

Lisa Clausen

Subject: Discover Burien response to John Nelson letter to Burien City Council

From: Lori Alden [lorialden@PNWRealty.com]
Sent: Wednesday, March 24, 2010 5:13 PM
To: Joan McGilton
Subject: Discover Burien: response to John Nelson letter to Burien City Council

Dear Mayor McGilton and Councilmembers:

As the president of Discover Burien I felt that I should respond to the email you received on March 8, 2010 from Mr. John Nelson regarding Discover Burien events.

As you know, Discover Burien's mission is to create and sustain a vibrant business community through promotions and education. It is a mission that we take very seriously. We believe that Burien is a true gem of a community, a good place to do business and celebrates its community through many festivals and events. Discover Burien is but one of the many organizations that puts these festivals and events on throughout the year.

John Nelson has an interesting point of view, though I believe it to be harshly critical of the reality of the situation. There are certain limitations that organizations like Discover Burien face. As a tiny non-profit with limited staff, volunteers and equipment we are unable to be all things to all people and therefore cannot always provide support for organizations/causes, no matter how well-intentioned they may be.

Discover Burien provides a great deal of energy, work, planning and enthusiasm putting together the numerous events we manage each year. As the high-profile organization, Discover Burien is constantly being pitched with ideas for events throughout the year. As much as we would like to help everyone, there are just not the resources to do so. That in no way is to say that events like the Brat Trot and Cove to Clover should not be part of the overall events that help to make Burien such a great place nor that Discover Burien had made any effort to stop those events.

We have a process in which we move things through our committee structure and up through the board. The process does take time as we weigh each decision as it relates to the whole events calendar and figure out how to best utilize our limited resources.

It is my understanding that Mr. Nelson came up with the idea and needed to get it put together in a very short time-frame - too quickly for our process. He was able to put it together and came up with a very nice program that did provide some monetary benefit to the organizations it supported. His passion for putting it together and making it happen is very commendable. It was just not possible for Discover Burien to jump into something that was: brand new, had little time to come together, and was not vetted through our committee.

I believe his expectations of Discover Burien outweighed our ability to provide the level of support he desired. Mr. Nelson is welcome to contact Steve Gilbert, our executive director, to begin the process of working with Discover Burien.

Sincerely,

Lori Alden
President, Discover Burien Association

CFTR:04/05/10

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