

PORT OF PORT TOWNSEND

INFORMATIONAL MEMO

DATE: 4/3/2025
TO: Port Commission
FROM: Eric Toews, Deputy Director
SUBJECT: Resolution No. 840-25 Adopting Objectives and a Process and Schedule to Guide the Strategic Plan Update

ISSUE: Should the Commission adopt Resolution 840-25 to clearly articulate its objectives in updating the Port's Strategic Plan, outline a process and schedule for the planning effort, and authorize the Executive Director to appoint a Strategic Plan Review Committee (SPRC)?

BACKGROUND & DISCUSSION: The Port's current Strategic Plan was adopted in March of 2010 after many hours of citizen and stakeholder involvement (the "Plan"). That planning process was instrumental in facilitating candid and meaningful conversations about the Port's role in the economic life of the community, as well as its mission and vision for the future. In the ensuing years, the Plan has provided valuable guidance to Port decision-makers, guidance that has shaped positive outcomes broadly supported by the community.

However, every plan should be periodically reviewed and updated to ensure that continues to accurately reflect the values and vision of the present generation. Therefore, the Commission has directed that staff prepare an update to the Plan and solicit stakeholder and community feedback on the proposed update. At the same time, the Commission has made plain that it does not wish to completely overhaul a plan that has served the Port and citizens so well for fifteen (15) years. Rather, the Commission has indicated that it desires that the update effort be focused and efficient.

Accordingly, staff has prepared draft Resolution No. 840-25 that would establish clear objectives for the planning effort, adopt a process and schedule for the update, and authorize the Executive Director to establish a Strategic Plan Review Committee (SPRC) to assist in updating the Plan. Consistent with our discussion with the Commission during the Annual Retreat, the updated schedule has been slightly modified to allow staff time to focus on pursuing capital funding opportunities (i.e., PIDP and PWEAA).

In sum, while the updated Plan is likely be substantially altered in form and appearance, its core direction will be retained, ensuring that the plan remains more than a mere palimpsest of the original 2010 Strategic Plan.

MOTION: None required. Port Commission adoption of the Consent Agenda operates to approve the attached Resolution 840-25 and authorizes the Executive Director to appoint a Strategic Plan Review Committee (SPRC) to assist in the planning effort.

ATTACHMENTS:

1. Resolution No. 840-25, consisting of three (3) pages; and
2. Exhibit "A" to Resolution No. outlining the Plan Update Process, consisting of one (1) page.