



Peninsula Metropolitan Park District

PO Box 425 – Gig Harbor, WA 98335
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www.penmetparks.org

STUDY SESSION MINUTES

March 16, 2021, 4:00 PM

ATTENTION: Park Board meetings are being held online via Zoom under Governor Inslee's public health proclamations regarding the COVID-19 virus. Members of the public are encouraged to join the study session and/or regular meeting by using the Meeting ID 838 8603 3266 Password: PenMet0316, or call in at +1 253-215-8782 Password: 8705629260. Meeting agendas can be accessed online at PenMetParks.org. Comments submitted via email will be read into the record during the meeting; the deadline to submit comments is 5 pm on March 15, 2021.

Call to Order: The meeting was called to order by President Babich at 4:00 pm

Commissioners Present:

Amanda Babich
Kurt Grimmer
Maryellen (Missy) Hill
Laurel Kingsbury
Steve Nixon

Staff:

Elaine Sorensen
Stacie Snuffin
Chuck Cuzzetto
Eric Guenther

Outside Staff:

Ally Bujacich/Absher
Linda Kaye Briggs/The Briggs Group
Jim Nelson/ D.A. Davidson

ITEM 1 Approval of Agenda

Commissioner Grimmer made a motion to approve the agenda, seconded by Commissioner Nixon. The agenda was approved with a 5-0 vote.

ITEM 2 Board Discussion

2a. CRC Fundraising Study Report

Fundraising consultant Linda Kaye Briggs reported that she had heard many wonderful stories about PenMet throughout the interview process for the Community Recreation Center (CRC) fundraising study. Briggs reported that they interviewed seventy participants, identified a potential donor base, and provided accurate contact information for that donor base. Briggs thanked Marketing Specialist Chuck Cuzzetto and Commissioner Grimmer for all the hard work they did on the study. Commissioner Grimmer introduced PenMet's Bond Consultant Jim Nelson to Briggs.

Briggs gave a brief overview of the executive summary she sent to the Board and took questions. Commissioner Grimmer inquired about the next steps that will take place over the next several months. Briggs reported that the next steps would be developing a marketing plan, updating the case



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statement, and a global timeline of tasks. Commissioner Grimmer and Briggs discussed campaign messaging.

Commissioner Nixon and Briggs discussed campaigning for smaller potential donors for the CRC project and programming costs.

Briggs and Project Manager Ally Bujacich discussed project deliverables that can be used as campaign tools, and the targeted timeline for those would be by the end of April.

Commissioner Grimmer inquired about the deliverables that will be done by the end of March or the beginning of April. Bujacich reported that schematic design will be drawing to a close at that time and will not be considered usable for donor or publicity material but more for design purposes.

President Babich and Briggs discussed what the next steps for the fundraising study would be. Briggs reported that the next steps would be developing a global timeline and a campaign action plan.

The Commissioners, Briggs, Nelson, and Bujacich, discussed the CRC project budget, the non-voter approved bond, fundraising goals, and donor capacity.

Briggs and Commissioners discussed communicating with constituents regarding fundraising for the CRC project.

ITEM 3 Adjournment President Babich adjourned the meeting at 5:03 pm

APPROVED BY THE BOARD ON: 4/6/21

President

Clerk

Submitted By: Stacie Snuffin