Quil Ceda Village

Regular Council Meeting
April 12, 2005
Minutes

9:00 AM: Village Council Meeting: Roll Call

President Herman Williams, Jr. – Here
Council Member Stan Jones, Sr. – Away On Travel
Council Member Marie Zackuse – Here

Staff & Visitors Present:

Mel Sheldon, Ex-Officio Council Member
Les Parks, Ex Officio Council Member
Glen Gobin, Ex Officio Council Member
Chuck James, Ex Officio Council Member
Steve Gobin, Interim General Manager
Nina Reece, QCV Administrator
Juanita Diaz, Acting Recording Secretary
Peter Mills, Economic Development Manager
Mytyl Hernandez, Marketing Specialist
Curtis Taylor, Maintenance Supervisor
Sgt. Carlos Echevarria, QCV Police Department
Patti Gobin, Leasing Officer
Greg Keith, TDS Manager
Lael Echo-Hawk, Attorney
Doug Bell, Attorney
Tom Gobin, Utilities Manager
Lukas Reyes, Utilities Specialist
Eric Sorenson, Strategies 360
Sandra Eliason, Strategies 360

1) Approval of Agenda
April 12, 2005
Motion made by Marie Zackuse to approve the agenda for the regular Village Council meeting of April 12, 2005.
Seconded
Questions: The General Manager would like to add to the Utilities agenda a discussion on property transfer which includes a well from the City of Marysville.
2 For 0 Against
Motion carried

Official

2) Approval of Minutes
January 18, 2005
Motion made by Marie Zackuse to approve the minutes for the regular Village Council meeting of January 18, 2005.
Seconded
Questions
2 For 0 Against
Motion carried

Tulalip Data Services

3) Quintrex Data Services Contract
A) Telephone Billing Software
Discussion: Steve Gobin, Greg Keith

Ratifying directive from the Tulalip Tribes Board of Directors Tulalip Data Services purchased a billing system to bill its customers for data and communications. It is being tested and will be ready to go in the next couple of days. The first billing statements will go out at the end of the month with a complete statement sent out the first of June. Many customers are using services now, 93 of 103. Full services should be operational by May 5.
Motion made by Marie Zackuse to approve the Quintrex Data Services Contract as presented.
Seconded
2 For 0 Against
Motion carried

4) Monopole Update-Cell Tower Contract
Discussion: Greg Keith. Peter Mills, Herman Williams Jr., Les Parks, Glen Gobin, Steve Gobin, Tom Gobin

A request has come before TDS to put in a monopole structure here in the Village. The preferred location is near 99th and Quil Ceda Blvd. An ROI handout was presented. The Village will own the pole but will have no upfront costs. The pole will be installed by the carrier with the carrier being paid back through rent abate over a period of time. Has the site and environmental concerns been reviewed. Preliminary testes have been done. Landscaping will be environmentally sensitive. Once the location is project and location is approved a GIS survey is to begin along with soil samples. The carrier is ready to go. The legal department is reviewing the proposal. This location is the preferred spot because it fits in with the carrier's overall placement of cell towers. If proper spacing is achieved, cell users have a better coverage. What about aesthetic value, the pole will be noticeable above the tree line? This pole is located near the overflow of the storm system, will it affect that? The leasing department is in discussions with a possible tenant for that area who is concerned about the wetlands. The tenant wants to incorporate the wetlands into their master building plan. This might affect negotiations with the possible tenant. Can staff wait two more weeks until more information regarding the possible tenant requirements is available? Staff is asked to bring back two additional options. The design criteria for the Village must be met.
Discussion tabled until the next Village Council meeting.

Official

5) ATNI Loan Update
Discussion: Greg Keith

The loan is pretty complete. The check not in hand yet but it should be here soon.

6) Domain Name for email addresses at Quil Ceda Village
Discussion: Greg Keith;

TDS will become an ISP and tenants will need a domain name. Staff would like to maintain concept that this is Quil Ceda Village. Staff likes quilcedavillage.com, .net, .org for businesses and internet clients and .gov should be for the governing body of Quil Ceda Village. Council wanted to know if it could be shortened to QCV? This has created a problem because of other similar high profile businesses but staff will review it again. Council likes Quil Ceda Village and recommends registering the domain name.
Motion made by Marie Zackuse to approve the domain name of www.quilcedavillage.com, .net, .gov, .org.
Seconded
2 For 0 Against
Motion carried

Special Projects

7) Village Substation Project Environmental Checklist
Motion made by Marie Zackuse to approve the Village substation project as presented.
Seconded
2 For 0 Against
Motion carried

Utilities & Environmental Services

8) Out of State Travel Request, Tom Gobin & Lukas Reyes
A) Pala Casino & Resort, San Diego, CA, May 2-6, 2005 at a cost of $861.60 each to come from Utilities budget.
Motion made to approve travel for Tom Gobin, Lukas Reyes and any Council members who may want to go to Pala Casino & Resort May 2-6, 2005 at a cost of $861.60 each to come from their budget.
Seconded
Questions: This is to look at the waste disposal system of the resort? This site is very close in size and design to the hotel being planned for Quil Ceda Village. They are using re-use water and are more self-contained than other locations that were considered. Staff wants to know what the resort flows are and how everything works there. Staff is worried that the current engineering is under-estimating the anticipated flows for the new hotel and convention center. Council wants staff to bring back customer counts and also check on restaurants and check to see if the grease interceptors are adequate. Staff will spend two full days going over all the details and bring back a report to the next Village Council meeting.
2 For 0 Against
Motion carried

Official

9) Review proposed amendment to Utility & Environmental Services Ordinance No. 13.01.1
A) Water Shortage Contingency Plan
Discussion: Steve Gobin

This is a first reading. This is an amendment to the Utilities & Environmental Services Ordinance which will add water conservation measures. This is for Council to review and decide if they want to go forward with the amendments and start the approval process. Council would like to proceed. A public meeting will be held for the first reading before the next regular Village Council meeting.

10) Land Acquisition with a Water Well
Discussion: Steve Gobin, Tom Gobin, Les Parks, Mel Sheldon, Herman Williams Jr.

The Tulalip Tribes will acquire a piece of property from the City of Marysville which has a well located on it. The well needs to be looked at right away. The City of Marysville does not have any history or well logs available nor could they provide an exact location on the property for the well. Staff would like to spend some time locating and testing the well. If the tests come back with the indicated flows of 600–800 gallons per minute, additional planning needs to begin. Who will be using this well and for what purposes? The property transfer has not been completed yet. It is in process. Council wants both water departments to come together to make recommendations on how the water will be used. This well is located outside the boundaries of Quil Ceda Village. The Tribal General Manager should be notified and an agreement to coordinate testing efforts should be reached. The well appears to be located on high enough ground that would allow water to flow both to Tulalip and Quil Ceda. It could be a good choice as a backup for emergencies for both water districts.

Economic Development

11) Preliminary Report on Site Visit for potential Tenant
Discussion: Peter Mills

Staff had a tremendous visit to the site. Recommend that everyone go to Kansas City for a site review. Staff is going to visit with two possible tenants. Are Council Members going to Kansas City? Yes, two will be traveling with staff.

12) Modular Building Update
A) Complete Cost $191,721.00
B) Location, Construction Timelines, Set-Up
Motion made by Marie Zackuse to approve the modular building construction at a cost of $191,721.
Seconded
Questions: Who will be in the new building? It will primarily be a finance wing. This will create more parking needs and increased traffic flow, does the figure include costs for this? Yes. Council would like to see the final layout for the building as soon as it is ready and who will be located in it.
2 For 0 Against

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13) Branding Slogan Update w/Strategies 360
A) Update on coordination with Casino, Bingo, Wal-Mart, Home Depot and Seattle Premium Outlets Marketing
Discussion: Eric Sorenson, Sandra Eliason, Mytyl Hernandez, Steve Gobin, Les Parks, Chuck James, Glen Gobin,

The branding slogan is underway. It is important to focus on the Chelsea grand opening at the moment and as a first step in making this an exciting destination and then looking forward to the Hub opening for the summer. Strategies 360 is working on bringing together a media briefing then moving into a sustainable marketing strategy. Council is confused, wasn't this company hired to work on branding for the Village. Why are we talking about marketing? Strategies 360 is looking at a short term strategy and then a long term strategy. New Council member would like to know what branding is. Strategies 360 would like to come back and bring the new Council members up to speed on branding. Branding will bring the entire Village into a plan that will make the Village known as something different than a Wal-Mart, Home Depot and Chelsea location. Council wants to know what the budget limitations are. Has Chelsea been included? Yes. Partnering will be a significant advantage for all the businesses and services located in the Village.

Council wants to know more about Strategies 360 and their qualifications to do branding and marketing. What have they done along these areas? Strategies 360 has been working with the tribe for a number of years on policy issues such as the shoreline management. Eric Sorenson has taught marketing and branding. Sandra Eliason has extensive experience in marketing and has worked for some large high profile companies in the area.

Staff is working to pull a number of groups together to get the Village known as a regional destination center. The budgetary question is a valid question. The strategy will help define what the budgetary needs will be.

With branding, it is important to know what Council wants the Village to be portrayed as. Once branding has been identified, a large campaign will need to be launched to accomplish the goal. At this time, Strategies 360 feels more public relations for the tribe need to be done before a positive branding slogan can be marketed for the Village. Some of the largest cost will be public perception and marketing studies along with the media campaign. The groundwork needs to be laid before a branding campaign begins because whatever gets out there is what the Village will be. The public needs to understand who the tribe is first before a product can be dropped in place and have it accepted.

Council would like a meeting set up to go over this. Council needs to offset the negatives with the positives. Tulalip Tribes and Quil Ceda Village needs to start telling its story and not worry about picking one subject. There needs to be an overall Tulalip brand, then a Quil Ceda brand and then a tenant campaign. The tenants will need to understand that they are a part of something larger. There is no additional cost to work on this.

Strategies 360 would like to be able to keep council updated. Council would like to know what market is to be targeted. The first step is Snohomish County and down into King County. Start in your own backyard

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and expand outward from there. Vancouver B.C. will become part of the strategy and eventually it will be a global market.

The current budget is very small. A new budget proposal will need to be brought back. This is going to be a large campaign. Staff is going to stay within existing budget for now but there will be a need for some commercials soon. This is an issue that can you afford not to do this. Put a number together for the necessary budget.

The tribe might need to do more PSA (Public Service Announcements) with the Village added. Council wants to meet with executive staff to go over the plan and budget at 9:00 a.m. on Friday April 22, 2005. Strategies 360 should arrive at 11:00 a.m.

14) Quil Ceda Place Retail Center
A) Parking Lot Upgrade
This is to create a one way flow of traffic and new striping for the retail center parking lot. The Business Park budget will pay for it.
Motion made by Marie Zackuse to ratify the upgrade of the parking lot at the retail center with the funding to come from the Business Park budget.
Seconded
Questions
2 For 0 Against
Motion carried

B) New Security System at the Retail Center
Motion made by Marie Zackuse to ratify the new security system at the retail center with the funding to come from the Business Park budget.
Seconded
Questions
2 For 0 Against
Motion carried

C) Retail Center Tenant Update
Discussion: Patti Gobin, Marie Zackuse, Peter Mills, Glen Gobin

The retail center has several new tenants: Hoity Toity is open; Quil Ceda Cleaners is open; Dinner's Ready is open; TDS/Cablevision is temporarily occupying their space but still moving in equipment; CityFinancial will begin tenant improvements by May 1st.

The Trading Post is fully leased. This location for Jackson Hewitt is one of their best in the area. The rent for the Trading Post is very reasonable. Price comparisons per square foot were done on areas around Smokey Point and Arlington. Pricing for the retail center is right were it should be.

Traffic is continuing to be studied. It will take approximately three more months before a recommendation to improve the traffic situation can be made. Many, many factors have to be considered. Each time a solution has been offered it creates another problem.

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Staff is working on the sign for the retail center. Several tenants have expressed a concern over signage and the need for more. All the spaces at the retail center are leased.

Council would like to congratulate staff on finalizing all the leases for the Retail Center and would like to do some type of celebration complimenting staff for working together and doing a job well done on all the projects in the Village.

4) Leases within the Village
Discussion: Les Parks, Patti Gobin

Council would like to have staff continue to work with businesses that compliment each other. Several potential tenants are in negotiations right now. Staff has been able to resolve ECR issues.

Council would like to have some type of celebration complimenting staff for working together and doing a job well done on all the projects in the Village.

A car dealer has signed a six month agreement to lease the location between Home Depot and 99th for one weekend per month.

15) Tulalip Tribal Veterans sponsorship of traveling Vietnam Wall Memorial
Casino Parking Lot west of Central Plaza, August 18-21, 2005
Motion made to ratify the approval for the Tulalip Veterans to sponsor the traveling Vietnam Wall Memorial August 18-21, 2005.
Seconded
Questions: Where is it to be located, in the Hub or the Casino parking lot?
Staff will come back with exact location. Staff will need to find out if this will require a Public Assemblage permit and have the appropriate department apply for it, if it is necessary.
2 For 0 Against
Motion carried

16) Quil Ceda Village Design Review
Resolution No. 2005-001
Motion made by Marie Zackuse to approve Resolution Number 2005-001 which approves the updated Quil Ceda Village Design Review as present.
Seconded
Questions: Does this affect any of the current tenants? No.
2 For 0 Against
Motion carried

Official

17) Out of State Travel for Peter Mills & Patti Gobin
A) Kansas City, Missouri and then on the Springfield, Missouri, April 17-21, 2005.
Motion made by Marie Zackuse to approve travel for Peter Mills, Patti Gobin and any Village Council Member to Kansas City, Missouri and then on to Springfield Missouri to engage in potential tenant negotiations to come from their budget.
Seconded
2 For 0 Against
Motion carried

18) Stockpiled Topsoil
Discussion held on an informal level regarding stockpiled topsoil in the Village.

Central Plaza

19) Hub Manager
A) Introduction of New Staff
Subject tabled until next regular Village Council meeting.

20) Budget Review
Subject tabled until next regular Village Council meeting.

21) Event Planning

22) Leasing of Central Plaza Kiosks
Discussion: Patti Gobin

Many tribal members are interested in leasing within the plaza. The leasing department will handle these requests. Staff should be marketing this to the membership right away. Update the list that was started in 1999. Staff still has some concerns with space and traffic flow. Advertising for the plaza will begin very soon.

23) Out of State Travel Request for Debbie Posey
NIGA Conference in San Diego, CA, April 11-15, 2005
Motion made by Marie Zackuse to ratify the travel for Debbie Posey to attend NIGA Conference in San Diego, CA, April 11-15, 2005 to come from her budget.
Seconded
Questions
2 for 0 Against
Motion carried

Maintenance

24) Garbage Collection Franchise Agreement between Quil Ceda Village and Allied Waste Industries, Inc
Discussion: Doug Bell, Chuck James, Les Parks, Peter Mills, Glen Gobin, Herman Williams Jr.

Official

A lengthy informal discussion on garbage collection in the Village was held. Council would like to move forward with a Franchise Ordinance but more research needs to be conducted first. How do other cities handle this? Bring back requested information to the next Village Council meeting.

25) Solid Waste & Recyclable Collection within the Village Boundaries
See the comments regarding Item 24.

Administration

26) HRO Amendments
Resolution No. 2005-002
Motion made by Marie Zackuse to approve Resolution Number 2005-002 which allows Quil Ceda Village to adopt HRO Amendments as they are approved by the Tulalip Tribes.
Seconded
Questions
2 for 0 Against
Motion carried

27) Travel Policy
Resolution No. 2005-003
Motion made by Marie Zackuse to approve Resolution Number 2005-003 which adopts the new requirements for staff travel both in and out of state.
Seconded
Questions
2 for 0 Against
Motion carried

28) Additional Check Signer(s)
Resolution No. 2005-004
Motion made by Marie Zackuse to approve Resolution Number 2005-004 which adds Nina Reece as an additional check signer on all accounts managed by Quil Ceda Village General Manager.
Seconded
Questions: The General Manager has a need for an additional check signer and recommends approval of this resolution.
2 for 0 Against
Motion carried

29) Out of State Travel Request for Steve Gobin
Motion made by Marie Zackuse to approve the travel for Steve Gobin to Kansas City, Missouri and on to Springfield, Missouri, April 17-21, 2005 to engage in potential tenant negotiations with to come from his budget.
Seconded
Questions
2 For 0 Against
Motion carried

Official

30) Event Permits–Tulalip Casino
A) School Bus Safety Competition

B) 3rd Annual Tulalip Rod & Custom Show
Motion Made by Marie Zackuse to approve the Public Assemblage permits for the Tulalip Casino to host the School Bus Safety Competition on May 14th, 2005 and the 3rd annual Tulalip Rod & Custom Show from August 20-21, 2005.
Seconded
Questions:
2 for 0 Against
Motion carried

Quil Ceda Village Police Department

31) Overnight Visitors within the Village
Subject tabled until the next Council Meeting. Staff should bring in problems and recommendations.

Liquor Store & Smokeshop

32) Closed Session-Personnel Issues
11:45 a.m.
1:30 back on the record

33) Financial Report-FYI
No Financial Reports available

34) Next Village Council Meeting-Tuesday, May 17, 2005 @ 9:00 a.m., Quil Ceda Village Conference Center.

Adjourn Meeting

Minutes approved at the regular Village council meeting of May 17, 2005

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Recording Secretary Date

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