

# REGULAR PFD BOARD MEETING AGENDA



**May 21, 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 (April, 2018), Minutes (April 16, 2018, April 30, 2018)

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

## **Agenda Items:**

1. Agreement Letter from Cordell, Neher & Company PLLC for Year End 2017 Financial Statements
2. Staff request to Write off Bad Debt
3. Chelan Fireworks Committee Funding Request – Adam Rynd
4. Manager's Report
  1. Past Shows
  2. Future Shows
  3. Wenatchee Wild Updates
  4. Employee Handbook
  5. Sales and Marketing Report
  6. Financial Reports

# Regular PFD Board Meeting Minutes



May 21, 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)  
Randy Agnew (Member)  
Marc Straub (Member)  
JC Baldwin (Member)

**In Attendance:** Mark Miller, Town Toyota Center General Manager, Aaron Harvey, Town Toyota Center Assistant General Manager, Cindy Herdt, Shannon Grill, Jennifer Bushong, Suzanne Johnson - Town Toyota Center Staff.

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

## Consent Items

1. Meeting Agenda for May 21, 2018
2. Vouchers April, 2018
3. Meeting Minutes April 15, 2018 and April 30, 2018 Special Meeting

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

## April 2018 Recap

### Banner Bank - Facility Operating Account

Payroll	Checks 114264-114515	\$112,185.89
Accounts Payable	Checks 13511-13613	\$137,464.73
Accounts Payable	12 Wires/Debits/ACH	\$81,899.11

### Banner Bank - Box Office Account

	4 Wires/Debits/ACH	\$72,345.66
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### US Bank - Facility Operating Account

Accounts Payable	3 Wires/Debits/ACH	\$32,232.92
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## Public Comment

No Public Comments.

## Action and Other Items:

1. Agreement Letter from Cordell, Neher & Company PLLC for Year End 2017 Financial Statements

The agreement letter for the 2017 year-end financial statements from Cordell, Neher & Company was reviewed by the board. The agreement is substantially the same as last year.

**Motion was made by Frank Kuntz to approve the proposal from Cordell, Neher & Co. for the 2017 year-end financial statements. Motion was seconded by Randy Agnew. Motion passed 5-0.**

2. Staff request to Write off Bad Debt

Staff has requested board approval to write off (or increase Allowance for Bad Debts) the balance owing from Third Generation Pizza N More who had been a third-party concessions vendor and building sponsor. The business moved out of the building and left an outstanding sponsorship balance of \$15,000. The debt has been turned over to Armada Corp and the collection agency has determined that Third Generation Pizza N More is no longer in business, has filed for bankruptcy and the debt is unlikely to be collected.

**Motion was made by Frank Kuntz to write off the debt owing by Third Generation Pizza N More as requested by staff. Motion passed 5-0.**

3. Chelan Fireworks Committee Funding Request – Adam Rynd

Adam Rynd had notified the board he would be arriving late and requested this item be moved towards the end of the meeting. Mr. Rynd was not available at the conclusion of the meeting so a discussion took place in his absence. The proposal the committee had prepared and sent was reviewed.

**Frank Kuntz motioned to authorize \$5,000 in event naming sponsorship to the Chelan Fireworks Committee as requested in their written proposal. JC Baldwin seconded the motion.**

When asked for any discussion, Marc Straub asked for feedback from the other board members on how this benefits the PFD. Frank replied that it was outreach activities to the communities we serve and part of the mission to “give back”. Frank noted that the City of Wenatchee is not asking for a sponsorship this year as they have secured funding through the hotel/motel tax funds. No other communities have approached the board this year to sponsor community fireworks shows. Marc questioned whether the PFD jurisdictions’ perception would be that this is frugal use of taxpayer dollars. It was noted that these requests were presented last year as marketing proposals, most of which did not come to fruition and Jennifer requested to be involved in making sure we get the proposed marketing elements. Dustin said that would be the responsibility of the staff.

**Dustin then called for a vote on the motion on the table. This motion failed with a vote of 3 Yeas (Kuntz, Agnew, Baldwin), 2 Nays (Christensen, Straub)**

4. Manager’s Report

1. Past Shows

- a. WEN-Con – This is a co-pro with the Wenatchee World. Attendance was up and sponsorships were up approximately 30%. The event profit and loss statement has not yet been finalized. Two of the key event employees with the Wenatchee World are retiring so we will be working with new personnel next year. Next years’ event will still take place in August.
- b. Apple Blossom Carnival – The is the first year of a five-year agreement with the Apple Blossom Festival organization. This is a flat rental of the main parking lot.
- c. Hell on Hooves – Tickets sales were up and sponsorships were up approximately \$7K. Expenses have not yet been finalized with the co-pro (G.S. Long and Wild West Events)

- d. Touch a Truck – This is a flat rate rental event held in the main parking lot.
  - e. Wenatchee Wild – The team has had a phenomenal season and played 13 playoff games at home. Attendance has been strong. The Wild lost in semi-finals in the RBC in Chilliwack on Saturday.
2. Future Shows
- a. Ray LaMontagne – this group will be practicing for their upcoming performance at the Gorge for Sasquatch.
  - b. Eastmont High School Graduation – June 8, expecting around 4,000 to attend.
  - c. Apple Ice Classic – Event will be held June 15-17.
  - d. Citizenship Ceremony – This will be the largest awards ceremony for Chelan County. It is being coordinated with USCIS and the City of Wenatchee.
  - e. Dog Days of Summer – this will be the second year of this fun family summer event.
  - f. ZZ Top – will perform on July 29<sup>th</sup>. Sales are at 2,157 in just two weeks’ sales time.
  - g. Revolution Go-Karts – will be returning for the summer. Last year they netted around \$18K. They rent a portion of the parking lot during the summer months.
3. Wenatchee Wild Updates – the Wenatchee Wild agreement has been signed and returned. It is a five-year agreement and there are no material changes since the prior presentation to the board. The Wenatchee Wild logo and the name remains Intellectual Property of the PFD/TTC with the exception of the “Walt” characterization/mascot. The STPF organization had requested consideration of some compensation for the perceived lack of parking available at the April 27 and April 28 playoff games since the Apple Blossom Carnival was using the majority of the main parking lot. Changes in the BCHL playoff format led to playoff games in late April which was previously unforeseeable and we already had a multi-year agreement with the Apple Blossom Festival organization. We also re-arranged a contracted event that we lost revenue on. We hired three shuttle busses, contracted for additional parking staff and obtained agreements for parking in lots near the arena. We actually had more parking spaces available than we would have had if our main parking lot had been available. Our additional expenses were about \$6K for these two games. Our numbers show that the first 11 playoff games averaged 1,574 per game and the two games in question averaged 1,549 so the variance is negligible at best and could quite possibly be attributed to the multitude of Apple Blossom activities taking place at the same time. Based on this input the Board agreed that no additional compensation would be paid as requested by STPF.
4. Employee Handbook – Mark reported that the process of reviewing and updating our Employee Handbook has resulted in a draft version that will be sent to the board members and presented at the June board meeting for approval.
5. Sales and Marketing Report – Jennifer reviewed the Sales and Marketing activities and shared a chart showing the sponsorships for the upcoming Hell on Hooves event since its’ inception. Jennifer mentioned the articles we’ve been in recently including VENUESNow and that KING5 News was recently doing some interview recordings on our balcony. A Family Fun Run has been added to the Dog Days of Summer and will take place prior to the event day. The Fun Run has received some sponsorships as well.
6. Financial Reports – Shannon reviewed the financial information that was distributed and reported that the F&B COGS were down considerably to 31%. Inventory and quality controls have contributed to this improvement. Hell on Hooves is at \$42K for the two nights. Shannon reviewed the sales tax numbers as well.

Mark commended operations Director Chris Berg for making sure all bases were covered for the RBC playoff games and the efficiency in replacing the new in-ice logos in the iFiber Rink after several scheduling delays due to the long playoff season. It culminated in the Operations Department installing the logos in 3 days where as other arenas often take several weeks. Mark is considering attending the IAVM Conference this year and Jennifer is entered into a Woman of the Year event. Mark also reported that Aaron Harvey is the last remaining employee who has been employed here continually and has assisted in well over 1,000 events on behalf of the GWREC PFD.

At 4:35 pm Dustin Christensen call for an Executive Session for 10 minutes to review the performance of a public employee. At 4:45 pm Dustin called for an end to the Executive Session.

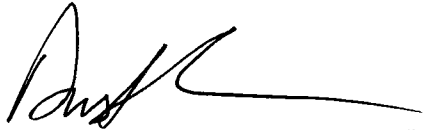
After the regular session resumed:

**Frank Kuntz motioned to approve the increase in the annual salary of the General Manager by 15% leaving all benefits at current levels, no employment contract or severance package effective June 1, 2018. JC Baldwin seconded the motion. Motion passed 5-0.**

With no further business, the meeting was adjourned at 4:56 pm.

Respectfully Submitted:

Attest:



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Steve Laey, PFD Board, Secretary  
*Dustin Christensen* President



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Cindy Herdt – Administrative Assistant