

# **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: 865 0892 6503  
Passcode: 877829

**May 22, 2025, Noon**

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

## **Consent Agenda:**

1. Approval of Meeting Agenda
2. Vouchers April 2025)
3. Minutes (April 24, 2025)

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

## **Agenda Items:**

1. **Board Chair Report**
2. **Manager's Report**
  - a. **Events & Activities**
    - i. Hell on Hooves Rodeo
    - ii. Three Dog Night
    - iii. Aaron Lewis
    - iv. Locker Room Project
    - v. Operational Cost vs .033 Tax
    - vi. Sales/Marketing Report
    - vii. Capital
    - viii. Financial Reports & CNC Sales Tax Report

# PFD Board Regular Meeting Minutes



May 22 2025, Noon

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

**Board Members Present:**

- Randy Agnew (President)
- Jerrilea Crawford (Member)
- James Fletcher (Secretary)
- Tim Hollingsworth (Member)
- Mike Poirier (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. David Rayfield – Wenatchee Wild.

President Randy Agnew called the meeting to order at 12:02pm.

**Consent Items**

1. Meeting Agenda for April 24, 2025
2. Vouchers - March 2025
3. Meeting Minutes – April 24, 2025

**Motion was made and seconded to approve the agenda consent items.  
Motion Passed 4-0.**

April 2025 Recap

Banner Bank - Facility Operating 8711

Accounts Payable	21702-21771	-\$101374.84
Payroll	Paychex Entries (Net Wages)	-\$108,508.82
	EFT/Wire -10	-\$214627.43
Total		-\$425,511.09

**Public Comment**

No Public Comments

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

**2. Manager's Report**

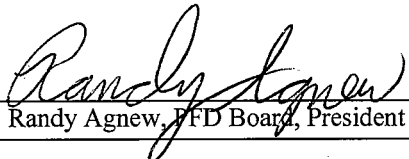
**Events & Activities**

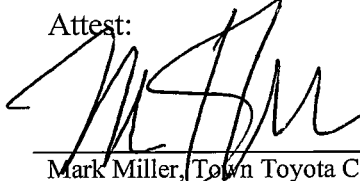
- i. Hell on Hooves Rodeo – Mark Miller reported that this year's rodeo set a new record for attendance. Sponsorships also performed strongly, falling just \$1,000 short of setting a new sponsorship record.
- ii. Three Dog Night- The band is scheduled to perform on Thursday, June 12, 2025, with Little River Band as the opening act. To date, 1,737 tickets have been sold.
- iii. Aaron Lewis- Aaron Lewis, performing with The Stateliners, is scheduled for Monday, August 11. Tickets will go on sale to the public on Wednesday, May 28.
- iv. Locker Room Project- Statements of Qualifications in response to the Request for Qualifications are due by June 2. The Locker Room Committee will convene to review and discuss the submissions following the due date.
- v. Operational Profit vs .033 Tax- The board reviewed the arena's financial outlook and the goal to operate with annual operational losses less than the anticipated 0.033% tax rebates (approximately \$1.5 million per year). To ensure long-term sustainability, staff will focus on increasing profitability in four key areas: utilities, food and beverage operations, labor, and sponsorship revenue.
- vi. Sales/Marketing – The Sales Team reported on current sales efforts and sponsorships. A new sponsorship was secured with Best Western Corp. for \$3,600 annually. Renewal discussions are ongoing with Weinstein Beverage and Kelly Create. Suite lease renewals are underway, with 22 of 23 suites sold. Contracts now run from June 1 to May 31 to allow for additional billing time. Loge sponsorships show about 50% renewal interest.
- vii. Capital - A new opportunity was presented to purchase electrical equipment previously provided by a third-party vendor now going out of business. This equipment supports trade shows. Staff recommended reallocating a portion of the approved capital funds to make this purchase before the equipment is auctioned, aiming to reduce future rental costs.
- viii. Financial Reports & CNC Sales Tax Report– Jessica Manzano reported that total income for April was significantly below budget, with actual revenue at \$206,000 compared to a projected \$429,000. This shortfall was largely due to not receiving anticipated playoff-related revenue from The Wenatchee Wild. April revenues were strong for the Community Rink, primarily due to private ice rentals, which saw a notable increase of 63 hours and approximately \$13,500 in revenue over the previous year. A one-week ice shutdown is scheduled for July, but similar to last year, it is not expected to negatively impact finances. A new billing system was implemented in April, splitting ice time billing into two monthly periods for easier month-to-month comparison.

With no further business, the meeting was adjourned at 12:59pm.

Respectfully Submitted:

Attest:

  
\_\_\_\_\_  
Randy Agnew, FFD Board, President

  
\_\_\_\_\_  
Mark Miller, Town Toyota Center, General Manager