

# The Conversation

## Marketing help is on the way Free webpage offered to every Port business tenant



The Port of Port Townsend is committed to helping its business tenants succeed in the 21st century by providing each one with a one-page website, free of charge.

A recent survey of the 60-odd Port tenants revealed that two-thirds don't have a website.

Yet research shows that businesses with an online presence are likely to gain a stronger share of the market as more customers use the Internet to source products or services.

"Our goal is to help business, and this builds business," says Port Director Larry Crockett. "The Commissioners strongly believe that if our tenants are successful, the Port in turn will be successful."

All Port tenants on all Port properties as well as registered independent contractors ("tailgaters") are eligible for a free webpage containing contact information, a logo, a location map, a description of services, and up to two photos. It's not too late to register as an independent contractor (see sidebar) and take advantage of this offer.

A sample webpage featuring Taku Marine is viewable at:  
[www.portofpt.com/taku\\_marine.htm](http://www.portofpt.com/taku_marine.htm)

The pages will be hosted on the Port's website and linked to the Port's existing online marine trades directories, but also will be independently searchable. For example, if you were to Google "marine electronics + port townsend," the results page would show independent entries for all of the Port tenants specializing in that field. Being associated with the Port's website is a huge advantage because it is search-optimized and usually located close to the top of search results for Port Townsend.

Making the best use of its marketing budget is something the Port has struggled with over the years. But as the economy remains sluggish, it is clear that the Port must take an active role in "holistic" marketing—marketing the Port as an operator as well as the Port as a landlord.

"This is a great opportunity for all of our tenants, and at no cost," notes Crockett. "I hope everyone will take the time to participate."

### From the Commission

At the completion of the winter-long remodel of A/B Dock, kudos go to the advisory committee for the design, to the contractors for the splendid product, and to staff for ever-timely support.



Isn't it great to see all the boats back in the water?

Regarding the free webpage offer for all Port businesses (described on this page), we have decided to spend some of the Port's limited marketing dollars on marketing our tenants.

Staff's efforts to initiate this test program are appreciated. It is an innovative and timely use of Port resources and should link more customers directly to our tenants.

What's good for the Port's businesses is good for the Port.

The Airport Eco-Industrial Park Advisory Committee is chockfull of expertise. In January the 11 members met with staff and various advisors to initially brainstorm our industrial park project. The committee includes captains of local light industry, contractors, and a resident with experience in airport industrial development. The group is ably assisted by Al Scalf and Rick Sepler, the planning directors for the County and the City.

The Port continues to be an active partner in the ongoing City-County-Port joint economic development strategy.

We continue to support Coast Seafoods in Quilcene and just extended one of their leases through Feb. 2023 to support the expansion plans of the South County's largest employer.

—Dave Thompson, President

### To Sign Up

- Fill in the blanks on the business website information form, available on our website or from Sue at (360) 385-0656. E-mail it to us, or print and mail.
- Upload two digital photos or mail us prints for scanning. If you need assistance taking digital photos of your people, facilities or projects, contact Sue at (360) 385-0656.
- If a non-leaseholder business working on Port property, make sure you are registered as an independent contractor. Contact Lorraine at the Yard Office at (360) 385-6211.

## We Ask: Why Did You Choose the Port of PT?



**"This was the least expensive yard of all that we researched,"** says Tamara Conatser of Sitka, Alaska. She and her partner Frank Kyle are rebuilding the PT-built salmon troller *Nona S*. (a Skookum 53') and doing almost all of the work themselves.

The do-it-yourselfers are first-time customers at the Port of PT. They hauled out Nov. 1, rented accommodations downtown, and will be here as long as the project takes.



New skipper Matt Munker, 28, hauled out his first boat at the Port of PT on the advice of his father, also a fish boat captain. "I listen to the older fishermen....I'm not trying to reinvent the wheel!" he says. Shipwright Dave Thompson is assisting Munker with hull work on the 1964 wooden purse-seiner *Julie Ann*.

**"There are a lot of knowledgeable people around here...and they don't nickel and dime you,"** says the second-generation Gig Harbor salmon fisherman.



Dave Thompson photo

Bruce Barrett of Port Hadlock has brought his 44' troller *Haven* to the Port of PT for her annual maintenance for eight years now, employing either Steelhead Marine or Lower Hadlock Shipwrights.

Why? **"It's the only game around, isn't it? All the services you need at a decent price,"** says Barrett.

# Business Spotlight: Workboats buoy shipyard

Something smells fishy at the Port of Port Townsend Shipyard...but that's a good thing.

A very good thing, according to Tim Hoffman, owner of Steelhead Marine. He and his crew have kept busy overhauling fishing boats as the work on recreational vessels has dropped off.

"One thing that's been obvious to me this winter: It's the workboats that are keeping this place alive," says Hoffman, a longtime shipyard tenant. "You don't see any yachts [in the yard] to speak of."

Indeed, Port records show that the ratio of recreational vessels to commercial vessels in the yard has been declining since the economy took a nosedive.

"Pleasure boat work is still in dried-up mode," says Townsend Bay Marine CFO David King, adding, "We have much more commercial work as a proportion than usual." This winter, TBM has overhauled an oil industry vessel and a passenger ferry.

Hoffman thinks workboats will be the "bread and butter" for the Port Townsend marine trades for the next few years, as recreational boat owners continue to delay optional work on their optional craft.

But boats are not optional for fishermen, who invest in their vessels for the long term and have to maintain them and their equipment to stay competitive. And when they haul out for annual maintenance and upgrades, Hoffman estimates the owners of vessels over 65' easily spend \$25,000-50,000 each time with businesses at the Port.

And then there are the \$500,000 jobs. "We're lucky to have the labor force and the skills to do major refits that will run up to half a million dollars," says Martin Mills, member/owner at the Port Townsend Shipwrights Co-op.

His cooperative spent 3½ months this winter refitting a 65' wooden longliner from Seattle, the *St. John*. The Co-op installed a new engine, new tanks and new refrigeration, revamped the electrical systems, and performed hull work, shaft/propeller work and woodwork. This was the *St. John's* first visit to the Port of PT and hopefully she and her crew will be back.

"One of the big draws [for the *St. John* and other vessels] is that we can work alongside the owners and keep costs down," says Mills.

Besides allowing owners to work on their boats (something many workyards prohibit),



The Port's 300-ton Travelift moved 32 vessels the first 3½ months of 2011; 18 of those were fishing boats. The comparable numbers for 2010 were 10 fishing boats out of 26 total.



Fishing boats frame the headquarters of the PT Shipwrights Co-op. One of their biggest jobs this winter was a total refit of the *St. John*, a 65' longliner that spent 3½ months in the yard.

the Port of PT is also known for having the best yard rates in the Puget Sound area.

The Port gains repeat customers when it can offer a good deal on haul-out and yard fees and access to first-class specialists. "You need both to make the customer happy," says Hoffman.



Martin Mills, PT Shipwrights Co-op member/owner, was the project lead on the *St. John*.

## What's Your Boat Haven History?

In anticipation of Boat Haven's 80th anniversary, we are compiling the history of the marina and yard, both of which have shaped the Port Townsend of today. We are seeking:

- Your photos (we will scan and return)
- Your stories (you write and submit, or we will arrange to interview you)

To share your history, contact Shelly Randall at (360) 385-0811 or [editor@portofpt.com](mailto:editor@portofpt.com).

# New restaurant at Landfall?

## Developer has until Oct. 1 to do due diligence, sign lease

Another reasonably priced seafood-oriented eatery could fill the gap at Point Hudson left by the demise of the Landfall Restaurant.

The Port is now negotiating the redevelopment and long-term lease of the site with Maritime Heritage Group, LLC,

a corporation formed by the owners of two adjoining businesses: Joe & Cindy Hill Finnie of the Swan Hotel and Pete & Sherri Hanke of Puget Sound Express.

The developers are determining the mix of uses for the redevelopment that they say will certainly include a restaurant and one or two more water-oriented conforming uses.

MHG was one of three respondents to the Port's recent request for proposals for the 50 x 100' parcel. The Finnies and Hanks make no secret that their interest in the site is defensive to protect their view corridors and control the aesthetics and uses of any new structure.

"That said, we're excited to play a part in redeveloping this strategic property in the Maritime Heritage Corridor," says Joe Finnie.

In a letter of intent signed April 1, the Port agrees to reserve the property for development by MHG for a period of one year and to grant the developer six months to do due diligence, including market studies, engineering and architectural design, and environmental review.

Any new structure will require review by the City's Historic Preservation Committee. The site itself is governed by the City's Shoreline Master Program, which prioritizes water-oriented uses but contains a provision for a mixed-use building at the Landfall site



*Suggested south-facing facade of a new building for the Landfall site. Joe Finnie's architect daughter drew this sketch; he says a local draftsman will develop the full plans for a one-story restaurant.*

that could include a restaurant. Since current demand for marine trades space is weak, the developers feel a restaurant, with its "water-enjoyment" aspect, is by default the best near-term option. However, MHG is open to working with a tenant with a "water-dependent" use, either now or in the future.

"Over time we will expand the building to meet an expected future need for more marine trades uses," says Finnie.

The concept currently on the table is a one-story, 1,200-1,800-s.f. wood-frame building.

The food service envisioned is eat-in/take-out fast food like fish 'n' chips, burgers and fish tacos, with both indoor and seasonal outdoor seating. The project may include a sports bar and/or 2-4 office spaces.

The building will be designed and engineered for the possible later addition of a second story or a footprint expansion.

At the Port's request, MHG will position itself to meet the needs of any future passenger ferry service to Seattle. The building could house ticketing and waiting areas.

MHG is looking into financing the project with Kitsap Bank.

"We're sincerely interested in making this work," says Finnie. "In six months, we'll know if we're going forward or not."

# Armory gets electrical upgrades

To ensure the viability of the marine trades tenants in the Armory (Sail Loft) Building at Point Hudson, the Port is undertaking needed electrical upgrades to the 1930s-era structure. Much of the wiring is original and not up to code.

A local contractor, Christopher's Electric Co. of Port Townsend, secured the \$67,720 contract and plans to start work next month.

The upgrades are necessary to fix fire and safety hazards. The Port will also take the opportunity to isolate each of the electrical circuits used by the five current tenants: Point Hudson Boat Shop, Port Townsend Sails,

Brion Toss Yacht Riggers, Port Townsend Canvas, and Hudson Point Dive.

Electrician Christopher Lewis says, "We will concentrate on removing the dangerous wiring and dividing up the tenants' spaces to have their own meters."

Presently, the Armory's electricity bill is pro-rated by each tenant's square footage. Separate metering will enable fair billing and encourage conservation.

But improving safety is the number one goal. Asked what will the electrical upgrades will enable him to do, rigger Brion Toss answered, "Sleep better."

## Port Shorts

### COMMISSIONER SEAT OPEN:

John Collins' announcement in March that he will not seek re-election this November leaves the District 1 Port Commissioner seat open for the 4-year term beginning Jan. 1, 2012. The candidate filing period for this nonpartisan position is June 6-10, 2011.



### AUCTION BOATS FOR SALE:

Now listed on the Port's website are boats for sale that were legally acquired by the Port for non-payment and did not sell at auction.

View photos and prices at [www.portofpt.com/auction.htm](http://www.portofpt.com/auction.htm).

This page will also advertise boats that are coming up for auction.



*FOR SALE: Catalina 25' S/V \$1,486.00 OBO*

### BOAT HAVEN PAVING, PERMITS:

As part of the \$4 million replacement of the A/B Dock moorage system (completed this spring, on schedule and on budget!), the parking area between A/B Dock and the Skookum Building is scheduled to be paved in May.

Relatedly, the permits needed for relocating and upgrading the Port's 75-ton Travelift pier are in hand, and construction should begin by this fall.

**MARINA CAFE TO OPEN:** Jennifer and Margaret Takaki are launching the Marina Cafe in the former Port-side Deli space in the Boat Haven.

Open for breakfast and lunch weekdays, the cafe will offer fresh pastries, soups, sandwiches and more. Summer hours may be



expanded to include dinner and/or weekends. The Takakis anticipate opening by the end of April.

## We're in the zone!



**immediately go inland and to higher ground.** Learn the safe route to shelter. Listen for the tsunami warning sirens and follow any emergency instructions.

All of the Port's coastal properties are in the tsunami hazard zone, so in case of an earthquake,

**NEW!**  
**After-hours  
emergency call  
service**  
Call the Port's main number  
**(360) 385-0656**  
and follow the instructions  
to be connected to a  
live operator.

# Stewardship Update: Stormwater regs tighten 6/1

Starting June 1, the stormwater flowing out of the Port's Boatyard and Shipyard must contain less copper and other pol-

lutants than previously allowed—or else the Port risks fines or legal action.

June 1 is when the updated Boatyard General Permit issued last month by the state Department of Ecology takes effect. Appeals by both business and environmental groups delayed its implementation for a year and a half.

While the Port has installed systems to filter out pollutants before stormwater is discharged, everyone in the Boatyard and Shipyard will have to do their part to keep pollutants from reaching the stormwater systems in the first place.



Port Environmental Compliance Officer Khile stands atop one of the Yard's two stormwater outfalls.

"It will definitely change the way people work in the yard," Terry Khile, the Port's environmental compliance officer, says of the new permit requirements.

For example, the stricter regulations prohibit outside hull work on boats in the water, whether above or below the waterline—and that includes hull washing.

Daily tarp clean-up has always been mandatory, but Khile says he will be enforcing this more diligently, because bottom paint residue containing copper is the most worrisome pollutant the Port deals with.

The Port of Port Townsend operates the largest unpaved boatyard in the state. "So we've got the biggest footprint we're trying to control," says Khile.

### Best Management Practices

- No outside hull work on boats in the water
- Tent off before scraping or sanding, or use vacuum sanders
- All debris must be tarped and cleaned up daily
- Call Terry Khile with questions or concerns: (360) 301-1368

## Port Meetings

Regularly scheduled Port Commission meetings are the **second Wednesday of each month at 1 p.m.** and the **fourth Wednesday of each month at 6:30 p.m.** Workshops are scheduled on an as-needed basis.

- Agenda: [www.portofpt.com/agenda.htm](http://www.portofpt.com/agenda.htm).
- Location: the Commission Chambers, Port Administration Building, 375 Hudson Street, Point Hudson, Port Townsend.

## Contact a Commissioner



● John Collins, District 1—  
(360) 643-1410, [jcollins@portofpt.com](mailto:jcollins@portofpt.com)



● Dave Thompson, District 2—  
(360) 643-2050, [info@portofpt.com](mailto:info@portofpt.com)

● Leif Erickson, District 3—  
(360) 437-2066,  
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*The Conversation* is the newsletter of the Port of Port Townsend, a county-wide municipal corporation, whose mission is "to serve the citizens of Jefferson County by responsibly maintaining and developing property and facilities to promote sustainable economic growth, to provide community access to Port facilities and services, and to protect and maintain our community resources and maritime heritage."

## RE: QUILCENE SWIM FLOAT

**"This is wonderful, especially for the kids.**

*We always absolutely delight in watching them enjoy swimming, playing, and simply being kids. And a heartfelt thanks to the Port commissioners and Larry Crockett for making it happen."*

—**Connie & JD Gallant**, e-mail re: the Port's provision of **a new swim float for Quilcene Bay**, at the request of Quilcene's "Support Families & Kids with Services & Recreation" Group

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