

**PDR Oversight Committee
Meeting Summary
November 01, 2019**

Start Time:	8:30 a.m.
Location:	Northwest Annex, Central Conference Room, 5280 Northwest Drive Bellingham

Meeting Highlights
There were 11 people in attendance (4 of the 6 voting members; 3 staff member; 1 Ex Officio; and 3 online).

Attendees – Members	Affiliation	Present
Glyzinski, Jen	Real Estate	<input checked="" type="checkbox"/>
D’Agnolo, Sean	Producer	<input checked="" type="checkbox"/>
Neely, Burr	Unincorporated, Non-Farmer	<input checked="" type="checkbox"/>
Mackay-Brown, Heather	Incorporated, Non-Farmer	<input type="checkbox"/>
Ebe, Greg	Producer	<input type="checkbox"/>
Schissler, Paul	Farm Supporting Business	<input checked="" type="checkbox"/>
Vacant	Producer	<input type="checkbox"/>

Quorum Present	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
-----------------------	---

Attendees – Ex-Official/Contributing	Affiliation	Present
Epperson, Gabe	WLT	<input type="checkbox"/>
Alex Jeffers	WLT	<input checked="" type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

Attendees - Staff	Present	Attendees	Present
Chris Elder	x	Henry Bierlink- Remote	x
Sarah Collier	x	Kate Lenzer- Remote	x
Becky Snijder van Wissenkerke	x	Michael Scisco- Remote	x

Others Present		

Determination of a Quorum/ Welcome

We have a Quorum.

Public Comments

No public comments at this time.

Announcements

Chris said he will address his announcement later during one of the agenda items. Becky Snijder was introduced by Chris Elder and Becky proceeded to present her knowledge and experience. Everyone introduced themselves to Becky. No further announcements.

Approval of Minutes

Chris read an email from Heather requesting to have the minutes edited to include data sets. Sarah requested to have that email forwarded to her. Sean mentioned to have Gabe's comments to be also applied.

Motion approved as amended.

Discussion items/business**Review & Finalize Letter re: PDR Program Staffing**

Letter was passed around to about re-upping for staffing. Sean says that what was requested last July 2018 still applies and resubmit for 1.5 equivalent. Sean asked Becky about being half time. She concurred that she will be half time, however will readdress if this committee needs more of her time. Paul says we still need more staff time. Burr agrees with discussion and says we should move forward with what we are looking at. Chris mentions several options about staffing for PDR and what they compromise. Burr likes that the last letter resulted in a meeting. Jen agrees with going full steam ahead and be united about 1.5 FTE. 0.5 FTE is just not working and we should let them off the hook. Jen feels 1.0 FTE would be a victory. Paul mentioned we could opt to have two people working half time. Sean asked to confirm that we did have this in the letter and Burr clarified. Sean asked for a motion. Burr asked if we are ready for a motion or if we need to tinker. Chris asked as to what we think we need to tinker on. Burr and Sean discuss briefly what amendments would be needed and the introductory letter to the executive would be needed. Chris recapped the three additions needed in the cover letter. Burr called a motion, Sean seconded, all in favor. Motion passes.

Discuss and Finalize Recommendations re: PDR Branding

Michael went over the survey and the 5 responses to that survey from the committee members. Chris establishes the reason we are doing the name change survey now and

the possible code implications and outreach materials. The survey was to check the temperature of if a name change is required and what grammatical change would be needed. The results shows that we want the name of the program changed and that the top suggestions were Whatcom County Conservation Easement Program or Conservation Easement Program.

Chris emphasizes the importance of deciding this now and how the name change should be taken care of prior to printing outreach materials. Sean and Chris discuss back and forth about development rights and the work that has been done. Sean expresses concerns about how this name change looks to farmers. Chris presses the question about when to go with a name change. Sean offers not to be a stick in the mud and willing to bend to the will of the group. Burr supports the name change but is willing to keep the current name until they get a better handle about their processes and identity. Burr expressed concerns about going back to council about this name change. Jen isn't leaning either way on this matter, however she did express how we need a clear message rather than get hung up on a name. Paul and Chris discuss needing the county council approval through an ordinance. Paul asks for Chris to double check that ordinance because we are 'doing business as'. Paul also suggests we steer away from the term, "development rights". We are sharing the rights to the property. Paul does agree that a new name is a good idea if we are rolling out new materials. Chris asks Michael about disruptive changes. Michael says the icons and design will still help with the message even without changing the name. Michael says there is no reason to rush it. Chris is looking at Skagit as an example and compared it to Whatcom County's code shift. Chris offers to go to council to ask if they need to do a code shift when they are ready to make the name change. Burr asks the group if they should have the consultant keep moving forward to changing the name and branding. Jen suggests take out the complexity of the county and be more clear by changing the name because we aren't just purchasing development rights. Burr doesn't believe we need a motion. Sean asks how we would promote ourselves with a name change. Jen said that this question as to name change is already written in the code and how we present to council and what name we present to the public. Chris asks the group if they have any strong sentiments in the names. Alex mentions how the name muddies the idea of conservation easement. Burr likes the word 'purchase' in the name. Chris offers the idea of broadening the scope of the name to allow other options to touch on for future interactions. Burr mentioned to change last name easement to program; it might help the guided direction of the program. Michael went through the list of 'hot button' words to steer clear of. Jen confirms that we should keep the word 'county'.

Review and Discuss Outreach Material Iconography

Michael begins presenting icon options for outreach material. We learn the difference between inline and exploded icons. Michael touches on how design reviews consist of and types there are. Chris starts with Heather's comments from her email about what version of what logo. Michael clarifies the comments and the exploded Comp#2 is the favorite. All those around the table agree. Jen joked by suggesting a dollar sign. Chris asked Michael about adding icons they should consider other than priority areas. Michael said we are at our maximum capacity of iconography with an additional explanation that six

icons are a lot for a consumer to understand. Michael refocuses the group about the reason for simplicity and keep the number of icons down to a minimum. The group then discusses the icons and what item was used for each icon. Jen said it would help to see these icons with text and how it will be presented. Michael goes to each slide and encourages feedback. When the subject came to the logo and making it colorful, Sean mentions Foothills Farm Logo. Chris pulled it up on the screen for all to see and compare. Michael said we don't have to pick colors now, just wants this discussion out there for us to think about.

Continued Review & Discussion of Landscape Level Analysis & Scoring

Kate is the presenter and addresses concerns about categories over lapping. Asks the group, with considering the amount of time they have left, how they want to have the presentation: each slide or results? The group agrees to go straight to the overall results. Kate shows the map by priority and offered to provide screen grabs and send them out to everyone.

Next Meeting

Chris mentions they will continue working on the project and Becky will be presenting. Burr emphasized to keep staffing on the agenda. Meeting was adjourned.

Closing:	
End Time: 10:00 a.m.	
Next Meeting Date/Time/Location	December 13, 2019/8:30am – 10am/NW Annex