Quil Ceda Village

Regular Council Meeting
January 18, 2005
Minutes

9:00 AM: Village Council Meeting: Roll Call

President Herman Williams, Jr. – Present
Council Member Stan Jones, Sr. – Present
Council Member Marie Zackuse – Absent (vacation)
Ex-Officio Les Parks – Present
Ex-Officio Mel Sheldon – Present

Staff & Visitors Present:
Steve Gobin, Interim QCV General Manager
Mytyl Hernandez, QCV Marketing Specialist
Peter Mills, QCV Economic Development Manager
Helen Fenrich, Acting Recording Clerk
Greg Keith, TDS Manager
Mike Taylor, Legal
Eric Sorenson, Strategies 360
Sandra Elliason, Strategies 360

1) Approval of Agenda
January 18, 2005
Motion made to approve the agenda of January 18, 2005 as presented with the addition of Strategies 360 Branding presentation at the end of the agenda.
Seconded
Questions
2 For 0 Against
Motion carried

Official

2) Approval of Minutes
December 21, 2004
Motion made to adopt the minutes of December 21, 2004 as presented.
Seconded
Questions 2 For 0 Against
Motion carried

Old Business:

3) Modular Addition Update
Discussion: Steve Gobin; Les Parks

The bid received was 50% more than expected by the company that built the existing modular buildings. Justification was not provided by the company as to why costs had skyrocketed in just 15 months. Staff recommends pulling the first bid and going out again. Consensus is to go back out to bid. Staff will have to do some rearranging to accommodate new staff until an addition can be added. It may take a while to complete the planned addition.

4) Hub Manager & Design Professional positions Update
Discussion: Steve Gobin; Les Parks; Mel Sheldon

The two positions are being advertised. They are for tribal members. This is the way the Village Charter is structured and should not be a problem.

The Design Professional will need to talk with the cultural department consultant, Mike Warner. What will be the tribe need? They can do some ground studies regarding the museum. Staff is looking at the difference in our culture; the business park is "for profit". Maybe an interpretive center can be added and a place for the museum. We are going to put on a show of our local native artists and their work.

The Village will be advertising for a full-charge bookkeeper position soon. The Village hopes to be able to fill it with a tribal member. If the Village is unable to fill the position with a tribal member, we may have to go outside.

New Business:

5) Seahurst Electric request for reconsideration of non-payment of work performed on QCV Parkway.
Discussion: Steve Gobin; Peter Mills; Stan Jones, Sr.; Herman Williams Jr.

This company did the work without notice to proceed. They were asked to come in and give a bid to replace a light pole. Sometimes, during an emergency, there is not enough time to go out to bid. In this case the work was completed approximately five months after the pole was broken. The company is asking for reconsideration of payment. They were paid for the materials but not the labor costs because the company did not receive authorization to perform the work. The pole was broken as a result of an automobile accident.

Official

Without the proper documents how do we proceed? The General Manager is requesting the ability to go outside the policy and pay this—one time only! All future work must go through the proper bidding policy.
Motion made by Stan Jones Sr. to give the General Manager the authority to pay the company.
Seconded
Questions
2 For 0 Against
Motion Carried

6) Travel Request-Marketing Bootcamp Workshop Scottsdale, Arizona March 2-4, 2005
Mytyl Hernandez - Estimated cost per person $1,622.90 to come from acct #37,
Motion made by Stan Jones Sr. to approve the travel request for Mytyl Hernandez and any other Council Member who would want to go.
Seconded (Herman Williams acknowledges that Mytyl Hernandez is his niece)
Questions
2 For 0 Against
Motion carried

7) Strategies 360
Discussion: Steve Gobin, Mytyl Hernandez; Mel Sheldon; Eric Sorenson; Herman Williams Jr.; Stan Jones Sr.; Peter Mills; Les Parks; Sandra Elliason

Quil Ceda Village has requested a public relations firm, Strategies 360, to put together a branding slogan to identify itself as a destination. Research has been done to understand the needs of the consumers and vendors around the area. Consideration has been taken to address the immediate needs of the Village and future growth of the Village.

Some examples of branding slogans are national campaigns such as Nike. They use the Nike "Swoosh" and have famous people such as Michael Jordan in the ads. Las Vegas uses "What Happens in Vegas, Stays in Vegas". Branding slogans are used to identify a place or a company. Great brand, let's say The Gap, they sold Levis and now they have created something cool and hip, they don't even sell Levis any more but the Gap is still a national brand.

Currently Quil Ceda Village is seen as Home Depot and Wal-Mart. Can a branding slogan turn that around to make people see Quil Ceda Village as a destination?

Strategies 360 met with some local people, county officials, educators and local law enforcement to understand the current perception of Quil Ceda Village. Other malls and casinos in the area have been evaluated.

It is very important to the Council and the members of the Tulalip Tribes to have the Village reflect the Tulalip Tribes heritage and culture. This is a tribal venture and needs to have totem poles, a long house, a showcase for canoe carving, maybe some tee pees along with the spear fisherman.

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The Village Marketing Department needs to bring the other businesses on board. Have them identify the location by using the new Village branding slogan in their ad campaigns.

PURPOSE: To implement a compelling and consistent marketing communication for Quil Ceda Village.

TASKS:
- Marketing Specialist and Strategies 360 meet with the Tulalip Casino Marketing Department. Bring their advertising on line with the Village.
- Have first branding campaign ready to go the same time as Seattle Premium Outlet Malls grand opening of May 5th, 2005
- Recruit activities for the HUB – what is achievable – Every 2 to 3 weeks a major event should be scheduled.
- Prepare for the "1st Annual Quil Ceda Village Pow Wow".
- Marketing needs to create a budget for the Village HUB events.

Five branding slogans are presented to the Council. Consensus of the Council and Staff for the best slogan is:
"Experience More"
More Play, More Fun, More Shopping.

8) Next Village Council Meeting February 15, 2005 @ 9:00 a.m., Quil Ceda Village Conference Center. Due to time constraints for QCV BOD, Council requesting to set the next regular Village Council meeting February 17th, 2005 at 9:00 a.m., QCV Conference Center.

Adjourn Meeting

Minutes approved at the regular Village Council meeting of April 12, 2005

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Recording Secretary Date

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