stay with WWP.

Renee Carroll, Committee Member, commented that she believes in the process that has taken place; the idea is to showcase both communities very strongly in the park; believes no negative effect on Camas; supports WWP.

Bruce Fuerstenberg, Washougal, commented that it makes more sense to tie in the Waterfront Park and Trail with ‘Parker’s Landing’ – the name of the commercial piece. In his experience, the name ‘Washougal’ is not recognized.

The commission briefly discussed the names ‘Camas-Washougal Waterfront Park,’ ‘Port of Camas-Washougal Waterfront Park,’ and simply ‘Waterfront Park.’

Commissioner Lampton talked about the Port’s ongoing and concerted efforts to work with both communities on economic development; 55% of the Port’s tax base comes from Camas; his own talks with Camas leaders and citizens revealed that they do not have strong opinions about the new park’s name; challenges are ahead to connect the two communities via trails; would support ‘Camas-Washougal Waterfront Park’ as a compromise.

Discussion followed on connecting name with location, and branding.

Heather Jordan commented that rather than looking at the past, look at Washougal’s current visibility and build on that, using current assets, still embracing and showing the Port’s goodwill by encompassing all the parks together and promoting it as the Port of Camas-Washougal Waterfront. The parks are individually named. Historically, waterfront parks are named by location and visitors are going to be more concerned about location than the park’s history. She added that the waterfront property has had three original owners; Parker, Ough and Lechner.

Commissioner Lampton stated that the entire waterfront property is zoned ‘Highway Commercial’ and the Port has invested capital, sought grants, issued bonds and worked diligently on its development. The property will not become a public park or be turned over to Washougal.

Kim Noah stated that the Advisory Committee is made up of business owners and citizens representing the community at large. After a community-wide invitation was extended, 49 people responded and Noah is very concerned about the committee members’ desire to continue the work ahead, as well as future support of the Port, if the committee’s views are ignored and their opinions discounted. “We’ve just been the catalyst to get these creative people together, but they’ve been doing all this work.”

Commissioner Ward remarked that the momentum has been established, and asked if the committee was promised that their recommendations would be followed. [Noah responded that no promises were made; the survey was conducted and the top name was ‘Washougal Waterfront Park.’]
Director Ripp: “No promises were made. We have always taken public input: rezoning the Historical Park; Steigerwald development; visioning of the waterfront; development of our Strategic Plan, etc. Everything always revolves around public input.”

Discussion about the survey followed. Noah explained that a lot of time was spent inviting the community as a whole to participate and the 49 committee members stepped up.

Commissioner Ward: “If no promises or commitments were made, I think we’re on very safe ground to move forward, recognizing the contributions of those involved, and those contributions are going to be ongoing.”

Discussion and audience comments followed.

Heather Jordan: Recognized that people from Camas and Washougal have a natural emotional attachment to their own towns. From a branding standpoint, need to remember how this community is going to be remembered and how to market it to those outside of the community. Visitors to this area will benefit both Camas and Washougal. Need a brand that is unique, will stand out, give people a sense of place, and marketing is key to its success; a name that is easy to remember and easy to market.

Ginny Frosh, Committee Member, commented that she believes there were more Camas residents than Washougal residents on the committee.

Alex Yost: “We need to think outside ourselves. It’s not about Camas or Washougal. Clarity and simplicity are important.”

Greg Warren: Asked whether both towns were equally represented on the committee.

Kim Noah: Community members from Camas and Washougal as well as Port tenants were invited. The 49 committee members responded and made a commitment to serve. It is about the process and the vote of the committee going ahead. Concerned about public backlash and that committee members will leave and the Port will not get the “awesome product” that this committee would produce.

Commissioner Lampton: Doesn’t feel the Port would lose public trust over naming the park. Need a brand for the overall development. Suggested “(any name) at the Port of Camas-Washougal.”

Kim Noah: Reiterated that there were three original owners of the entire waterfront property being developed: Ough, Lechner, and Parker.

Commissioner Ward proposed the name ‘Camas-Washougal Waterfront Park.’

Commissioner Macrae-Smith prefers the name ‘Washougal Waterfront Park.’

The commissioners were in agreement that regardless of what name is chosen, the public needs to know that the Port is the owner of this property.

PUBLIC INDUSTRIAL CORPORATION (PIC) ANNUAL MEETING

Commission President Lampton then announced a recess of the meeting of the Commissioners of the Port of Camas-Washougal for the purpose of holding the annual meeting of the Board of Directors of the Public Industrial Corporation. Following completion of the annual meeting of the Public Industrial Corporation, the regular meeting of the Port Commissioners was reconvened.

**ACTION ITEMS**

- **Waterfront Park Name**
  Commissioner Lampton confirmed that Commissioner Macrae-Smith prefers “Washougal Waterfront Park” and Commissioner Ward prefers “Camas-Washougal Waterfront Park.” Lampton welcomed audience comments. There was additional discussion about use of a brand logo and the importance of acknowledging the Port as the property owner, and recognizing the Port for its contribution and what it means to the community. Commissioner Lampton stated that the park should be described as being “at the Port of Camas-Washougal.” Commissioner Macrae-Smith stated the park should be “a true gathering place for both communities.”
Following extensive discussion, a motion was made by Commissioner Ward that the new park be named ‘Washougal Waterfront Park’, with the stipulation that the Port of Camas-Washougal logo identification is predominately displayed on all signage. Commissioner Macrae-Smith seconded the motion and it passed unanimously, effective April 21, 2015.

- **Revised Historical Park Committee Standing Rules**
  Executive Assistant Murphy presented a request from the Parkersville National Historic Site Advisory Committee to amend their Standing Rules to reflect a change in the day of the monthly meetings to the second Tuesday of every month. She explained that they are considering changing the time of the meeting which is currently 6:30 p.m., but there has been no decision as yet. After discussion, upon motion by Commissioner Ward, seconded by Commissioner Macrae-Smith and carried unanimously, the Standing Rules were revised to reflect that the monthly meeting will be held on the second Tuesday of every month at a time which is mutually agreed upon by the Committee, and which will be reflected in the Standing Rules and noticed to the newspaper of record, effective April 21, 2015.

- **Change Order for D-Row Hangar Rebuild**
  Director Ripp requested that he be authorized to execute the Change Order from Green Construction, Inc. in the amount of $30,000 plus tax, for engineering, design and construction of the End Wall in D-Row Hangar structure, as presented during Discussion Items. Upon motion by Commissioner Ward, seconded by Commissioner Macrae-Smith and carried unanimously, the Executive Director was authorized to execute the Change Order from Green Construction, Inc. as presented, effective April 21, 2015.

- **STAFF REPORTS & COMMENTS**
  Director Ripp reported on:
  - Earth Day Event on the Waterfront Property: Wednesday, April 22, 3:00-5:00 p.m.;
  - Summer Concert Lineup; and
  - Tall Ships will be here August 22nd; and tentatively a Pirate Festival (not a Port event).

- **COMMISSIONER REPORTS**
  Commissioner Macrae-Smith commented that he is pleased to have the naming of the park finalized. Commissioner Ward commented on Mayor Guard’s undertaking to count the trains traveling through Washougal; and that he found the discussion on naming the park very helpful. Commissioner Lampton commented on the discussion and that he appreciated the public’s input and involvement.

- **PUBLIC COMMENT #2**
  None.

The meeting adjourned at 6:57 p.m.

PORT OF CAMAS-WASHOUGAL COMMISSION

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Commissioners