

REGULAR PFD BOARD MEETING AGENDA



April 25, 2019
Noon

Location: Town Toyota Center
Crunch Pak Room
1300 Walla Walla Avenue
Wenatchee, WA 98801

Consent Agenda:

1. Approval of Meeting Agenda
2. Vouchers (March, 2019), Minutes (March 28, 2019)

Public Comment: (please state your name and address, and please limit to 3 minutes)

Agenda Items:

1. 2018 Economic Impact Report – Pat Norlin
2. Engagement Letter - Year End Financial Statements – Cordell, Neher
3. Chelan & Manson Fourth of July Requests
4. Manager's Report
 1. Past Shows
 2. Future Shows
 3. Capital Projects updates
 4. Sales and Marketing Report
 5. Financial Reports
 6. Parking
 7. Building Engineer

PFD Board Meeting Minutes



April 25, 2019
 Noon
 Location: Town Toyota Center
 Crunch Pak Room
 1300 Walla Walla Ave.
 Wenatchee, WA 98801

Board Members Present:
 JC Baldwin (Vice-President)
 Randy Agnew (Member)
 Shon Smith (Member)
 Kelly Allen (Member)
 Marc Straub (Member)

In Attendance: Mark Miller, Town Toyota Center General Manager, Aaron Harvey, Town Toyota Center Assistant General Manager, Cindy Herdt, Shannon Grill, Jennifer Bushong, Chris Berg, Tony Van Loo - Town Toyota Center Staff. Guests: Jason Morin, Manson Fireworks Committee Chairman, Adam Rynd, Lake Chelan Chamber of Commerce (Fireworks Committee), Pat Norlin, Wenatchee Valley Chamber of Commerce

Vice-President JC Baldwin called the meeting to order at 12:00 pm.

Consent Items

1. Meeting Agenda for April 25, 2019
2. Vouchers March, 2019
3. Meeting Minutes March 28, 2019

Motion was made and seconded to approve the agenda consent items. Motion Passed 5-0.

March 2019 Recap

Banner Bank - Facility Operating Account			
Payroll	Checks 116529-116766	\$	(108,731.26)
Accounts Payable	Checks 14589-14755	\$	(88,790.34)
Accounts Payable	EFT/ACH/Wire - 14	\$	(29,836.90)
Banner Bank - Box Office Account			
	EFT/ACH/Wire - 9	\$	(53,032.12)
US Bank - Box Office Account			
	No Activity		
US Bank - Facility Operating Account			
	EFT/ACH/Wire - 4	\$	(47,355.46)

Public Comment

No Public Comments.

Action and Other Items:

1. 2018 Economic Impact Report – Pat Norlin from the Wenatchee Valley Chamber of Commerce reviewed the 2018 Town Toyota Center Economic Impact Report. He started with describing the standard procedures applied to compute the numbers. The overall numbers are up 2.13% over 2017. All sizable ticketed events are used in the computations. For non-ticketed events, an industry standard of \$124.33 per person overnight was used. Ticketed events were down from 2017. The wild events are calendar year not seasonal. The category breakdown amounted to a conservative \$7.9 million. There are numerous activities that take place that are difficult to include since they do not have ticket sales or other attendance tracking methods available.
2. Engagement Letter - Year End Financial Statements – Cordell, Neher – the engagement letter was presented to the board members. There were no concerning changes in the letter over prior years.

Motion was made by Kelly Allen and seconded by Randy Agnew to accepted the engagement letter for compiling the 2018 year-end financial statements as proposed by Cordell, Neher & Co. Motion passed 5-0.

3. Chelan & Manson Fourth of July Requests – Janson Morin, Marketing Representative for the Manson Fireworks Committee presented the request for sponsoring the 40th anniversary fireworks show in Manson. He noted Manson was upping their commitment to the event and it is billed as the largest fireworks show in north central Washington. They are also working on a securing an aerial fly-over and estimate 4-5,000 people for the evening show. The Board asked about the benefits from the community of Manson back to the Town Toyota Center and he said he would discuss options. The Manson Firework Show takes place on Thursday July 4th. Adam Rynd with the Lake Chelan Chamber of Commerce noted they support or host eight fireworks events in the area including the Manson show. As with the Manson request, they are requesting \$5,000. As a point of order JC asked if members of the communities they serve should reclude themselves in these votes. Kelly noted she voted last year. The Chelan Fireworks show will take place on Saturday, July 1st.

Kelly Allen motioned to approve \$5,000 for the Manson Fireworks request. Randy seconded the motion. For discussion, Marc Straub noted that, although he personally supports and attends both events, he maintains his opinion that this is not the best use of PFD funds. Randy noted that for the people who do not attend events at the Town Toyota Center, this is a way of giving back to them. This motion passed with 4 yeas, 1 nay (Marc Straub)

Randy Agnew motioned to approve \$5,000 for the Lake Chelan Fireworks request. Shon seconded the motion. For discussion, Marc Straub indicated the same opinion as stated for the Manson request. This motion passed with 4 yeas, 1 nay (Marc Straub)

Jennifer Bushong requested final approval on the use of any Town Toyota Center branding and marketing for both events. JC Baldwin also asked if the Town Toyota Center would consider participating in the Cashmere Founder's Day parade on June 23rd.

4. Manager's Report

1. Past Shows

- a. First Wenatchee Valley Skyhawks home games 3/28, 4/7
- b. Wild, Round 3 – we have played 10 playoff games
- c. Mariachi Festival Northwest, March 29, 2019, 2,000 ticket sales which is up 4-500 for the event. Should net \$20K.
- d. The Illusionists, April 4, 2019, 1,700 attendance, net approx. \$2K.
- e. Wen-Con, April 13, 2019 – co-pro with Wenatchee World. Numbers not available yet.
- f. Grace City – Easter event, April 21, 2019, flat rental, \$9K net.

2. Future Shows

- a. Apple Blossom Carnival, April 25 – May 5, parking lot rental, \$10K, plus some parking control.
- b. Hell on Hooves – May 10-11, 2019, 2 day event, estimated attendance is 3,200.
- c. Jehovah's Witnesses, May 19, 2019, unbudgeted new event. Flat rental.
- d. Skyhawks, May 18th and May 25th
- e. Maker's Fair, June 1, 2019, rental trade show
- f. REO Speedwagon/Great White, August 27, 2019
- g. In addition, Aaron announced new Blue Dog RV Show has confirmed for June 19-23. This is a parking lot rental and will also include several days for load in and load out.

3. Capital Projects updates

- a. Chelan County PUD Projects – Round 2 of LED lighting – all remaining lights are being retrofitted. Material are at \$77K. PUD will reimburse all materials plus our labor. Upper concourse windows have been sent out for bids. Motors, chiller material are also out for bids.
- b. Accounting Software

4. Sales and Marketing Report - Jennifer reviewed activity outlined in her handouts and noted the time schedule for updating the website. She noted changing in the surrounding waterfront development and that one of the most common requests is for an electronic billboard.

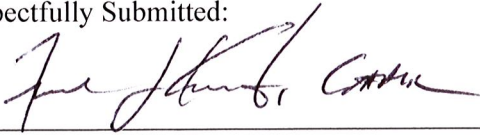
5. Financial Reports – Shannon noted the sales tax numbers are strong but they are down over previous year. She reviewed the remainder of the financial activities for the previous month.

6. Parking – Mark reviewed our available parking and current parking agreements. Issues that are affecting our parking concerns include: loss of Ceto space (160 spaces), The climbing wall business across the street, lost Goodfellows parking area. In addition, the approval and building of the new hotel across the street will also affect our parking. Three or four times per years we need very expanded parking and will be looking for solutions. We plan to organize a committee to look for solutions and will include PUD, Lowes, Bluebird, the Climbing Wall, City of Wenatchee, The Parlettes/new hotel.

7. Mark introduced Tony Van Loo who will be taking Craig Anderson's position as our Building Engineer. Craig's last day is June 1, 2019 so Tony will have some time to work with him.
8. Other: Jumbotron, Scoreboard and Ribbon Boards – We are looking into solutions to upgrade these large pieces of electronic equipment. The ribbon boards are looking okay for now but the Jumbotron is failing. The computers that run the jumbotron are proprietary and replacement parts are no longer available Replacement cost of the jumbotron could be \$500K.

With no further business, the meeting was adjourned at 1:24 pm.

Respectfully Submitted:



~~Kelly Allen~~, PFD Board, ~~Secretary~~
Frank Kuntz President

Attest:



Cindy Herdt – Administrative Assistant