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1 WHATCOM COUNTY COUNCIL
2 **Finance and Administrative Services Committee**
3

4 March 25, 2003
5

6 The meeting was called to order at 11:00 a.m. by Committee Chair Sam
7 Crawford in the Council Chambers, 311 Grand Avenue, Bellingham, Washington.
8

9 Present:

10 L. Ward Nelson
11 Sharon Roy
12

Absent:

None

13 Also Present:

14 Laurie Caskey-Schreiber
15 Barbara Brenner
16
17

18 **COUNCIL "CONSENT AGENDA" ITEM**
19

- 20 **1. REQUEST AUTHORIZATION FOR THE EXECUTIVE TO APPROVE THE**
21 **ANNUAL PURCHASE OF HERBICIDES USING THE WASHINGTON STATE**
22 **CONTRACT, THE VENDOR IS UAP NORTHWEST, AND THE**
23 **ANTICIPATED EXPENDITURE WOULD BE \$90,000 (AB2003-130)**
24

25 *Nelson moved* to recommend approval to the full Council.
26

27 *Motion carried unanimously.*
28

- 29 **2. REQUEST AUTHORIZATION FOR THE EXECUTIVE TO AWARD BID**
30 **NUMBER 03-16 TO THE LOWEST RESPONSIVE BIDDER, BUNO**
31 **CONSTRUCTION, LLC, FOR REPAIR OF THE SLIP-LINING OF VISTA**
32 **DRIVE/WHISKEY CREEK CULVERT, IN THE AMOUNT OF \$41,350**
33 **(AB2003-131)**
34

35 Crawford asked if this was a budgeted item.
36

37 Chris Brueske, Engineer, stated it is a maintenance item approved in the
38 2003 budget.
39

40 *Roy moved* to recommend approval to the full Council.
41

42 *Motion carried unanimously.*
43

- 44 **3. REQUEST AUTHORIZATION FOR THE EXECUTIVE TO AWARD BID**
45 **NUMBER 03-18 TO LOWEST RESPONSIVE BIDDER, WASHINGTON**
46 **CULVERT, FOR THE ANNUAL SUPPLY OF LARGE SIZE**

1 **ALUMINIZED/GALVANIZED CULVERT IN THE AMOUNT OF**
2 **\$121,207.68 (AB2003-132)**

3
4 *Nelson moved* to recommend approval to the full Council.

5
6 *Motion carried unanimously.*

7
8 **4. REQUEST AUTHORIZATION FOR THE EXECUTIVE TO ENTER INTO A**
9 **CONTRACT RESULTING FROM RFQ 03-04, BETWEEN THE WHATCOM**
10 **COUNTY HEALTH DEPARTMENT AND BRIGID COLLINS HOUSE TO**
11 **FACILITATE REFERRALS FOR SUBSTANCE ABUSE AND OTHER HEALTH**
12 **SERVICES IN THE AMOUNT OF \$109,520 (AB2003-133)**

13
14 *Nelson moved* to recommend approval to the full Council.

15
16 Crawford stated this is pass through money from the State Department of
17 Social and Health Services.

18
19 *Motion carried unanimously.*

20
21 **5. REQUEST AUTHORIZATION FOR THE EXECUTIVE TO ENTER INTO A**
22 **CONTRACT BETWEEN WHATCOM COUNTY AND MEDICAL EXAMINER**
23 **DR. GARY GOLDFOGEL FOR A TWO MONTH EXTENSION OF HIS**
24 **SERVICES IN THE AMOUNT OF \$43,911 (AB2003-134)**

25
26 Dewey Desler, Deputy Administrator, stated they are still involved with the
27 medical examiner and his attorney on a set of agreements. The medical examiner
28 and administration prefers to extend the current agreement two months.

29
30 *Nelson moved* to recommend approval to the full Council.

31
32 *Motion carried unanimously.*

33
34 **6. REQUEST AUTHORIZATION FOR THE EXECUTIVE TO ENTER INTO AN**
35 **ANNUAL CONTRACT BETWEEN WHATCOM COUNTY SHERIFF'S OFFICE**
36 **AND USDA MT. BAKER-SNOQUALMIE NATIONAL FOREST FOR THE**
37 **PROVISION OF PATROL SERVICES OF A DEPUTY AND A FULLY**
38 **EQUIPPED, MARKED SHERIFF'S VEHICLE TO PATROL ANY AND ALL**
39 **AREAS ON NATIONAL FOREST LAND WITHIN WHATCOM COUNTY IN**
40 **AN AMOUNT NOT TO EXCEED \$60,000 (AB2003-135)**

41
42 Crawford asked if this is the same amount.

43
44 Dewey Desler, Deputy Administrator, stated it is.

45
46 Nelson asked if this is the station at Maple Falls.

1 Crawford stated this item is for the Baker Lake deputy.
2

3 Roy asked if there are any concerns about employee costs. This price is
4 staying the same. She asked if they need to consider an increase in the future.
5 Desler stated the average per deputy cost is about \$56,000. Given other
6 associated costs, \$60,000 probably won't cover all the costs. This is a cooperative
7 agreement with the Forest Service. Whatcom County gains the ability to receive
8 the service for \$60,000, and the Forest Service gains the support of someone who
9 doesn't have to drive two hours to get there. If the County has to subsidize it, it is
10 something the administration is in favor of.
11

12 Crawford stated this contract is specifically for a designated Forest Service
13 area. He asked if the deputy is a member of the Deputies' Guild. Desler stated the
14 deputy is.
15

16 ***Nelson moved*** to recommend approval to the full Council.
17

18 ***Motion carried unanimously.***
19

20 **7. REQUEST AUTHORIZATION FOR THE EXECUTIVE TO ENTER INTO A**
21 **PROFESSIONAL SERVICES AGREEMENT RESULTING FROM RFP 03-03**
22 **BETWEEN WHATCOM COUNTY HEALTH DEPARTMENT AND**
23 **WESTCOAST COUNSELING AND TREATMENT CENTER TO PROVIDE**
24 **SUBSTANCE ABUSE SERVICES TO INDIVIDUALS IN THE WHATCOM**
25 **COUNTY JAIL AND/OR ALTERNATIVE CORRECTIONS CENTER, IN THE**
26 **CONTRACT AMOUNT OF \$21,100 (AB2003-136)**
27

28 Crawford asked where the funds are from.
29

30 Dewey Desler, Deputy Administrator, stated he couldn't provide a specific
31 answer. It is a combination of State and County funds. It is included in the current
32 budget.
33

34 ***Nelson moved*** to recommend approval to the full Council.
35

36 ***Motion carried unanimously.***
37

38 **8. REQUEST AUTHORIZATION FOR THE EXECUTIVE TO ENTER INTO A**
39 **PROFESSIONAL SERVICES AGREEMENT RESULTING FROM RFP 03-05**
40 **BETWEEN WHATCOM COUNTY HEALTH DEPARTMENT AND**
41 **WESTCOAST COUNSELING AND TREATMENT CENTER TO PROVIDE**
42 **OUTREACH AND ENGAGEMENT SERVICES TO SEVERELY ALCOHOL**
43 **DEPENDENT AND OTHER SEVERELY ADDICTED PEOPLE IN**
44 **BEHAVIORAL HEALTH CRISES, IN THE CONTRACT AMOUNT OF**
45 **\$47,500 (AB2003-137)**
46

47 ***Nelson moved*** to recommend approval to the full Council.

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1
2 ***Motion carried unanimously.***
3
4

5 **COMMITTEE DISCUSSION AND RECOMMENDATION TO COUNCIL**
6

7 **1. ORDINANCE AMENDING THE WHATCOM COUNTY 2003 BUDGET,**
8 **THIRD REQUEST (AB2003-126)**
9

10 Dewey Desler, Deputy Administrator, stated this amendment covers the use
11 of High Intensity Drug Traffic Act (HIDTA) grant that they have access to. It was
12 not budgeted. Expenditures were to be completed in 2002. The Sheriff's Office has
13 requested to use the revenues that will be received.
14

15 The administration supports one-time appropriations for tourism
16 development efforts throughout the county. There are five modest proposals.
17

18 Crawford asked for a brief rundown of each proposal.
19

20 Roy asked if this is money that comes from the hotel/motel tax. Desler
21 stated that is correct. Two cents of the \$.08 hotel/motel tax is returned to the
22 County in this fund. The County receives about \$115,000 per year. The current
23 fund balance is about \$200,000. The County can only use it for tourism
24 development purposes.
25

26 Mike Brennan, Bellingham/Whatcom Chamber of Commerce, stated his
27 request is for the Ski to Sea festival. They have had a national level production
28 filmed on the Ski to Sea race that is used to market the event and the community.
29 It is a large draw in the community. The Chamber works very hard on the
30 presentation. It receives awards for it. His effort is to promote Whatcom County
31 for recreation and tourism. He networks with the Whatcom County Parks
32 Department and other jurisdictions in the county. The requested dollars go into the
33 marketing program to pay for the expenses of video production.
34

35 Crawford asked how the video is used. Brennan stated in the past the video
36 has been shown on Northwest Cable News and Outdoor Life Network. The 2002
37 edition went into 40 million homes in America.
38

39 Caskey-Schreiber asked if they are able to keep the relationship with
40 Comcast, which took over AT&T Broadband. Brennan stated they are, through the
41 contract. The costs requested from the County are to cover the production of last
42 year's event, which will be used to market this year's race.
43

44 John Cooper, Bellingham/Whatcom County Convention and Visitor's Bureau
45 (CVB), stated he submitted background on the branding project. He sent out a
46 request for qualifications (RFQ) to several firms to see what a branding project
47 would cost. Branding will looking at how they communicate to the various

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1 audiences they want to attract. It is a six-month process from start to finish. He is
2 looking at a variety of organizations to support this project. The project can be
3 done from between \$35,000 and \$50,000. He has received three exceptional
4 proposals. Funding will come from the Port of Bellingham, City of Bellingham,
5 Whatcom County, and the private sector.
6

7 Brenner stated they did comparisons of different places. It seemed like the
8 comparative places are much larger. Cooper stated those are examples of projects
9 that the RFQ submitting firms have done in the past. Branding has been identified
10 in a number of documents and strategic plans from a number of agencies as
11 important for developing tourism. It will be 2004 by the time they launch this and
12 get it going in the community.
13

14 Roy stated she assumed that part of this process isn't just to sell Bellingham,
15 but to sell rural Whatcom County also, and there will be specific reference to those
16 rural areas. Cooper stated an advisory committee would receive this and get input
17 from throughout the county. The attractions throughout the county will be very
18 prominent.
19

20 Crawford stated that is a catch-22. Research has shown that people can
21 identify with Bellingham, but not Whatcom County. Cooper stated it is a
22 conundrum. When people go to vacations, they go for the available attractions in
23 the area, not for the geo-political boundaries.
24

25 Roy stated she doesn't mean that it can't be focused on Bellingham, but they
26 should not forget other tourist attractions in the county as they put together
27 advertisement for the area.
28

29 Caskey-Schreiber stated they need to market some of their best assets,
30 which include Mount Baker and Birch Bay. She asked if they are going to work on
31 branding exclusively, or if they are going to include distributing literature. Cooper
32 stated he could provide a presentation on his marketing efforts. They continue to
33 do regular marketing.
34

35 Crawford asked the monetary commitments received so far. Cooper stated
36 the funding from the Port is locked in. The City of Bellingham is discussing the
37 request today. The private sector funding and CVB revenues are solid. He will
38 have to see how things go with choosing a firm. He did a budget proposal based on
39 a potential for high-end cost.
40

41 Carole MacDonald, Mt. Baker Foothills Chamber of Commerce, stated there is
42 no visitor center on the Mt. Baker corridor. They propose a facility in Maple Falls.
43 There is a real need to have a visitor center. Now they are renting part of the
44 current building to a realtor. The funding for this initially was shared with the tribe,
45 but she hasn't received funds from them in a few months. There is a funding
46 commitment from the CVB for six months. The Foothills Chamber has 58 chamber
47 members. The goal is to have 100. They want to become self-sustaining. There

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1 are grant writers in the group. In the meantime, they would like assistance. Mt.
2 Baker is a destination location. The visitor center has the ability to show people the
3 rest of Whatcom County.
4

5 Nelson asked the geographic area they define for the Mt. Baker Foothills.
6 MacDonald stated it used to be the Mt. Baker School District. People in Wickersham
7 and Van Zandt want to stay isolated. The main area is the Mt. Baker Highway,
8 which is highly traveled.
9

10 Roy stated she supports this project. She has been to the visitor center.
11 The location is wonderful. Even with the center, there are still many questions.
12 The location is perfect. MacDonald stated no one knows whether the Nooksack
13 Tribe information center will come to pass.
14

15 Andrew Moquin, Bellingham Festival of Music, stated the festival is another
16 tourism draw for Bellingham. It has the potential to be a greater draw for the area
17 in the future. They reach many people with limited marketing funds. They use
18 volunteers. They would like to increase the attendance by improving the website.
19 Currently, the website is produced by a volunteer musician who lives outside of
20 Bellingham. It needs to be more professional. He hopes to establish a website that
21 is more attractive to bring audiences to the festival. The festival reaches out into
22 the county. There are concerts in Semiahmoo. This year one is planned at White
23 Salmon lodge at Mt. Baker. They plan a salmon barbeque after the concert. To get
24 the information out to the community and regional, national, and international
25 audiences, they need a more professional website.
26

27 Crawford asked what the Festival of Music generates in terms of revenue.
28 Moquin stated he estimates that up to \$400,000 in revenue is generated. There
29 are 40 musicians and up to 40 guest artists that live in the community for three
30 weeks, in addition to the audience.
31

32 Crawford asked how much other jurisdictions contribute financially. Moquin
33 stated the City of Bellingham provides \$45,000. The Port of Bellingham helped
34 sponsor events last year in the amount of \$10,000.
35

36 Crawford asked why they are asking for \$6,000. Moquin stated that is
37 adequate funding to set up and maintain the website.
38

39 Nelson stated the festival is wonderful. He hopes to get people from the
40 rural community to the festival events. Moquin stated they give out a number of
41 complimentary tickets. They reach out to people in the county and those less
42 fortunate. They also try to keep ticket prices reasonable and offer half price tickets
43 one hour before a concert.
44

45 Fleetwood asked how and where the website is advertised. Moquin stated it
46 is linked through many tourism and other websites. It is also listed in all

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1 promotional materials. All brochures incorporate the entire Whatcom County area.
2 The potential for the festival is incredible.

3
4 Caskey-Schreiber asked if there is one website for Whatcom County tourism.
5 Cooper stated the main tourism site is www.bellingham.org. They are ranked very
6 high in the search engines.

7
8 Brenner asked if the name used to be Bellingham/Whatcom Festival of Music.
9 Moquin stated it was not. It is something that could be considered.

10
11 Crawford asked Councilmember Roy to speak on the Birch Bay Chamber of
12 Commerce.

13
14 Roy stated the Chamber meetings are the same day as the County Council
15 meetings, so she doesn't get to them. They are struggling to promote tourism.
16 They do have a website and promote tourism. There is a lot of work that needs to
17 be done.

18
19 Brennan stated the chambers all meet on a regular basis to talk about
20 everything from tourism to business to transportation. A lot of work is going on to
21 interconnect the efforts and marketing. Everyone is listed on the CVB website.

22
23 ***Nelson moved*** to recommend approval to the full Council.

24
25 Desler stated he's worked with representatives of the Birch Bay Chamber of
26 Commerce. The funds will be used for printing and marketing ads. All five
27 proposals are to attract people to the breadth and depth of Whatcom County.

28
29 ***Motion carried unanimously.***

30
31
32 **OTHER BUSINESS**

33
34 There was no other business.

35
36
37 **ADJOURN**

38
39 The meeting adjourned at 11:48 a.m.

40
41
42 _____
43 Jill Nixon, Minutes Transcription

44
45
46 ATTEST:

WHATCOM COUNTY COUNCIL
WHATCOM COUNTY, WASHINGTON

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Dana Brown-Davis, Council Clerk

Sam Crawford, Committee Chair