

PFD BOARD REGULAR MEETING AGENDA



January 23, 2025, Noon

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

Consent Agenda:

1. Approval of Meeting Agenda
2. Vouchers (December 2024)
3. Minutes (December 23, 2024)

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

Agenda Items:

1. **Introductions**
2. **Election of PFD Officers**
3. **Manager's Report**
 - a. **Events & Activities**
 - i. Economic Impact
 - ii. Wenatchee Wild Home Games
 - iii. Youth Hockey Tournaments
 - iv. Locker Rooms
 - v. Sales/Marketing
 - vi. Accountability Audit
 - vii. Future Shows
 - viii. Energy Saving Future Regulations
 - ix. Financial Reports & CNC Sales Tax Report
4. **Board Chair Report**
5. **Executive Session to Discuss Potential Litigation**

PFD Board Regular Meeting Minutes



January 23, 2025, Noon

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

Board Members Present:

- Jerrilea Crawford (President)
- Randy Agnew (Vice President)
- JC Baldwin (Member)
- James Fletcher (Secretary)
- Mike Poirier (Member)
- Tim Hollingsworth (Member)

In Attendance: Mark Miller, Town Toyota Center General Manager, Aaron Harvey, Town Toyota Center Assistant General Manager, Jessica Manzano, Melanie Murphy, Brian Bolz, Zach Hendricks, Michael Cole, Greg McEwen, Katie Atkinson - Town Toyota Center Staff. Charlie Miracle - Cordell, Neher, Julie Norton – Ogden Murphy Wallace. David Rayfield – Wenatchee Wild, Jason Grover – Wenatchee Valley Chamber of Commerce.

President Jerrilea Crawford called the meeting to order at 12:00pm.

Consent Items

1. Meeting Agenda for January 23, 2025
2. Vouchers - December 2024
3. Meeting Minutes - December 23, 2025

Motion was made and seconded to approve the agenda consent items.

Motion Passed 7-0.

December 2024 Recap

Banner Bank - Facility Operating 711 (New)

Accounts Payable	21326-21445	-\$308,281.60
Payroll	Paychex Entries	-\$280,653.31
	EFT/Wire -11	-\$141,579.86
Total		-\$658,514.77

Public Comment

No Public Comments

1. **Introductions** – Mark Miller introduced the TTC staff as well as returning TTC staff member Katie Atkinson and new staff member Greg McEwen. The PFD Board members took turns introducing themselves and the position they occupy on the board. Tim Hollingsworth introduced himself as a Chelan City Council member, representing the City of Chelan. JC Baldwin introduced herself, representing the City of Cashmere. Randy Agnew introduced himself, representing the Douglas County Commissioners. Jerrilea Crawford introduced herself, representing the City of East Wenatchee. Mike Poirier introduced himself, representing the city of Wenatchee. Renee Swearingen introduced herself, representing the small cities of Entiat, Waterville, and Rock Island.

2. **Election of PFD Officers-**

- a. **For the position of President** – Randy Agnew was nominated by JC Baldwin. The nomination for Randy Agnew was seconded by Tim Hollingsworth. The Chair called for further nominations. None were presented. A vote was taken, with six members in favor, none opposed, and one abstention by Randy Agnew. Motion passes 6-0-1.
- b. **For the position of Vice President** – JC Baldwin was nominated by Mike Poirier. The nomination for JC Baldwin was seconded by Tim Hollingsworth. The Chair called for further nominations. None were presented. A vote was taken, with six members in favor, none opposed, and one abstention by JC Baldwin. Motion passes 6-0-1.
- c. **For the position of Secretary-** James Fletcher was nominated by Jerrilea Crawford. The nomination for James Fletcher was seconded by JC Baldwin. The Chair called for further nominations. None were presented. A vote was taken, with six members in favor, none opposed, and one abstention by James Fletcher. Motion passes 6-0-1.

3. **Manager's Report**

a. **Events & Activities**

- i. **Economic Impact** – Mark Miller introduced Jason Grover from the Wenatchee Valley Chamber of Commerce. Jason explained that he calculates the economic impact for the center by analyzing data from both ticketed and non-ticketed events. Some of these events include youth tournaments, men's and women's hockey tournaments, and Wenatchee Wild games. Using data from the Washington City Tourism Program, Jason determined that in 2024 the Town Toyota Center generated over \$3.8 million in tourist spending. This spending includes expenses such as lodging, gas, and dining.
- ii. **Wenatchee Wild Home Games-** The Wenatchee Wild played six home games over the past month. One of these games saw a crowd of 3,200, setting a record for the largest attendance of the season. Additionally, food and beverage sales reached an all-time high, totaling \$42,000 during this game.
- iii. **Youth Hockey Tournaments-** The Wenatchee Amateur Hockey Association plans to put on three major youth hockey tournaments.
- iv. **Locker Rooms** – Mark Miller mentioned that he has a meeting scheduled with a construction company to obtain more accurate numbers and drawings for this project.
- v. **Sales/Marketing** – Mark Miller reported that with Greg McEwen and Katie Atkinson now a part of the sales team, they can begin focusing on the rodeo numbers for the upcoming event in May.


- vi. **Accountability Audit** - The finalization of the 2023 Accountability Audit is still pending. The lead auditor is currently awaiting feedback from within her office.
- vii. **Future Shows** – The BNCW Home Show is set for Saturday, February 1 through Sunday, February 2. Following that, the NCW Bridal Show will take place the following Saturday, February 8. Additionally, Jeff Dunham is still scheduled to perform on Friday, April 25.
- viii. **Energy Saving Future Regulations** – The Town Toyota Center, with assistance from the Chelan PUD, will apply for the WA State Clean Buildings Grant. The Center is committed to reducing its energy use by 43% to meet the CBPS Energy Use Index target of 78. Achieving this goal will lower energy costs and establish the Town Toyota Center as a sustainability leader in the region.
- ix. **Financial Reports & CNC Sales Tax Report** - Jessica Manzano reported that the original budget for The Center had estimated six wild games, but only four were held in December. This likely contributed to the lower-than-expected revenue. On a positive note, the Community Rink has been performing exceptionally well over the past month, consistently meeting all of their revenue targets. For food and beverage, The Center generated approximately \$140,000 in revenue for December, compared to the budgeted \$280,000. A significant factor in this shortfall was the cancellation of a major event that had been originally planned.

4. **Board Chair Report** – Nothing to report.

5. **Executive Session to Discuss Potential Litigation** – Randy Agnew motioned to call for an Executive Session to discuss potential litigation at 1:01pm for 20 minutes. JC Baldwin seconded the motion. Motion passed 7-0. At 1:20pm, the board requested an additional 15-minute extension. At 1:35pm, the board requested an additional 10-minute extension. At 1:42pm, the board requested an additional 10-minute extension. The Executive Session ended at 1:48pm. No action was taken following the closure of the Executive Session.

With no further business, the meeting was adjourned at 1:49pm.

Respectfully Submitted:


Jerrilea Crawford, PFD Board, President

Attest:


Mark Miller, Town Toyota Center, General Manager