

PFD BOARD REGULAR MEETING AGENDA



April 25, 2024, Noon

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

Consent Agenda:

1. Approval of Meeting Agenda
2. Vouchers (February 2024)
3. Minutes (March 28, 2024)

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

Agenda Items:

Manager's Report

1. Manager's Report

Events & Activities

- a. Wenatchee Wild
- b. Locker Rooms
- c. Grace City Easter Service
- d. Jordan World Circus
- e. Hell on Hooves Rodeo
- f. Jaripeo and Mexico Y el Corazon
- g. Harlem Globetrotters
- h. Staff Positions

b. Sales & Marketing Reports

c. Financial Reports – February, 2024

2. City of Rock Island – Rockfest Sponsorship Request

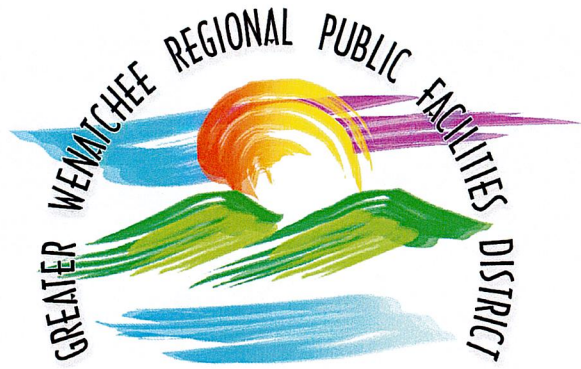
3. City of Cashmere – Ping Bong Ball Drop & Pioneer Village Festival Sponsorship Request

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

PFD Board Regular Meeting Minutes

April 25, 2024, Noon

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



Board Members Present:
Randy Agnew (Vice-President)
James Fletcher (Secretary)
JC Baldwin (Member)
Marc Straub (Member)

In Attendance: Mark Miller, Town Toyota Center General Manager, Cindy Herdt, Jamie Goodman, Lindsay Rey - Town Toyota Center Staff. Guest: David Rayfield, Wenatchee Wild, James Zumini, City of Rock Island, Clerk/Treasurer

In the absence of President Jerrilea Crawford, the meeting was called to order at 12:00 pm by Vice President Randy Agnew.

Consent Items

1. Meeting Agenda for April 25, 2024
2. Vouchers February, 2024
3. Meeting Minutes March 28, 2024

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

Motion Passed 4-0.

February, 2024 Recap

Banner Bank - Facility Operating 711 (New)

Accounts Payable	20411-20498	-\$286,521.08
Payroll	Paychex Entries	-\$307,191.35
	EFT/ACH/Wire -13	-\$206,711.39
Total		-\$800,423.82

Public Comment

Cindy Herdt noted that additional items are included for the Board to consider regarding live animal performances:

- Email from Gayle Janzen dated March 29, 2024
- Email from Jeanne Poirier dated April 5, 2024
- Email from Kris Cameron dated April 17, 2024 with live links to animal events in Butte, MT

Kris Cameron (Wenatchee) note the Wenatchee City Council has voted to ban possession or display of wild and exotic animals for entertainment within the Wenatchee City limits. She noted the runaway incident that recently happened in Butte, MT with Jordan Circus' elephant. Ms. Cameron continues to advocate for an all animal-free circus as they have indicated they are willing to do.

Anna Gullickson (Cashmere) shared her conversations with others who indicated that they did not leave the event with a smile. This does not fulfill the mission of the Town Toyota Center. Anna asked the board to follow is discontinuing the live animal performances at the Town Toyota Center.

Agenda Items:

1. Manager's Report

a. Events & Activities

- a. Wenatchee Wild – We've estimated that the Wild move to the WHL has increased game attendance by 32,000 over the course of the first season. The Wild made it to Round 1 of the playoffs.
- b. Locker Rooms – We've had initial meeting with the architects and are looking to receive recommendations and options on potential plans.
- c. Grace City Easter Service – 3,400-3,500 attended the Easter Service event.
- d. Jordan World Circus – The circus had approximately 3,300 guests over the two day event and is expected to net \$30K.
- e. Hell on Hooves Rodeo – The two day rough stock rodeo will be held on May 10-11. The goal for sponsorships is \$50K. Currently we have 46 separate sponsors with 16 of those being new this year. The Western Market has expanded from 3 vendors to 12 this year. The mechanical bull will be on site. Wenatchee Pediatrics is sponsoring the Kids Zone. Promotions for the event will include participation in the Apple Blossom Grand Parade and a booth at the Wenatchee Super Oval.
- f. Jaripeo and Mexico en el Corazon – the Jaripeo is scheduled for May 13, 2024 and the Mexico en el Corazon is May 18, 2024. The Life Choices event is May 17, 2024.

Mark notes the following regarding events:

- The Blippi event is this evening. This is an event geared to 2–4-year-olds. They have loaded in this morning and we expect attendance to be around 1,000.
 - There are at least twenty-five offers out right now for concerts/events, the most promising being Alabama on September 15, 2024. He is meeting with promoters May 3-7 at an IAVM Mixer.
 - Apple Blossom rents our stage. They pay a rent fee and extra labor if needed. WE have multiple events so we will also be borrowing a stage for Blippi from Tri-Cities.
- g. Harlem Globetrotters – Scheduled for June 16, 2024.

- h. Staff Positions - We are interviewing for the Director of Operations position at this time. We also have some good candidates for the Finance position that we will be scheduling of in-person interviews. Cindy's position has not yet been listed
 - b. Sales & Marketing Reports – These departments are focused heavily on the sponsorships and arrangements for the upcoming events mentioned above. The Hell on Hooves in particular as this one is a Town Toyota Center production co-pro with Longhorn Productions.
 - c. Financial Reports – February, 2024
2. **City of Rock Island – Rockfest Sponsorship Request**
- Board member Randy Agnew and City of Rock Island revisited their request for funds for sponsorship of the Rock Island Rock Fest on June 29, 2024. They expect 3 to 4 times attendance of previous year, at 4,000 to 5,000 people. The event is in Partnership with the Rock Island Golf Course and runs from 1:00pm to 10pm. They include a fireworks show, vendor area and a beer garden. Total expenses for last year were \$95K but this year is estimated at \$50K due to fewer one-time expenses this year.

Motion was made by James Fletcher to approve the request of the City of Rock Island for the 2024 Rock Fest in the amount of \$5,000.00. Motion was seconded by JC Baldwin. Motion passed. Randy Agnew – abstained. Yeas – Jim Fletcher, JC Baldwin, Tim Hollingsworth, Marc Straub.

3. **City of Cashmere – Ping Pong Ball Drop & Pioneer Village Festival Sponsorship Request**

Jim Fletcher presented the request for sponsorship on behalf of the Cashmere Museum (Pioneer Village) and the Cashmere Chamber of Commerce (Founder's Day). The request is for \$5,000 total - \$2,500 to each organization. The Chamber's event includes a Ping Pong Ball Drop, prizes and promotional advertising. The Museum's event includes being a Presenting Sponsor with radio and print ads, signage and banners, verbal recognitions, all social media promotions, and limited admissions. Activities include live music, pony rides and other traditional event favorites.

Motion was made by Tim Hollingsworth to approve the requests presented on behalf of the Cashmere Village and the Cashmere Chamber of Commerce for the Pioneer Village and the Founder's Day events for

\$2,500.00 to each organization. Motion was seconded by Marc Straub. Motion passed. Jim Fletcher – abstained. Yeas – JC Baldwin, Randy Agnew, Tim Hollingsworth, Marc Straub.

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

The sales tax accounts reports from Cordell, Neher & Company was included in the meeting information packet. The Board did not raise any questions or concerns.

With no further business, the meeting was adjourned at 12:45pm.

Respectfully Submitted:

Attest:



Jerrilea Crawford, PFD Board, President



Cindy Herdt – Administrative Assistant