

# **PFD BOARD SPECIAL MEETING AGENDA**



**December 23, 2024, Noon**  
**Location: Town Toyota Center**  
**1300 Walla Walla Avenue**  
**Wenatchee, WA 98801**

## **Consent Agenda:**

1. Approval of Meeting Agenda
2. Vouchers (November 2024)
3. Minutes (November 21, 2024)

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

## **Agenda Items:**

1. **Manager's Report**
  - a. **Events & Activities**
    - i. Wenatchee Wild Home Games
    - ii. Disney
    - iii. Christmas Parties
    - iv. Youth Hockey Tournaments
    - v. Locker Rooms
    - vi. Sales/Marketing
    - vii. Accountability Audit
    - viii. 2025 Budget
    - ix. Financial Reports & CNC Sales Tax Report
2. **Rotary Presentation**
3. **Scheduling 2025 Dates and Times of Regular Meetings**
4. **PFD Board Member Term Expiration**
5. **Related Parties**
6. **Value of Assets & Life Expectancies**
7. **Board Chair Report**

# PFD Board Special Meeting Minutes



December 23, 2024, Noon

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

Board Members Present:  
Jerrilea Crawford (President)  
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, Cindy Herdt, Michael Cole, Jamie Goodman - Town Toyota Center Staff. Charlie Miracle - Cordell, Neher. Brian Brennan, Wendy Dalpez - Wenatchee Confluence Rotary.

President Jerrilea Crawford called the meeting to order at 12:03pm.

### Consent Items

1. Meeting Agenda for December 23, 2024
2. Vouchers - November 2024
3. Meeting Minutes - November 21, 2024

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

**Motion Passed 4-0.**

### November 2024 Recap

#### Banner Bank - Facility Operating 711 (New)

Accounts Payable	21282-21325	-\$124,792.53
Payroll	Paychex Entries	-\$269,374.25
	EFT/Wire -9	-\$95,417.87
Total		<u>-\$489,584.65</u>

### Public Comment

No Public Comments

## **1. Manager's Report**

### **Events & Activities**

- i. Wenatchee Wild Home Games – Attendance for Wenatchee Wild games have been averaging 1600 per game.
- ii. Disney – Mark Miller mentioned that Disney Jr. Live sold over 800 tickets, which is down from similar events in the past. Overall, the event was successful.
- iii. Christmas Parties – Mark Miller reported that The Center had six changeovers in ten days. He mentioned that The TTC fed over 350 people during one of the holiday parties. Mark also mentioned that the CVCH holiday party was a success for its first year, bringing in 750 people.
- iv. Youth Hockey Tournaments – Mark Miller reported that the Wenatchee Amateur Hockey Association tournaments will be in full effect come January.
- v. Locker rooms – Mark Miller reported that projected costs for the locker rooms came in higher than expected from the architectural firm. Plans and costs for this project will continue to be monitored.
- vi. Sales/Marketing – Jamie Goodman reported that The Center held a free learn-to-skate event that was successful with over 70 sign-ups. The learn-to-skate event had fun extras including hot cocoa and face painting that were well received. Jamie also mentioned that there are two more learn-to-skate events planned in the upcoming weeks. Updates to the new website are still being made with plans for a new way to register for events like learn-to-skate. Jamie mentioned that she is working on a proposal to replace the previous annual Winter Skate Gala that would potentially raise funds for The Center.
- vii. Accountability Audit – We are still awaiting finalization of the 2023 Accountability Audit. The primary auditor is waiting on feedback from within her office.
- viii. 2025 Budget - Jessica Manzano reported that when looking back at the 2024 budget, some numbers were down by just a bit. This can be explained by slow Wenatchee Wild ticket sales and food and beverage revenue tied to the Wenatchee Wild games. Additionally, some planned events such as October Fest that would have brought in an estimated \$50,000 did not happen. Looking forward to the 2025 budget, The Center has many events slated including 34 Wenatchee Wild games that are estimated at 2,000 people in attendance which would bring in a reliable estimate of about \$12.50 per head.

**Tim Hollingsworth motioned, and Mike Poirier seconded to approve the 2025 budget. Motion Passed 4-0.**

- ix. Financial Reports & CNC Sales Tax Report. – Jessica Manzano reported that for the month of November, food and beverage sales were down but the Community Rink numbers were strong. Jessica also mentioned that building costs might seem a bit high this month due to maintenance costs on the two elevator systems.

2. **Rotary Presentation** – Wenatchee Confluence Rotary Club representatives Brian Brennan, and Wendy Dalpez reported that they appreciate the partnership that the Wenatchee Confluence Rotary Club shares with the Town Toyota Center. Wendy explained that the Rotary Club really enjoys volunteering in the concessions stands during the Wenatchee Wild games. Wendy also explained that volunteers come from various organizations such as the downtown club, Rotary Interact (based out of Wenatchee High School), Wenatchee High School Color Guard, Wenatchee Valley College Athletic Department, and Wenatchee Fire Soccer Team. Wendy also mentioned that each organization that volunteers with the Wenatchee Confluence Rotary Club gets a percentage of the dollars that the Center gives to the Club for their organizations.

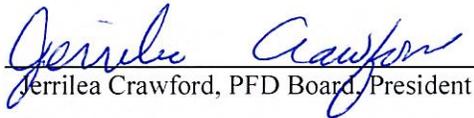
3. **Scheduling 2025 Dates and Times of Regular Meetings**

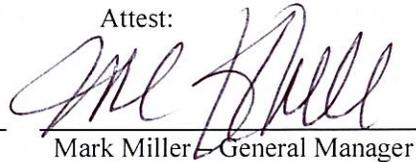
**Tim Hollingsworth motioned, and James Fletcher seconded, the approval of the 2025 Scheduling Dates and Times of Regular Meetings presented. Motion passed 4-0.**

4. **PFD Board Member Term Expiration** – We are still waiting on minutes from the City of Cashmere as well as the three cities stating whom they will select as their representatives.
5. **Related Parties** – No board members present had any declarations of conflicts of interest to report relating to the Town Toyota Center.
6. **Value of Assets & Life Expectancies** – No objections or concerns were raised with what was presented.

With no further business, the meeting was adjourned at 1:15pm.

Respectfully Submitted:

  
Jerrilea Crawford, PFD Board, President

Attest:  
  
Mark Miller, General Manager