

# PFD BOARD REGULAR MEETING AGENDA

THE PUBLIC CAN ATTEND IN PERSON, CALL-IN OR LOG-IN  
TO ZOOM TO PARTICIPATE IN THE MEETING.  
PLEASE CALL-IN OR LOGIN 5 MINUTES PRIOR TO THE  
MEETING.



To Join the Meeting Go To: <https://zoom.us>  
Meeting ID: 869 9146 2468  
Passcode: 659115

**April 24, 2025, Noon**  
**Location: Town Toyota Center**  
**1300 Walla Walla Avenue**  
**Wenatchee, WA 98801**

## Consent Agenda:

1. Approval of Meeting Agenda
2. Vouchers March 2025)
3. Minutes (March 27, 2025)

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

## Agenda Items:

1. **Executive Session to discuss Real Estate**
2. **Community Event Sponsorships/Marketing**
3. **Manager's Report**
  - a. **Events & Activities**
    - i. Future Shows
    - ii. Weinstein Rink/ Learn to Skate
    - iii. Architect
    - iv. Sales/Marketing Report
    - v. Financial Reports & CNC Sales Tax Report

# PFD Board Regular Meeting Minutes



April 24, 2025, Noon

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

Board Members Present:  
Randy Agnew (President)  
JC Baldwin (Vice President)  
James Fletcher (Secretary)  
Tim Hollingsworth (Member)  
Renee Swearingen (Member)

**In Attendance:** Mark Miller - Town Toyota Center General Manager, Aaron Harvey - Town Toyota Center Assistant General Manager, Jamie Goodman, Jessica Manzano, Melanie Murphy, Zach Hendricks, Michael Cole, Greg McEwen, Katie Atkinson, Levi Day- Town Toyota Center Staff. Tom Wachholder, Justin Erickson- City of Wenatchee. Charlie Miracle - Cordell, Neher. David Rayfield – Wenatchee Wild.

Vice President JC Baldwin called the meeting to order at 12:01pm.

### Consent Items

1. Meeting Agenda for March 27, 2025
2. Vouchers - February 2025
3. Meeting Minutes - February 27, 2025

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

### March 2025 Recap

#### Banner Bank - Facility Operating 8711

Accounts Payable	21620-21701	-\$267,435.73
Payroll	Paychex Entries (Net Wages)	-\$146,309.33
	EFT/Wire -10	-\$100,774.58
Total		-\$514,519.64

### Public Comment

No Public Comments

1. **Executive Session to Discuss Real Estate** –Randy Agnew motioned to enter an Executive Session to discuss Real Estate for a duration of 15 minutes at 12:03pm. Tim Hollingsworth seconded. Motion passed 5-0. At 12:17pm, the Executive Session concluded. No formal action was taken during the Executive Session.

2. **Community Event Sponsorships/Marketing** – The board revisited the proposed community events sponsorship and marketing policy, which had been delayed pending an audit. The audit raised no major concerns, and the board emphasized the importance of transparency. There was general agreement that a clear, impartial evaluation process is essential, and that the proposal outlines appropriate criteria and annual board review.

While there was broad support for the draft policy as a solid starting point, the board agreed not to commit funds at this time. Concerns about staff workload and the importance of third-party evaluation were noted. The group decided to revisit the policy at a later date after reviewing the full proposal.

### 3. **Manager's Report**

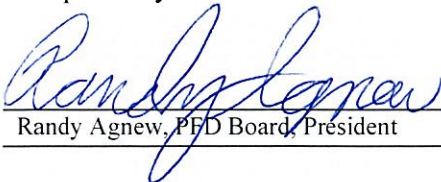
#### **Events & Activities**

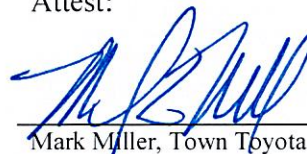
- i. Future Shows– Mark Miller reported Jeff Dunham will be at the TTC on April 25th. There has been 3,048 Tickets sold for this event. Hell on Hooves Rodeo will be on Friday, May 9<sup>th</sup> and Saturday, May 10<sup>th</sup>. Three Dog Night and Little River Band will be on June 12<sup>th</sup>. Graduation season is approaching with three graduation ceremonies to be held at The Center: Eastmont High School, Westside High School, and Wenatchee Valley College.
- ii. Weinstein Rink/Learn to Skate- Mark Miller reported ice usage is up from last year. He also mentioned that this has been a record year for the Weinstein Rink, with a sold out Learn to Skate program in the winter and more sign-ups anticipated for the summer classes.
- iii. Architect- Mark Miller reported that The Center is currently in the process of selecting a firm that will turn existing architectural plans into engineering plans. The process includes a one-month bidding phase, three months for engineering plan development, and another month to collect construction bids. If the pricing is feasible, contractor selection and preparation will take two months, followed by a six-month construction phase.
- iv. Sales/Marketing –Greg McEwen reported that the sales team has successfully secured Busch Light as the official sponsor for the Rodeo. Additionally, Katie Atkinson put in a lot of effort and was able to lock in Tito's Vodka as the sponsor for the Top Shelf Lounge. Lastly, they are actively pursuing a presenting sponsor for the Three Dog Night concert.
- v. Financial Reports & CNC Sales Tax Report– Jessica Manzano reported that March revenue was about \$342K vs. \$352K budgeted. This is a small miss, mainly due to underperformance in food and beverage, and VIP sales. She also reported that Community Rink revenues were strong at \$59K vs \$50K budgeted. Operational and building expenses were well controlled, with only essential purchases like glass panels and regular maintenance. It was also suggested to revisit the annual budget to reflect a more achievable \$1.5M loss.

With no further business, the meeting was adjourned at 1:22pm.

Respectfully Submitted:

Attest:

  
Randy Agnew, PFD Board, President

  
Mark Miller, Town Toyota Center, General Manager