

SUMMARY REPORT AND
RECOMMENDATIONS

COMMUNITY MEETING

Tuesday, April 20, 2010

Hosted by the Future Committee
of the
Port Ludlow Village Council

Dr. Kent Matheson

In both the e-mail survey and in the community meeting, there was strong consensus that the Port Ludlow Village Council leads the way toward the “unification” of the community.

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Background

The Port Ludlow Village Council charged the Future Committee with the task of involving community residents in a dialogue about how best to prepare for the opportunities and challenges in the next five to fifteen years.

The Future Committee, on Saturday, February 27, 2010, held day-long workshop at the Inn at Port Ludlow, brought together 42 residents to “brainstorm” ideas and ways to prepare for the future of Port Ludlow. Some of the major themes emerging from the workshop were:

1. The concept of “one village;”
2. “Unified community;”
3. “Centralized government,” and
4. “Unification”.

In addition to the themes, participants suggested the following priorities as a possible means of achieving any of the themes:

1. Reorganize the Village Council,
2. Explore ways of providing revenues for the Village Council,
3. Explore alternatives governance structures, and
4. Continue the efforts of involving and informing the residents of what the Future Committee and the Village Council are doing.

A summary report and an evaluation of the day-long workshop are available on the Internet at: www.plvc.org under the “Future Committee” tab.

Following-up on the efforts to involve and inform, the Future Committee organized two events. The first was a community-wide electronic survey sent to over 900 residents (with available email addresses). The survey was designed to be a follow-up to the February “brainstorming” workshop.

The second activity to involve and inform residents was to host a second “community-wide” meeting on Tuesday, April 20, 2010, at the Bay Club. Eighty-three residents attended the second community-wide meeting.

Introduction

The community-wide meeting, held on Tuesday, April 20, 2010, was announced through emails, an article in the VOICE magazine, notices in both the Bay and Beach Clubs, and road signs.

The purpose of the meeting was to define by the Futures Committee. It reads: *To engage the Port Ludlow community in a conversation to share ideas and concepts regarding the future of Port Ludlow. Hopefully, the dialogue will generate a level of interest and commitment to move beyond the discussion stage.*

At the conclusion of the meeting, the audience indicated that they felt the meeting was meaningful and that they were encouraged to contribute in the meeting. Their responded “yes” at the 82% and 81% level respectfully.

Background History and Future Development

Mike Derrig, former Manager of Port Ludlow, presented a review of the history of Port Ludlow that was very informative and much appreciated by the audience.

Diana Smeland, President of Port Ludlow Associates, shared some current information from the perspective of the developer including potential build out plans.

Tom Stone, Village Council Vice President, shared past efforts regarding community input and suggestions about the future of Port Ludlow.

Results of Pre-meeting Electronic Survey

Dr. Kent Matheson, group facilitator and consultant to the Future Committee, presented results from the e-mail survey. Complete results of the “pre-meeting” survey are available on the Internet at: www.plvc.org under the Future Committee tab.

Challenges and Roadblocks

One of the open-ended questions on the survey addressed “roadblocks to the future development of Port Ludlow.” Some of the frequent comments were; “

1. Lack of interest,
2. Opposition to change, and
3. No local government (*This could imply that PLVC is local government, but has no authority to raise revenues or credibility to make decisions and implement*).

Unification

The e-mail survey asked residents to help define a “unified community.” Well over two thirds of the participants commented about resolving the “North-South” division of the community. The concept of “one club,” and “sharing facilities” were considered as major steps toward “unification”.

Preparing for the Future

Another question on the survey requested input on “How to Prepare for the Future.”

1. “Do nothing and maintain the status-quo” was acceptable to 47% of the participants. *(This large a number begs the question, what to do with that block of people?)*
2. Forty-four percent (44%) accepted the idea “a different group with taxing authority.” *(This seems like a potential first step with further review and guidelines).*
3. Only 36% accepted the idea that “the PLVC raising revenues with voluntary dues.” *(This is a weak concept. Very difficult to plan projects on a budget built with voluntary dues.)*
4. Only 32 % of the participants accepted the concept that “the PLVC have limited taxing authority.” *(Need to determine whether this means a reconstituted/reorganized PLVC or feasibility of a LID/park recreation district being able to raise sufficient funds).*

Opportunities

The next open-ended question asked for comments about available opportunities for Port Ludlow residents in the next 5-10 year period. Most frequent responses included “combining the two clubs” and “the possibility of a new joint facility.” Comments also included suggestions such as “more businesses” i.e. grocery store, adjacent to the marina and resort. More “community events” were suggested as well and finding a new “Trend West” developer.

Amenities

Amenities and the impact on lifestyle and the value of the resident’s home was the next question. In rank order were the following:

Marina	92%
Golf Course.....	89%
Swimming and recreation	82%
Trails system	81%
Meeting and banquet areas	77%

Possible Purchase of Amenities

The next question raised the issue of possible purchase of some of the amenities by the residents. The rank order:

Sewer/water	84%
Marina	60%
Golf course	53%

Future Involvement and Representation

The final two questions dealt with whether the residents felt they should be involved in planning the future of Port Ludlow

- Yes, should be involved.....92%
- Yes, the PLVC should represent the residents.....95%

Demographic Data:

Years living in Port Ludlow

- Less than 5 years.....22%
- Between 6 and 10 years44%
- More than 10 years.....34%

Snowbirds

- Gone one month or less.....61%
- Between 1 and 3 months20%
- More than 3 months20%

Where registered to vote

- Jefferson County88%

Highlights of the Community-Wide Meeting

The next segment of the community meeting was built around audience participation and response to a new set of questions that were generated from the e-mail survey. The new questions addressed such issues as unified community, role and function of the PLVC, revenue sources, and the North/South clubs and their impact on the coherence of Port Ludlow.

Unification

One of the unification questions dealt with the meaning of a “unified” Port Ludlow. Sixty percent of the audience indicated a combination of “one governing body” (PLVC), “a single upgraded club,” and “consolidated management of the clubs.” (*When asked about unification of Port Ludlow, the two clubs seem to be the issue that needs to be resolved*).

When asked to define a “unified Club”, the participants were split between three options.

- Joint planning of modifications for the two facilities27%
- Single management structure28%
- Single “super facility28%

(Notice that there is no suggestion that we keep the two clubs separate as they are currently.)

Village Council Direction

When asked the question as to what the current PLVC should do to deal with the future, the audience once again sent a divided response.

Change structure	27%
Investigate alternative vehicles i.e. park district/LID	29%
Don't know	29%

(See Recommendations)

Future of the Village Council

With the question about the PLVC moving forward, the audience response was:

Status quo	29%
Restructured with taxing authority	13%
Promote a new form of government	59%

(We need to drill deeper to identify exactly this means to our community.)

Strengthening the Village Council

In responding to the question, "How can the PLVC be strengthened?

Undecided"	46%,
Hire a Community Planner	28%
Change the size of the PLVC	18%

(See Recommendations)

Village Council Resources

If additional revenue is required for the Village Council to operate properly, what revenue sources are considered?

Assess each homeowner a nominal annual fee	38%
Sell bonds.....	18%
All of the above	15%
None of the above	31%

Involving Residents

When asked how best to deal with those residents who seem to "block any progress" or are "not interested, the audience favored more and continued efforts to educate and communicate with those residents.

More efforts to communicate and involve	64%
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Hiring a Community Planner

When asked if the Village Council should hire a community planner, the participants were divided on the idea.

Agreed or strongly agreed with the idea46%
Opposed the idea of a community planner43%

Funding to pay for a Community Planner

If a community planner was hired, 61% did not know where the funding would come from, while 20% suggested revenue raised from community events.

Continuing Community Involvement

When asked about the Village Council continuing the process of community-wide involvement, 89% responding positively. *(This strong a response indicates confidence and respect for what the PLVC is doing in this regard.)*

Feedback from the Residents

Participants were asked to indicate the better method of obtaining feedback and increase involvement about community issues.

E-mail surveys60%
More community meetings37%

Joint Planning and Collaboration between the Two Social Clubs

A question regarding joint long range planning between the two clubs generated a 95% “yes” response. In a related question, would it be acceptable to have reciprocal privileges between the clubs for a nominal fee the participants indicated a “yes” at 86% response level.

Future Involvement

When measuring audience interest in serving on the Village Council or on the Future Committee, the following was indicated:

Would like to be involved.....29%
Interested in serving on specific committees53%

Source of Community Information

In regards to the April 20th, community meeting, a third of the participants found out about the community-wide meeting through the e-mail survey and a fourth found out via friends.

Primary Reason or Attending

Over 80% of those attending the community-side meeting were attending because of interest in the topic, “The Future of Port Ludlow.”

Source of Information about Port Ludlow

When asked about how the audience finds out about what is happening in Port Ludlow, and how would they like to receive information about what is happening, The VOICE was head and shoulders ahead of any other information source. (*The Futures Committee and PLVC, when planning future communiqués with the community, should carefully consider the positive audience response to this question*)

ONE OF THE MOST IMPORTANT STATEMENTS MADE DURING THE COMMUNITY MEETING WAS AT THE CLOSING OF THE MEETING WHEN ART ZOLOTH ASKED, BY A SHOW OF HANDS, HOW MANY IN ATTENDANCE WERE FROM NORTH BAY AND HOW MANY FROM SOUTH BAY. IT APPEARED TO BE ALMOST AN EVEN SPLIT. ONE GENTLEMAN STOOD UP AND SAID, “I REALLY DON’T CARE WHO IS FROM NORTH BAY AND SOUTH BAY. I WANT YOU TO KNOW THAT I AM A RESIDENT OF PORT LUDLOW! HE IMPLIED THAT IS THE WAY THE REST OF THE COMMUNITY SHOULD IDENTIFY THEMSELVES.

Recommendations

1...Port Ludlow Village Council

The PLVC needs to create a discussion within the community regarding the role and function of the Council currently, and moving forward towards the future. It is recommended a community sub-committee be appointed by the Council to address the issues of size, structure, selection of members, authority to raise revenues, and other issues as determined by the PLVC.

The Council should plan a “Chart of Work” for the sub-committee that is carefully considered to ensure the process works in a positive manner and is consistent with the concept of engaging the community in identifying community priorities.

2...Unification of Port Ludlow

The word “unification” or “unified” has come up in most of the opportunities discussion as well as the roadblock discussions. In discussing a “unified” Port Ludlow, governing body was one of the topics. Also in that discussion, is the North/South debate, which includes transitioning to a one-club scenario or at least a consolidated management plan. Regarding the future, one of the questions asked during the community meeting dealt with the concept of joint “long range” planning between the two clubs. That question received a 95% yes response.

It is recommended that a community sub-committee be appointed by the Council to address the issues of joint operations between the clubs, preplanning the concept of one full service club to meet the needs and expectations of the entire community, and other issues as determined by the PLVC.

The Council should plan a Chart of Work for the sub-committee that is carefully considered to ensure the process works in a positive manner and is consistent with the concept of involving the community in special interest groups to implement change.

3...Revenue and dealing with the future of Port Ludlow.

A significant portion of the dialogue regarding the future of Port Ludlow centers on the question of how any project of importance will be financed. The community has suggested voluntary assessments or dues, LID/park recreation district or limited taxing authority. I think everyone would agree there is not much hope that any of those options will fulfill the Village's need for revenue.

It is recommended the Village Council accept the responsibility for creating a critical mass of experience, knowledge, intellect, and tenacity and develop a plan to explore the options and possibilities for a revenue program that will meet the needs of the future Port Ludlow. The PLVC responsibilities could include appointing a community sub-community or bringing in an experienced financial planner or other actions as determined by the Council. This is a critical piece of the puzzle for the community and that is why it is recommended the Council take the issue head on.

4...Communication Plan

When "residents" or their "lack of interest" were described as major roadblocks, 64% of the audience supported more efforts to educate and/or communicate with those residents. It goes without saying that the PLVC recognizes the value of citizen involvement and the wealth of good information and resources that the citizens of Port Ludlow possess. It is important to increase the PLVC's understanding of citizen concerns, ideas and values so that they can be utilized to make better decisions. Much of the PLVC's overall success will be shaped by the quality of its communication efforts.

It is recommended that the PLVC identify, create and budget adequate resources to engage citizens and citizen groups to enable them to effectively become a part of the Council's decision-making process. A community sub-committee could be appointed by the Council to develop a communication plan that includes the following components:

Open two-way communication

Community problem solving
Be proactive; provide the Council the opportunity to tell its story
Inclusive
Provide strong and consistent messages

Submitted to the Village Council by Dr. Kent Matheson, Consultant and
Facilitator

May 3, 2010