

PFD BOARD REGULAR MEETING AGENDA



June 27, 2024, Noon

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

Consent Agenda:

1. Approval of Meeting Agenda
2. Vouchers (March, April, May 2024)
3. Minutes (May 23, 2024)

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

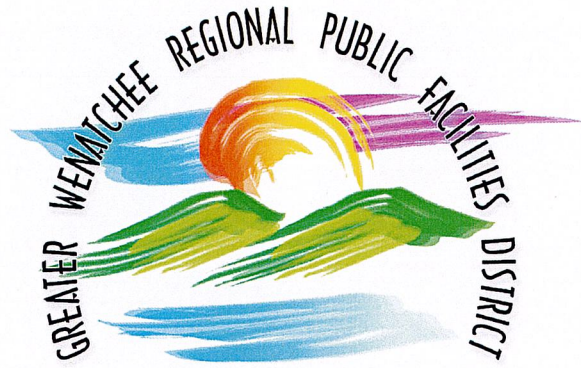
Agenda Items:

1. **Manager's Report**
 - i. Alabama
 - ii. Disney Live
 - iii. Graduations (3)
 - iv. Harlem Globetrotters
 - v. Job Openings – Zach Hendricks, Director of Operations
 - vi. Employee Staff Meeting
 - vii. Lockers Rooms
 - viii. Apple Ice Classic
 - ix. Wine Awards
 - x. Off-Season Projects
 - xi. Sales & Marketing
 - xii. Financial Statements
2. **Board Chair Report**
3. **PFD Promotion Hosting Policy**
4. **WA SAO Letter of Engagement 2023 Audit**
5. **Sales Tax Report – Submitted by Cordell, Neher & Co., PLLC**

PFD Board Regular Meeting Minutes

June 27, 2024, Noon

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



Board Members Present:

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

In Attendance: Mark Miller, Town Toyota Center General Manager, Aaron Harvey, Assistant General Manager, Cindy Herdt, Jamie Goodman, Lindsay Rey, Chris Berg, Zach Hendricks, Dave Mann - Town Toyota Center Staff. Guest: Dave Rayfield, Rob Tidd, Kris Cameron, Dan Moody, Dominick Bonny.

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

Consent Items

1. Meeting Agenda for June 27, 2024
2. Vouchers - March, April, May 2024
3. Meeting Minutes May 23, 2024

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

Motion Passed 6-0.

March, 2024 Recap

Banner Bank - Facility Operating 711 (New)

Accounts Payable	20499-20584	-\$196,569.44
Payroll	Paychex Entries	-\$184,877.89
	EFT/ACH/Wire -14	-\$652,134.86

Total

-\$1,033,582.19

April, 2024 Recap

Banner Bank - Facility Operating 711 (New)

Accounts Payable	20585-20668	-\$205,441.95
Payroll	Paychex Entries	-\$198,801.05
	EFT/ACH/Wire -4	-\$105,661.32

Total

-\$509,904.32

May, 2024 Recap

Banner Bank - Facility Operating 711 (New)			
Accounts Payable	20669-20764		-\$187,680.85
Payroll	Paychex Entries		-\$192,410.27
	EFT/ACH/Wire -3		-\$49,388.10
Total			<u><u>-\$429,479.22</u></u>

Public Comment

Cindy Herdt noted that one written public comment regarding animal issues was received. It is included in the meeting packet.

Kris Cameron (Wenatchee) said she checked with the City on their new ordinance and has been informed camels are included in the ban. Ms. Cameron attended the Hell on Hooves Rough Stock Rodeo, noting that rodeo animals exempt from animal welfare laws. HOH is not a PRCA event as she thinks the arena is too small. Kris says she has video documentation of animal mistreatment at the HOH event which she describes as an embarrassment to our community. She encourages the agreement for this event not to be renewed. Kris has differing opinion on what a Circus crowd “sell-out” means as her attendance showed there were not than many in the audiences when she was here.

Dan Moody (Peshastin) believes the attendance numbers for the circus were not accurate. He also thinks the arena is not large enough for a rodeo as PRCA events use 140’ x 270’ whereas the WHL requirement (our league) is only 85’ x 185-200’. He also does not think the HOH events reflect the desire of the PFD community.

Agenda Items:

1. Manager’s Report

Mark introduced Zach Hendricks who has been hired as the new Operations Manager and will fully assume Chris Berg’s position when he retires in October.

- i. Alabama – this event has gone on sale and ticket sales are at approximately 1,200. The concert will be held September 15, 2024.

NEW BOOKING – The Black Crowes are scheduled for November 22, 2024. This is an Alt 90’s rock band.

- ii. Disney Live – This is a theatrical show for children in the 2–10-year-old range and is scheduled for December 10, 2024. Tickets are on sale now.
- iii. Graduations (3) – We hosted graduations for Eastmont High School, Westside High School and Wenatchee Valley College. We continue to have issues with the video display and the sound system but it is on our current project list. We are currently looking for a sound consulting firm to analyze our needs.
- iv. Harlem Globetrotters – sales for the Harlem Globetrotters are currently at 581. This is a new calendar timing for their event here. They are usually here in January but they still wanted to put on a show now.

- v. Job Openings – Zach Hendricks, Director of Operations – as previously mentioned, Mark introduced our new Operations Director.
 - vi. Employee Staff Meeting – We will continue to meet with Stu Freed to improve team building/interactions.
 - vii. Lockers Rooms – The first drawings from Complete Design have not yet been received.
 - viii. Apple Ice Classic – this skating event is scheduled in August and currently has 60 entries.
 - ix. Wine Awards – the Wine Awards event is the third weekend in August. Planning and productions are on-going now.
 - x. Off-Season Projects – we currently have a list of sixteen projects that we are working on with pre-hockey season completion dates. Projects included are: updating the liquor operating plan, analyzing game costs, locker room needs, rink maintenance, Trane HVAC controls and maintenance, analyzing concert costs, building signage, arena lights, suite sound, monthly accounting/reporting, Alabama event, equipment maintenance plan, concessions considerations, administration new hire and putting in the ice.
 - xi. Sales & Marketing – Lindsay Rey reported suites and loge seating is full with waiting lists for both. She noted the sale of the new wall mural for CVCH that is now up. The building has 47 signage spots with a few available for sale that she is working on. Jamie reported upcoming marketing she has in the works. She is working on the Quilt Show, the Wild home opener, an LTAC/TPA application for marketing Alabama in the Spokane region as well as coordinating with Cashmere on Founder’s Day and Pioneer Days. She is also looking into a gymnastic competition that could draw 200-400 athletes to the area and could bring some LTAC/TPA support. Jamie and Lindsay are organizing our in-house BAH with the Wild on August 9, 2024. NWC Tech will be touring the arena on August 27 from noon-1pm.
 - xii. Financial Statements – Dave reported the financial activities for March, April and May. Events during these three months included 6 Wild games, Special Olympics, KPQ Home Show, Blippi, Grace City, Right to Life Hell on Hooves, Jaripeo and Mexico en el Corazon. Cash on the sheet is approximately \$28.5M. There were minimal changes on the balance sheet. We have purchased 6 metal detectors for \$32K. Additional expenses included repairs to the HVAC system which were budgeted for. The board requested to receive the financial information sooner. One transfer was made from the .033% sales tax to the main operating account in the amount of \$400K. Mark noted that this is Dave’s final PFD meeting as he retires on June 30, 2024.
2. **Board Chair Report** – included in PFD Promotional Hosting Policy
 3. **PFD Promotion Hosting Policy** – The previous draft was included in the meeting packet. We will be looking to legal for advice on this policy regarding how funds can be used what procedures should be for requests and how the board wishes to proceed. Changes can be recommended but ultimately any policy needs to reflect the Board’s idea of promotional hosting. Some members feel the use of funds is not to sponsors events in our communities. It should be to promote the Town Toyota Center and our activities at events in our PFD communities. Such activities would be “our staff, our marketing”. The board asked to revisit this at the next meeting.

4. **WA SAO Letter of Engagement 2023 Audit** – The 2023 State Audit has started and the Entrance Conference is scheduled for June 26, 2024 at 2:00pm via Teams. Invitations to the Boards members have been sent.

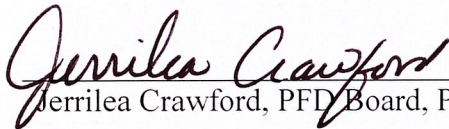
**Marc Straub motioned to authorize the Board President to sign the 2023 State Audit Engagement Letter. Jim Fletcher seconded the motion.
Motion Passed 6-0.**

5. **Sales Tax Report – Submitted by Cordell, Neher & Co., PLLC** - The monthly review was presented to the Board. The only variance for the month was the operating transfer. No other questions or concerns were brought forward.

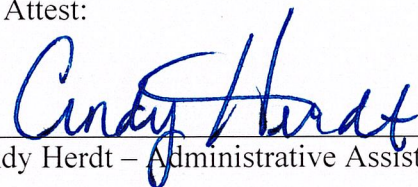
With no further business, the meeting was adjourned at 1:18pm.

Respectfully Submitted:

Attest:



Jerrilea Crawford, PFD Board, President



Cindy Herdt – Administrative Assistant