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MINUTES

Special Meeting of the Board of Commissioners
Fidalgo Pool & Fitness Center
Tuesday, January 7, 2020 5:30 p.m.

CALL TO ORDER

The meeting was called to order at 5:30 p.m.

Commissioners Present: C Mathes, K Hansen, D Way, J McNett, A Olson

Commissioners Absent: None

Staff Present: Executive Director M Everton

PUBLIC COMMENTS/CORRESPONDENCE

There were no public comments.

OATH OF OFFICE

The Oath of Office was administered to Commissioners Hansen, McNett & Way.

NEW BUSINESS

The current status of the fundraising campaign was discussed. The consultants presented a task timeline (attached), outlining January Campaign tasks, Paused Campaign Tasks (January-February), Waiting Period Tasks (January-July), Campaign Resumes Tasks (July 2020 – February 2021) and After-Bond Tasks (March 2021 – Grand Opening). The consultants suggested that Renata remain with the campaign through January 31 and Jennifer through February 29. Jennifer expressed a willingness to then devote up to five hours per week at a set hourly rate from March - July 2020 or until her assistance was no longer required. Jennifer will prepare a contract, outlining her rates and deliverables. The Commissioners accepted this proposal through a motion and vote, with follow up at the February 20 meeting to review and approve the contract.

The Commissioners also approved scheduling an extra monthly meeting while discussions with the City continue. These regular meetings would occur the first Thursday of each month and would be constituted as Study Sessions, with no voting taking place. The first such meeting would be scheduled for February 6.

MOTION: A motion was made and seconded to adjourn the at 6:15 p.m. The motion passed unanimously.

The next regular Commission meeting is scheduled for Thursday, January 16 at 5:30 p.m. at FPFC.

January Campaign Tasks

- Year-end tax letters
- Donor Communications
- Pledge audit
- Pending grant audit

Paused Campaign Tasks (January-February)

- Service Clubs: letter or presentation
- Messaging: FAQ, social media, press release, newsletters
- Website: revise and update
- Letter to donors – include form to send back with donation/pledge request
- New visuals
- Clear messaging to donors, patrons, and staff

During waiting period Tasks (January-July)

- Secure partnership with ASD
- Continue communications with donors, patrons, and staff
- Process any incoming donations/pledge payments

Campaign Resumes Tasks (July 2020-February 2021)

- New vision confirmed
- Reassemble steering committee and campaign leadership
- Create messaging and branding campaign
 - Update and launch website
 - Letterhead, envelope, etc
 - Images and signage
 - Social media
- Fundraise
 - Kickoff event
 - Follow up on pending asks
 - Reapply for grants
 - Resume pledge payments
- Donor, patron, staff communications
- Service club circuit
- Neighborhood community meetings
- Prepare for bond

After Bond Tasks (March 2021-Grand Opening)

- Continue collecting pledges
- Communicate with donors, patrons, and staff on project updates
- Plan and execute groundbreaking event
- Donor appreciation event
- Grant reporting
- Service club circuit
- New facility signage and donor recognition
- Plan and execute ribbon cutting