

## Working Group Meeting minutes 7-13-07

### In attendance:

Rose Rapoza- UIAT  
Noel Franklin -UIAT  
Colleen Wagner- Discovery Modelers  
Gary Frankel- V5  
Steve Holmes- V5  
Dianna Hennick- NW Seaport  
Dick Wagner- CWB  
Gary Syversen (SP)- PSMHS  
Lorraine McConaghy- MOHAI  
Jake Beattie- CWB  
Betsy Davis- CWB  
Wayne Palsson- NW Seaport  
Shannon Fitzgerald- NW Seaport  
Dierk Yochim- Schooner Society

### Agenda-

#### Fun Media Attention

- Where Magazine's hotel guest book for this coming (hardware) features photos of CWB and Wawona
- Vulcan published a South Lake Union guide which was inserted into Seattle Times during early July. In their "Fun Finds" for the Lakefront District it says, "One of the most historic ships in America has made Lake Union its home port. The 1904 Swiftsure is befted at the Northwest Seaport off Valley Street. She's one of the oldest lightships in the U.S. and the only one to have her original steam engines still on board. You've heard of the Swiftsure International Yacht Race? It's named after this proud lifesaver of the sea."

#### **#1: Wooden Boat Festival Debrief:**

Summary: 2500 volunteer hours, 35 media stories, 16,000+ visitors, around 1500 free rides (waiting for final numbers from Sailing Heritage/Mallory Todd).

#### Highlights:

- Sunny for 5 days
- Good stuff for kids
- Good attendance
- Oral history
- 5 historic landmarks at wharf
- Arthur Foss had 2500+ visitors
- Tugboat story hour
- Quick and Daring boats

- Models were great, Peter Puget was well attended, good contest story with tent city resident winning the gift certificate to propose to girlfriend
- Good sign ups for classes

Lowlights:

- Not enough signs for kids areas
- Rides on big boats overlapped
- Park consumed by construction
- Lack of variety of food vendors
- Beer tent placement could have been closer to the music
- Slow sales for some vendors

**#2-Lessons learned for future collaboration on shared events**

- Coordination of vessel activity (e.g. V5 and Adventuress were scheduled to come and go at the same time – would have been better to stagger.)
- Communicate through shared press release press distribution list
- Fill available space with organizations’ displays, including NOAA, Fisheries, Army Corps of Engineers, USCG, etc
- Joint Marketing- Literature racks at entrances, shared brochure, visual brand (Like AKCHO’s chart)
- Brand is important on brochures, signage, room numbers in the Armory, larger signs on doors, could be easels that are removable.
- Coordinate w/ Parks for Parking- MOHAI is doing a parking study as part of due diligence.
- Perhaps a shared web based email service, with features for an automated press release generation, etc
- Shared brochure rack space offsite

**#3 Upcoming Events**

July 28<sup>th</sup> Dragon Fest- CWB Event for the dragon sailboats

July 28-29<sup>th</sup> Ballard Seafood Fest-Saturday 11-8, Sun 11-7.

- Event organizers are trying to make it more maritime focused
- Maritime Booths include Odyssey, YMTA, and the Working Group folks under the banner “Museum of Float”
- Wayne is working on posters
- V-5 will bring a model
- Discovery Modelers might bring a model
- 3 tables
- Each organization can sell things through the joint gift shop
- Wayne is the point person for the gift shop

August 4<sup>th</sup> and 5<sup>th</sup> - Thunderbird Regatta and Rendezvous

- CWB Event: exhibit and regatta for the Thunderbird Class sailboat

August 10<sup>th</sup> - NW Steam Society annual meet

- 30-40 Steam boats at the CWB
  - Jake to follow up with Steam society for details
- August 10<sup>th</sup> SLU Block Party 12-8-
  - Booth with CWB and UIAT
- August 14<sup>th</sup> Lady Washington and Hawaiian Chieftain arrival
  - 1pm Depart Shilshole for trip in through the locks
    - Trip offers narrated tour of locks and canal, and is a members only event for MOHAI, CWB, and 15 Guests of PSMHS.
    - Tickets are pre-sold, let Betsy know if your organization wants to purchase some tickets
  - 4:30 pm Canoe Ceremonies for cultural healing
  - Reception to follow-alcohol needs to be handled well because of Native community involvement
- August 25<sup>th</sup>- Honor Pole Celebration
  - Saaduuts and CWB to be gifted an honor pole from the Alaskan village of Klawock. Big celebration, more details to follow.
- PT Wooden Boat Festival September 8-10
- October 20<sup>th</sup> Classic Workboat Show (NW Seaport, CWB, RTA)

**Random news from around the room:**

- No set schedule for open boat days yet this year for the V5
- V5 gone Labor Day weekend for Olympia Harbor Days, not going to PT until next year
- Pow-wow July 19<sup>th</sup>-21<sup>st</sup>
- Lake Union Boats afloat show- V5 will be open, maybe water Taxi Rides to and from festival
- Walking tour of Lake Union with Dick and Lorraine on August 10<sup>th</sup>
- We should get together in October to make sure that our 2008 schedules are coordinated.