

# **PFD BOARD SPECIAL MEETING AGENDA**



**November 21, 2024, Noon  
Location: Town Toyota Center  
1300 Walla Walla Avenue  
Wenatchee, WA 98801**

## **Consent Agenda:**

1. Approval of Meeting Agenda
2. Vouchers October 2024
3. Minutes October 24, 2024

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

## **Agenda Items:**

1. **Executive Session to Discuss Potential Litigation**
2. **Manager's Report**
  - a. **Events & Activities**
    - i. Wenatchee Wild Home Games
    - ii. New Shows
    - iii. Locker Rooms
    - iv. Ice Time
    - v. Sales/Marketing
    - vi. Accountability Audit
    - vii. Financial Reports & CNC Sales Tax Report
3. **Board Chair Report**
4. **CNC Professional Services Agreement Renewal**
5. **PFD Board Member Term Expiration**
6. **PFD Promotion Hosting Policy**

# PFD Board Special Meeting Minutes



November 21, 2024, Noon

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

Board Members Present:  
Jerrilea Crawford (President) 12:30pm  
Randy Agnew (Vice-President)  
James Fletcher (Secretary)  
Mike Poirier (Member)  
JC Baldwin (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, Lindsay Rey, Brian Bolz, Cindy Herdt, Michael Cole, Zach Hendricks, Jamie Goodman - Town Toyota Center Staff. Charlie Miracle, Cordell, Neher.

Vice-President Randy Agnew called the meeting to order at 12:00pm.

## Consent Items

1. Meeting Agenda for November 21, 2024
2. Vouchers - October 2024
3. Meeting Minutes - October 24, 2024

**Tim Hollingsworth motioned, and James Fletcher seconded to approve the agenda consent items with the addition of the following item: Presentation and approval of the Cordell, Neher 2024 Year-End Financial Statement Engagement letter. Motion Passed 4-0. JC Baldwin abstained.**

October 2024 Recap

Banner Bank - Facility Operating 711 (New)

Accounts Payable	21215-21281	-\$269,822.63
Payroll	Paychex Entries	-\$202,944.62
	EFT/ACH/Wire -10	-\$125,279.52
Total		-\$598,046.77

## Public Comment

\*Dorothy Ferguson, Wenatchee, Chelan County- commented that she would like to see the PFD meetings live streamed or available via ZOOM in the future. Dorothy also requested if speaker voices could be amplified at the meetings.

## **1. Executive Session to Discuss Potential Litigation**

Mike Poirier motioned to call for an Executive Session to discuss potential litigation at 12:07pm for 10 minutes. Tim Hollingsworth seconded the motion. Motion passed 5-0. At 12:17pm, the board requested an additional 5-minute extension. Executive Session ended at 12:21pm. No action was taken following the closure of the Executive Session.

## **2. Manager's Report**

### **Events & Activities**

- i. Wenatchee Wild Home Games – Aaron Harvey mentions that the Wild attendance numbers are slightly down, at about 1600 per game. Aaron also mentions that season ticket holders are up this year from last season. We have already held 14 home games. This number of games did not hit until mid-December last season due to the Oktoberfest event. Average per-caps are up \$1.42 to \$11.74. We are ahead in concession sales by \$35K.
- ii. New Shows – Horticulture Convention will be hosted with the Convention Center again in 2025. In addition, the Sportsman Show will be back in February 2026.
- iii. Locker Rooms- The initial estimate of the locker rooms came back at a higher cost than expected. This estimate was received yesterday so has not yet been reviewed internally or with builders. More information will be needed on this project moving forward.
- iv. Ice Time – Aaron Harvey reports Private Ice Rental usage is up 4% from the last year. Gross Private Ice Rental revenue is up by 8%.
- v. Sales/Marketing – Lindsay Rey mentioned that there will be an upgrade to the audio system that services the suites and loge seats. Recommendations have been received from Ted Brown Music to add appropriate equipment to better serve the suites and loge areas. Operations plans on installing subwoofers to all the suites for more audio control as well as quality of sound. Lindsay also mentioned that backlit spaces are getting filled up and a couple signs are up for renewal. Jamie Goodman reports that Halloween went well with marketing for the upcoming Disney Jr. Show. She reports that she passed out over 40 pounds of candy for three trunk or treat events. Jamie also reports that there are three free learn to skate events set up in the months of December and January. The website re-design is still in the works.
- vi. Accountability Audit – We are still awaiting on finalization of the 2023 Accountability Audit. The primary auditor is waiting on feedback within her office.
- vii. Financial Reports & CNC Sales Tax Report. - Jessica Manzano reports that when comparing October to the budget, the numbers might seem a bit low but this is reflective of budgeting for an event in the month of October that did not occur. Wenatchee Wild revenue as well as food and beverage revenue have been doing well. Jessica will be focusing on better tracking and accounting for calculating COGS. Building and Operations expense are up slightly primarily due to additional expenses on the Zamboni, sound and floor matting.

## **3. Board Chair Report**

Board Chairman Jerrilea Crawford mentions that it would be nice to hear from Rotary and what they are able to do with the funds that they get from this partnership and all the great things that they have been able to do for our community.

**4. CNC Professional Services Agreement Renewal**

This is a professional service agreement renewal that has a renewal clause for two years that requires board approval. The agreement covers additional accounting services outside of the year-end financial statements and the monthly sales tax review. There are no substantial changes from the previous agreement.

**Mike Poirier motioned to recognize and acknowledge the renewal of the CNC services agreement. James Fletcher seconded the motion. Motion passed 6-0**

**5. PFD Board Member Term Expiration**

JC Baldwin, representing the City of Cashmere, is serving a term that expires December 31, 2024. The City of Cashmere plans on re-appointing JC as a board member in their upcoming meeting.

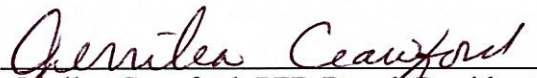
**6. PFD Promotion Hosting Policy**


The PFD Board requested this item be carried forward pending final feedback on the Accountability Audit.

With no further business, the meeting was adjourned at 1:00pm.

Respectfully Submitted:

Attest:

  
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Jerrilea Crawford, PFD Board, President

  
\_\_\_\_\_  
Cindy Herdt – Administrative Assistant