

PORT'S LOG

winter/spring2011

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 <http://www.portofwoodland.com>

Port Events

Commission Meeting
Third Thursday of each month
Port of Woodland Office
Commission Room
115 Davidson

Commission Workshops
Fourth Thursday of each month
Port of Woodland Office
Commission Room
115 Davidson

On the Web

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The Port of Woodland recently moved into a new office — located in the former home of Twin City Bank — at Swanson Plaza in downtown Woodland.

BOARD OF COMMISSIONERS OKS BUDGET

At its regular meeting on November 10, 2011 the Port of Woodland Board of Commissioners voted unanimously to approve the 2011 final budget after thorough review and opportunity for public input.

While the 2011 budget shows growth in revenue, the commission voted to keep the property tax proceeds budgeted at \$216,000 for the second consecutive year, keeping in mind the fact that the port will be working on improvements at Guild Road in 2011, and hopes to begin developing the former "Rose Growers" property, southwest of the intersection of Guild Road and Schurman Way (learn more about how the port spends tax money on page 3 of this newsletter).

The budget also reflects expenditures for marketing, maintenance, sand sales expenses, taxes that the port is responsible to pay, and employee expenses in terms of salary and benefits. The budget

allows for a maximum 3 percent salary increase for the port's two employees in 2011, which would be awarded based exclusively on performance.

Included in the port's expense planning is money to pay off another debt. Debt repayment over the last three years has been a priority for the port, and the port is proud to have paid down its debt.

The port's revenue picture looks good for 2011, and there's a possibility that the growth in revenue will increase during the year, and could even end in a record revenue year. One more year of sand sales from the Martin's Bar location is also included in the revenue outlook for 2011.

The port's budget also includes financial guidelines for capital projects, which include more work toward a boat launch somewhere on port property, and improvements to Guild Road that will soon allow for development of port property.

From the Commission President: CELEBRATING A HALF CENTURY WITH A VIEW OF A BRIGHT FUTURE

It is a very exciting time to be part of what's happening at the Port of Woodland.

In 2010, we celebrated the 50th anniversary of our creation, while also looking several years into the future to begin strategically working toward becoming a premier port in the state of Washington.



Your port commission – Jerry Peterson, Dale Boon and I – are working closely with staff to take a close look at the potential the Port of

Woodland has to bring living-wage jobs to our community.

In 2010, we hired a new executive director, and while we thank Erica Rainford for the two years of hard work she put in at the port, on behalf of all of you, we're also excited about the leadership and direction Nelson Holmberg has already been providing the port and the community.

As the stewards in public ownership of more than 200 acres of light industrial property in the Bottoms, we've begun development of a strategic plan that will give us a roadmap for attracting business, jobs and responsible growth to Woodland.

As you'll see on the next page, we're currently beginning the development of a strategic plan that will be our guiding criteria, as well as goals, key initiatives and objectives for the next decade as we move toward our 60th year and beyond.

This year we also begin a new tradition as we start our Commission Workshop Series, bringing discussions of economic development issues to the public. We invite you all to join us for these workshops, which are scheduled for the fourth Thursday of each month. We will post a list of the topics and dates of these workshops on our website and on our Facebook page.

There's absolute reason to see a bright future for the Port of Woodland, and we hope you'll keep up with what we're doing.

You're always welcome to visit our office, or attend commission meetings.

We look forward to visiting with you.

Paul Cline

2010-11 Port Commission President

COMMISSION ROOM AVAILABLE TO COMMUNITY FOR SMALL MEETINGS

When the Port of Woodland moved into its new office in Swanson Plaza, it made sure that there was sufficient space set aside as a Commission Room, and as a result, we have more than 400 square feet available for the community to use for small meetings.

Capacity of the room is not to exceed 49 people at any one time.

The first priority for use of the Commission Room is, of course, port meetings. After that, however, the room can be reserved by community groups, businesses or other governmental entities that might need space for a meeting.

To reserve your date and time in the commission room, please contact Carol Moore at the port office by calling 360-225-6555, stop by the office, or email Carol at c.moore@portofwoodland.com.



BOAT LAUNCH STALLED, NOT GONE

In 2009, the Port of Woodland started working on the idea of building a boat launch at Lion's Day Park at Martin's Bar.

Since then, the commission and former executive director went on a tour of other boat launches around the area to learn more about what works and what doesn't.

In the transition of executive directors and other priorities happening across the port, the boat launch project came to a point of being stalled.

But it has not been forgotten.

Soon, the port staff and commission will again take up the project with the intent of soon building the boat launch.

Other improvements are also planned for Lion's Day Park, including repairs to the access road.

PORT OFFICE FINDS A NEW HOME

After nearly 35 years in an office at the Masonic Building at 141 Davidson, the Port of Woodland has moved into a new office that better suits its current needs, and its vision for the future.

Starting on October 1, 2010, the port's office is located in the former Twin City

Bank space and the new address is 115 Davidson, Suite D. The mailing address will continue to be P.O. Box 87 in Woodland.

It is one of the port's organizational values to maintain an important presence in downtown, so the move just down the block was a great fit, and provides the port an opportunity for growth as well as continued service to the community, its tenants and its business partners.

Commission meetings – unless otherwise posted – will continue to be the third Thursday of each month, and are now held in the new Commission Room, which is located just behind the Coffee Cove Cafe.



Welcome new tenants:

QUALITY MARINE, SPRINGHILL CONST., GARDNER TRUCKING

Three new tenants have come to the Port of Woodland this year — all of them located at the port's North Pekin Road Industrial Park.

The first of the three new tenants was Quality Marine Resources, having moved here from Ridgefield in March 2010.

Quality Marine, owned by Dan & Karen Goll, occupies the shop space in the southeast corner of the port's Pekin Road industrial park, and performs maintenance, repair and cleanout of marine tanks on vessels from boats to ships.

Springhill Construction has also signed a lease for land on the site, which is used by Jim Lee's construction company for lay down and storage of equipment and materials.

Finally, as of November 1, Gardner Trucking has moved from the intersection of Schurman Way and Guild Road into the office space at the North Pekin Road park.

Gardner's Richie Harsh — a native of Woodland — found the land and office space to be suitable for the trucking company's growing needs.

Port Policy:

USE OF PROPERTY TAX PROCEEDS

The Port of Woodland, for most of its 50 years, has operated under a fairly simple philosophy when it comes to how the port spends its tax proceeds.

Just three things.

The port only spends taxpayer money on investments that, in the end, benefit the community and help to provide jobs.

The Port of Woodland's policy is to spend tax proceeds (\$216,000 in 2010) for repayment of debt, capital construction/development, or environmental cleanups.

We recently formalized this policy, by passing a resolution that puts our commitment to be responsible with your taxes in writing.

In 2010, the port has been able to repay more than \$210,000 in debt taken in 1998 to improve Port Way, and to repay the City of Woodland for its sewer and water infrastructure investments in the Schurman Way Industrial area, which includes port land.

COMMISSIONERS PICK NEW DIRECTOR

Nelson Holmberg has been named executive director at the Port of Woodland.

The Woodland Port Commission voted unanimously in a special meeting on March 31, 2011 to name Holmberg as the replacement for Erica Rainford who served the previous two years in the position.

Holmberg comes to the Port of Woodland after three years as communications manager at the Port of Vancouver USA, where he was heavily involved in all aspects of the industrial and marine terminal business, and participated in executive sessions and director-level activities and meetings.

"With Nelson, all of the commissioners feel a calm confidence of a person who cares — not only in the business sense, but in the relational sense as well," Cline said. "This is a very exciting time for the Port and the Woodland community, and we are looking forward to having him aboard."

His business leadership experience includes ownership of his own small business, where he specialized in training executives and elected officials from public agencies and educational organizations in media relations and crisis communication situations. He also was director of media & public relations/assistant general manager for the Portland Power and director of media services for the Atlanta Glory in the American Basketball League.

"This is a fantastic opportunity," Holmberg said. "I look at the Port of Woodland as a place with incredible potential for growth — growth that would benefit the community with jobs and a continued positive presence. I'm very excited about becoming a part of the Woodland and Cowlitz County community."

He is also very involved in community activities, providing service through civic groups and boards of non-profit organizations including the Clark College Alumni Association, and the Parks Foundation, among others.

Holmberg is a native of Vancouver and graduated from Hudson's Bay High School, Clark College and Washington State University (Pullman), where he earned a bachelor's degree in public relations from WSU's prestigious Edward R. Murrow College of Communication. He also served eight years in the United States Naval Reserve (Seabees) and is a 2008 graduate of Leadership Clark County.

Holmberg and his wife, Dawn, live in Vancouver and enjoy camping and family time. They have two grown daughters — Brooke and Stephanie — and became grandparents for the first time in September. Holmberg is also an accomplished model hydroplane racer, having finished third in the 2006 national championship at Horseshoe Lake, and fifth in the 2008 world championship in Vancouver.



COMMISSION, STAFF SET STRATEGY

The Port of Woodland Board of Commissioners has completed its proposed 10-year Strategic Plan, and will conduct a public hearing and vote to adopt that plan at its regularly-scheduled April 21, 2011 Board of Commissioners meeting.

This proposed Strategic Plan has been worked out over a nine-month process of design and public review of the plan during regular commission meetings. The process began during a one-day planning workshop in July 2010. Commissioners Paul Cline, Jerry Peterson and Dale Boon led the planning process, assisted by Executive Director Nelson Holmberg and Port Auditor Carol Moore.

To see the plan, please visit the port's website at www.portofwoodland.com/office/notices.php.

BEACH PASSES AVAILABLE AT HARPER'S TACKLE & OUTDOORS

The Port of Woodland has reached an agreement with Harper's Tackle & Outdoors to provide a seven-day-a-week outlet location for the port's Beach Access Passes.

Visitors on port property at Austin Point and Martin's Bar/Lions Day Park are required to have Beach Access Passes and until now those passes were only available at the port office during regular business hours. Beach Access Passes are valid for two years, and cost \$5 each.

Harper's Tackle & Outdoor is located at 267 Millard in Woodland. James & Janet Harper are the owners, and are happy to have the opportunity to sell port passes in their store.

Harper's Tackle & Outdoor is open 6 a.m.-7 p.m.,

Monday-Thursday, 5 a.m.-7 p.m., Friday-Saturday 5-7, and 5 a.m.-4 p.m. on Sunday.

Passes are also still available in the port office, 8 a.m.-5 p.m., Monday-Friday. The port office is closed from noon-1 p.m., on those days.

"With the large majority of folks being interested in fishing from the shores of these port properties, we felt it made sense to have an outlet at one of Woodland's retail vendors targeted at those customers," said Port of Woodland Executive Director Nelson Holmberg. "Just like Harper's Tackle and Outdoor, we're committed to providing great service to our community, and this is one way we can do that."

COMMISSION WORKSHOP SCHEDULE SET FOR 2011

The Port of Woodland Board of Commissioners has launched a series of Port Commission Workshops that are designed to provide information about economic development and recreation opportunities in the Woodland, Lewis River Valley, and South Cowlitz County community.

Workshops are scheduled for the fourth Thursday of each month in the port's commission room, and will run 90 minutes in length.

More information is available on the port's website at www.portofwoodland.com

Port of Woodland Commissioners & Staff



Dale Boon

*District 1
Commissioner*



Jerry Peterson

*District 2
Commissioner*



Paul Cline

*District 3
Commissioner*



Nelson Holmberg

*Executive
Director*



Carol Moore

*Port
Auditor*

Port of Woodland
P.O. Box 87
Woodland, WA 98674