

REGULAR PFD BOARD MEETING AGENDA



July 16, 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 (June, 2018), Minutes (June 18, 2018)

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

Agenda Items:

1. Manager's Report
 1. Past Shows
 2. Future Shows
 3. Sales and Marketing Report
 4. Financial Reports

Regular PFD Board Meeting Minutes



July 16, 2018

4:00 pm

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

Board Members Present:

Dustin Christensen (President)
Frank Kuntz (Vice-President)
Steve Lacy (Vice-President)
Randy Agnew (Member)
Marc Straub (Member)
JC Baldwin (Member)
Kelly Allen (Member)

In Attendance: Mark Miller, Town Toyota Center General Manager, Aaron Harvey, Town Toyota Center Assistant General Manager, Cindy Herdt, Jennifer Bushong - Town Toyota Center Staff. Tamara Dezelle - Cordell, Neher & Co., PLLC, Linda Haglund, Shiloh Schauer - Wenatchee Valley Chamber of Commerce, Ms. Lacy.

President Dustin Christensen called the meeting to order at 4:00 pm.

Consent Items

1. Meeting Agenda for July 16, 2018
2. Vouchers June, 2018
3. Meeting Minutes June 18, 2018

Frank Kuntz moved to approve the consent items with the addition of discussion of the 10 Year video in collaboration with the Wenatchee Valley Chamber of Commerce. Marc Straub seconded the motion. Passed 7-0.

June 2018 Recap

Banner Bank - Facility Operating Account

Payroll	Checks 114754-114928	110,244.20
Accounts Payable	Checks 13725-13794	122,786.01

US Bank - Box Office Account

Accounts Payable	1 Wires/Debits/ACH	9,742.34
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US Bank - Facility Operating Account	3 Wires/Debits/ACH	10,461.31
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Public Comment

No Public Comments.

Action and Other Items:

1. Manager's Report

I. Past Shows

- a. Citizenship Ceremony – Event is a flat rental plus minimal labor for \$4,200 and assisted by the City of Wenatchee for this first year only.
- b. Dog Days of Summer – was held June 30, 2018. Sponsorships for this event were up \$3,000 to \$12,500. Over 1,000 guests attended and it is a very popular family/pet friendly event for Town Toyota Center and the community. The event should net approx. \$10,000.
- c. Revolution Go-Karts – they are located in the parking lot for the summer. Last year they netted around \$18K. They rent a portion of the parking lot during the summer months.

II. Future Shows

- a. ZZ Top, will perform on July 29, 2018. Sales are currently exceeding expectations, currently at 3,200 with a cap of 4,000.
- b. NCW Quilt Show, August 17-18, 2018, Trade Show
- c. Wine Awards, August 25, 2018. Lynn Kelly will be representing co=pro entity – Wenatchee World
- d. Jurassic Quest, September 28-30, 2018
- e. TTC 10 Year Open House, October 5, 2018
- f. TTC 10 Year Banquet, October 9, 2018
- g. First Wild home game 2018-2019 Season, October 12, 2018. Late start.
- h. Army Band, October 17, 2018
- i. Leann Rimes, November 30, 2018. Event could potentially include tour practice prior to our concert.

III. Sales and Marketing Report – Jennifer reviewed the handout showing sales and marketing activity for the prior month. The Wenatchee World featured Dog Days on their front page and ZZ Top is in the Go! Magazine. Jennifer noted that Chanet Stevenson has been hired as our new Marketing Manager and Graphic Designer. She will start Monday, July 23, 2018. Our two short term interns are still with us and Albert Lane from WHS will be coming on as a student ambassador. Work is moving forward with renewing the sponsorships and only one suite is available for sale at this time. The Town Toyota naming rights renewal is in process. Steve asked about authority of signing the contract. Our legal firm will also be reviewing the renewal agreement. Jennifer reported that \$80K worth of new business has been presented. Promotions are running heavily for the ZZ Top event. The AYEY balance is at around \$8,000 and will be replenished with the funds raised at the February 1, 2019 Winter Ice Gala. 10 Year Celebrations include an Open House on October 6th and a Dinner/Recognition Program on October 9th.

IV. Financial Reports – The Finance Director was not available to attend the Board Meeting and the financial statements were not available. Tamara Dezelle from Cordell, Neher has been assisting and attended to discuss with the board the progress that was being made in Shannon's absence and to answer any questions they had for her. Randy Agnew did have a question from the Vouchers Listing regarding the payment to Enduris. Cindy explained that was for our liability insurance package and was one-fourth of the total annual premium. The Board inquired about the coverage and if it's bid. Mark explained that we are part of a pool system. Dustin asked if we could check with other like-arenas to see if what we pay is in line with them.

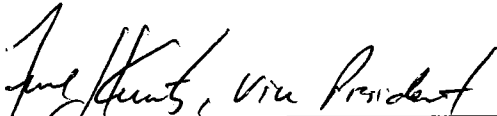
V. 10 Year Video Project – Linda Haglund and Shiloh Schauer made the presentation. The Wenatchee Valley Chamber of Commerce would like partnership with the Town Toyota Center to produce an anniversary video that would outline the history of the Town Toyota Center and the impact it has had on the surrounding communities. The video would cover the original 10 years then ask “what will the next 10 Years bring?” The 10 Year Anniversary activities are considered an “event” and the Town Toyota Center event budget does include \$1,500 for a short video. The proposed WVCC video would be more complex and in-depth and has been quoted by Vortex Productions at \$8,000. The Vortex Production video would run approximately 5 to 6 minutes and be a high-quality end product. The WVCC is able to contribute \$2,500. Combined with the Town Toyota Center’s \$1,500 they need an additional \$4,000. On behalf of the WVCC Linda Haglund and Shiloh Schauer are asking the board to sponsor the remaining \$4,000 from reserved funds. In conversations, Frank Kuntz indicated he was in favor and thought this would be a long-lasting product. Dustin Christensen questioned spending reserved funds on a product that is considered a Town Toyota event. Kelly Allen though it would be a good tie-in for the smaller communities. JC Baldwin was supportive and felt the video would be of long term use and considered it a WVCC project.

Frank Kuntz motioned to authorize the payment of \$4,000.00 to support 50% of the 10 Year video project. JC Baldwin seconded the motion. Motion passed 7-0.

With no further business, the meeting was adjourned at 4:43 pm.

Respectfully Submitted:

Attest:



Steve Lacy, PFD Board, Secretary



Cindy Herdt – Administrative Assistant