

REGULAR PFD BOARD MEETING AGENDA



**January 15, 2018
4:00 PM**

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

Consent Agenda:

1. Approval of Meeting Agenda
2. Vouchers (December 2017), Minutes (December 18, 2017)

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

Agenda Items:

1. 2017 Economic Impact Report – Pat Norlin
2. Manager's Report
 - 1) Past Shows
 - 2) Future Shows
 - 3) Wenatchee Wild Renewal
 - 4) Update on Personnel
 - 5) .033 Sales Tax Extension and PFD Resolution
 - 6) Sales and Marketing Report
 - 7) Financial Reports
3. Board Member Term Expirations and Changes

Regular PFD Board Meeting Minutes



January 15, 2018

4:00 pm

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

Board Members Present:

Frank Kuntz (Vice-President)

Randy Agnew (Member)

Marc Straub (Member)

JC Baldwin (Member)

Kelly Allen (Member)

In Attendance: Mark Miller, Town Toyota Center General Manager, Cindy Herdt, Eric Strode, Jennifer Bushong - Town Toyota Center Staff. Guest – Pat Norlin WVCC/Wenatchee Sports, Ray Dobbs

Consent Items

1. Meeting Agenda for January 15, 2018
2. Vouchers December, 2017
3. Meeting Minutes December 18, 2017

Motion was made and seconded to accept the Agenda and Consent Items. Motion passed 5-0.

December Recap

Banner Bank - Facility Operating Account

Payroll	Checks-113210-113571	\$149,409.41
Accounts Payable	Checks -13091-13177	\$239,162.52
Accounts Payable	5 Wires/Debits/ACH	\$27,255.28

Banner Bank - Box Office

Accounts Payable	2 Wires/Debits/ACH	\$39,760.14
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US Bank - Facility Operating Account

Accounts Payable	2 Wires/Debits/ACH	\$113,244.68
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Public Comment

No Public Comments.

Former PFD Board Member Ray Dobbs took a minute to explain some changes taken by the City of Chelan and introduced Kelly Allen as the new representative elected by the City of Chelan. General Manager Mark Miller took a few minutes to welcome Ms. Allen and gave a brief overview of the Town Toyota Center's operations, mission and vision.

Action and Other Items:

1. 2017 Economic Impact Report – Pat Norlin

Pat Norlin with the Wenatchee Valley Chamber of Commerce/Wenatchee Valley Sports presented the 2017 Economic Impact Report for the Board Members. Pat noted that he has replaced Matt Kearney in his position but Matt has stayed on to work with Matt through 2017 and the preparation of the 2017 Economic Impact Reports. Pat briefly explained the standardized processes used to determine the figures in the report. The Wild seasons are split over calendar years and the reports can generate information based on our guests' zip codes. Wenatchee Wild's economic impact is up due to playing one additional game. The report reflects an increase overall of \$200,000 but can actually run higher as many of the non-ticketed events are not included.

2. Manager's Report

1) Past Shows

- GESA Basketball Showcase should net approximately \$9K.
- Cirque Dreams Holiday was very popular with the community. The theatrical event was the largest light show production for the center. The show should net approximately \$26K.
- The Annual Bridal Show in January will net \$4K.
- We've held one Apple Cup Hockey tournament weekend.
- 6 Home Wenatchee Wild home games since last meeting.

2) Future Shows

- 9 upcoming Wenatchee Wild home games
- Second Apple Cup hockey Tournament weekend
- Statewide PNAHA Camp
- BNCW Home Show
- Kiss my Ice Hockey Tournament
- Sportsman Show
- Numerica Ice Gala
- Hell on Hooves Rough Stock Rodeo

3) Wenatchee Wild Renewal

Discussions are ongoing and some changes have been negotiated.

4) Update on Personnel

Cooper Elliott who has been employed for about one year has submitted his resignation. He will be returning to WSU for his Master's degree and will be teaching. His position is currently open with posting out on various sources.

5) .033 Sales Tax Extension and PFD Resolution

PFD Resolution 2018-01 was presented to the board. This resolution regards the .033 sales tax extension for PFDs. The original tax was for a term of 25 years with the termination approaching. PFDs requested – and

it was approved – to extend the tax out to 40 years. Frank asked how the extended date will work with the payoff date of our bonds. In addition, he wanted to check that the sales tax extension would not in any way conflict with the agreements with the PDF partners – namely the seven cities and two counties. The board would like to have staff check with Pete Fraley on their concerns. No action was taken on this issue.

6) Sales and Marketing Report

Jennifer presented her updates on sales and marketing activities. She noted that there are several upcoming sponsor renewals coming up in 2018. News was shared with the board that we have finalized terms for the naming sponsor for the Community Rink. A press conference will be held on Friday at 11:15am to make the formal public announcement. Board members were invited to attend. The arena Youth Enrichment Funds is working on additional activities to generate funds. Jennifer review the website visits chart prepared for us by Blind Renaissance. Jennifer reported that we had visitors from West Kelowna who toured the facility in anticipation of building a similar facility in their community.

7) Financial Reports

Eric report on the current financial activity starting with the sales tax revenues.

Motion was entertained by Frank Kuntz to transfer \$150,000 from the reserve account. JC Baldwin so moved. Kelly Allen seconded the motion. Motion passed 5-0.

Eric reviewed the Food and Beverage activities for the month of December. In addition, Columbia Distribution has ask that we consider making payments to them via ACH transactions. ACH options have not yet been approved with Banner Bank but Eric will get the necessary paperwork from them and information will be presented at the February PFD meeting.

3. Board Member Term Expirations and Changes

All required paperwork has been received on behalf of Kelly Allen's term and well as the renewal of Marc Straub's term.

With no further business, the meeting was adjourned at 4:58pm.

Respectfully Submitted:

Attest:



~~Steve Lacy, PFD Board, Secretary~~

Frank Kuntz - Vice Chair



Cindy Herdt – Administrative Assistant