

PFD BOARD REGULAR MEETING AGENDA

May 25, 2023, Noon

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



Consent Agenda:

1. Approval of Meeting Agenda
2. Vouchers (March, 2023)
3. Minutes (Special Meeting April 6, 2023)

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

Agenda Items:

- 1. Richard DeRock, Link Transit, Presentation**
- 2. Manager's Report**
 - a. Shows/Events
 - i. Bighorns
 - ii. Skyhawks
 - iii. Jordan Circus
 - iv. Hell on Hooves
 - v. Jaripeo
 - vi. Brett Young
 - vii. Eastmont High School Graduation
 - viii. Moline Healthcare Event
 - ix. Click-It RV Show
 - x. El Flaco y Mimoso
 - xi. Together! Young Christian Concert
 - xii. Jurassic Quest
 - xiii. NCW Quilt Show
 - xiv. Apple Ice Classic
 - xv. Oktoberfest
 - xvi. Mannheim Steamroller
 - xvii. WWC Basketball Tournament
 - xviii. Cirque Dreams Holiday Christmas Show
 - b. Sales & Marketing Report
 - c. Financial Statements
- 3. Draft of PFD Sponsorship/Marketing Policy**
- 4. Sales Tax Report – Submitted by Cordell, Neher & Co., PLLC**

PFD Board Meeting Minutes



May 25, 2023, Noon

Town Toyota Center
1300 Walla Walla Ave.
Wenatchee, WA 98801

Board Members Present:
Frank Kuntz (President)
Jerrilea Crawford (Member)
Marc Straub (Member)
Randy Agnew (Member)
Jim Fletcher (Member)
Tim Hollingsworth (Member)

In Attendance: Mark Miller, Town Toyota Center General Manager, Aaron Harvey, Town Toyota Center Assistant General Manager, Cindy Herdt, Lindsay Rey, Dave Mann - Town Toyota Center Staff. Guests from Link Transit – Richard DeRock, Nick Covey, Christina Barrone

President Frank Kuntz called the meeting to order at 12:00 pm.

Consent Items

1. Meeting Agenda for May 25, 2023
2. Vouchers March, 2023
3. Meeting Minutes April 6, 2023

Motion was made and seconded to approve the agenda consent items. Motion Passed 6-0.

March, 2023 Recap

US Bank - Facility Operating Account

Accounts Payable	EFT/ACH/Wire-1	-19,875.08
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Banner Bank - Facility Operating 711 (New)

Accounts Payable	19497-19555, 24393-24430	-242,615.74
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Payroll, Taxes, etc.	Paychex Entries	-283,105.49
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	EFT/ACH/Wire -10	-184,344.82
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Total		-729,941.13
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Public Comment

No Public Comments

Action and Other Items:

1. Richard DeRock, Link Transit, Presentation

Richard DeRock, Nick Covey and Christina Barrone presented updated information on the proposed pedestrian crossing. Several options are still being discussed at this time. Mr. DeRock reviewed the process to date including the original application for funds and the first quotes received. The original quotes were well beyond expectations so work began on other options and refining cost estimates associated

with various options. Mr. DeRock reiterated that Links Transits' interest lies with running the bus transit system and moving people. He noted that Link Transit does not provide taxi service or charter services. A pedestrian crossing could result in a potential 76K vehicle mile reduction annually and therefore meets state requirements for this type of infrastructure project. At this time Mr. DeRock is asking the PFD Board to consider how this project, in some form, will benefit the PFD/Town Toyota Center and help offset parking issues at the facility. Mr. DeRock reviewed several options as outlined in his handouts, including pointing out pros and cons for each. He noted that costs of land acquisitions are not included in any of the options. Board member Marc Straub asked Mark what the current status is for event parking. Mark noted that the facility has 400+ parking spots and we contract with the Chelan County PUD for 400 across the street at Walla Walla Point Park. He noted that we have lost some parking spots due to development around the facility and that we no longer run shuttles as we have in the past. The need for high parking comes with events with 3,000 or more in attendance. The board asked if the extension of the Apple Capital Loop Trail would be assisting in the funding and asked who the lead agency on the project will be.

2. **Manager's Report**

The Wenatchee Wild are in continuing discussions on changing from the BCHL to the WHL. If this comes to fruition, we will need to review the contract and our suite and loge seat holder agreements as well.

a. Shows/Events

- i. Bighorns – last home games are tonight and May 28, 2023. A Letter of Default Notice was sent to the owner on May 25, 2023.
- ii. Skyhawks – last two home games are in June. A Letter of Default notice was sent to the owner on May 24, 2023.
- iii. Jordan Circus – two-day event will net approximately \$15K. They plan to return next year.
- iv. Hell on Hooves – Event gross at \$153K. Expenses are still being finalized.
- v. Jaripeo – This event is a rental for \$22K. Event Concessions sales at both the Hell on Hooves and Jaripeo were very strong.
- vi. Brett Young – sold 2,900 tickets and should net \$40K. Feedback was very positive for this concert.
- vii. Eastmont High School Graduation – scheduled for June 2, 2023.
- viii. Moline Healthcare Event – parking lot rental
- ix. Click-It RV Show – parking lot and Crunch Pak Room rental.
- x. El Flaco y Mimoso – tickets are on sale now.
- xi. Together! Young Christian Concert – this event has been cancelled by the organization.
- xii. Jurassic Quest – scheduled for August 4-5, 2023.
- xiii. NCW Quilt Show – scheduled for August 11-12, 2023.
- xiv. Apple Ice Classic – scheduled for August 18-20, 2023.
- xv. Oktoberfest – Three weekends from September 29 through October 14.
- xvi. Mannheim Steamroller – scheduled for November 26, 2023.
- xvii. WVC Basketball Tournament – scheduled for December 8-10, 2023.
- xviii. Cirque Dreams Holiday Christmas Show – scheduled for December 22, 2023.

b. Sales & Marketing Report

Lindsay reported that even though we lost 9 sponsors for this event, we gained 17 new sponsors and the total sponsorship for the event exceeded \$50K.

c. Financial Statements

David presented the financial reports for the month of March. April will be presented at the May PFD Board Meeting. Dave noted that a year-end adjustment to unearned revenues will be made. He is meeting with Cordell, Neher tomorrow.

3. Draft of PFD Sponsorship/Marketing Policy

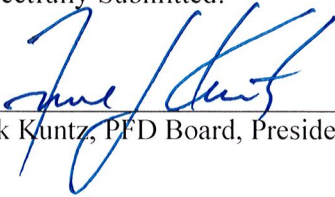
A bullet point presentation was presented to the Board. There were basic potential ideas on what to include in a policy. The board had numerous questions and provided their input.

4. Sales Tax Report – Submitted by Cordell, Neher & Co., PLLC

The report from Charlie Miracle with Cordell, Neher was presented. The Board did not have any questions.

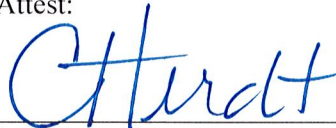
With no further business, the meeting was adjourned at 1:30 pm.

Respectfully Submitted:



Frank Kuntz, PFD Board, President

Attest:



Cindy Herdt – Administrative Assistant