

PFD BOARD REGULAR MEETING AGENDA

**October 24, 2024, Noon
Location: Town Toyota Center
1300 Walla Walla Avenue
Wenatchee, WA 98801**



Consent Agenda:

1. Approval of Meeting Agenda
2. Vouchers (September 2024)
3. Minutes (September 26, 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. Jeff Dunham
 - iii. Locker Rooms
 - iv. Sales/Marketing
 - v. Accountability Audit
 - vi. Financial Reports
3. **Board Chair Report**
4. **Use of Funds Policy**
5. **PFD Board Member Term Expiration**
6. **PFD Promotion Hosting Policy**
7. **Sales Tax Report – Submitted by Cordell, Neher & Co., PLLC**

PFD Board Regular Meeting Minutes



October 24, 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, Town Toyota Center Assistant General Manager, Cindy Herdt, Jessica Manzano, Melanie Murphy, Chris Berg, Brian Bolz - Town Toyota Center Staff. Cindy Ulrich, Cordell, Neher, Julie Norton, Ogden, Murphy, Wallace.

Vice-President Randy Agnew called to order at 12:00pm. President Jerrilea Crawford arrived shortly after call to order.

Consent Items

1. Meeting Agenda for October 24, 2024
2. Vouchers - September, 2024
3. Meeting Minutes – September 26, 2024

**Motion was made and seconded to approve the agenda consent items.
Motion Passed 5-0.**

September, 2024 Recap

Banner Bank - Facility Operating 711 (New)			
Accounts Payable	21070-21157		-\$441,025.29
Payroll	Paychex Entries		-\$190,531.22
	EFT/ACH/Wire -10		-\$181,543.95
Total			-\$813,100.46

Public Comment

No Public Comments

1. Executive Session to Discuss Potential Litigation

Mike Poirier motion to call for an Executive Session to discuss potential litigation at 12:02 for 10 minutes. Executive Session ended at 12:12 pm. No action was taken following close of the Executive Session.

2. Manager's Report

Assistant General Manager Aaron Harvey presented on behalf of General Manager Mark Miller. He noted that Mark is back and is recovering well.

Events & Activities

- i. Wenatchee Wild Home Games – The first seven Wild games had approximately 11K paid tickets sold for \$220K. This is slightly lower than the previous season and is primarily due to the season schedule and Oktoberfest last year. Concession sales are up. The new Pizza seems to be popular and suites & loge has an updated menu. Bag checks are going smoothly and should be resulting in less outside food. Aaron reported the comments/feedback on enhance entry security measures are far more positive than negative. This is partly contributed to communication between guests, our security personnel and Elgin Shaw. Shelters have been purchased for the metal detectors in anticipation of fall and winter weather. There are far fewer non-clear bags and many fewer knives entering the building and we will move from an emphasis on public/guest education of the new rules to stricter adherence. We will participate in Halloween activities/games and Dave Rayfield with the Wild is currently camping on the balcony promoting Military Appreciation night.
- ii. Jeff Dunham – This comedy show is scheduled for April, 2025. The event is a non-risk rental. Ticket sales are already at 1,230 and we expect 3,000+. All tickets are priced at \$65 each.
- iii. Locker Rooms – We do not have updates for this project to present. Complete Design has had some changes in personnel causing some delay in receiving the cost projections.
- iv. Sales/Marketing – Mark presented these reports on behalf of Lindsey Rey and Jamie Goodmen who are both participating in outside promotional activities. Disney Live is being promoted. We are participating in community fall activities for promoting events and learn to skate. Suites, loge seats and parking passes are all sold for the season. We have the larger party suite and the two smaller end suites available for nightly rentals. Sixty-seven of those nights are sold with only 35 more open. Only 15 signage opportunities are available. Budweiser has renewed for five years and JetPro has purchased signage. Jamie is working with Carl Polson to update our website.

Mark introduced Melanie Murphy who has been hired as our Administrative Clerk.

- v. Accountability Audit – The Accountability Audit is still not complete. The auditors are still requesting testing items and requesting information about processes regarding usage and accruals of PTO. They have also asked for additional clarifications regarding the Promotional Hosting.
- vi. Financial Reports – Jessica Manzano reported on the financial activities for the month of September. The Rink revenues are strong and closely align with the budget. F&B is also doing very well and experienced the first \$30K record sales for the hockey game on September 21. Budget reflects 2 Wild games for the month but we had 1 exhibition game and 3 regular season games. Expenses are in line with only a few unexpected ones for the Zamboni and the alarm system. We had a net loss on the Alabama concert. Ticket sales were not out of line but production expenses were high. The accounting department is transitioning with

new employees and is working on preparing for year end. Interest and sales tax revenues were right on with the budget. Jerrilea noted she appreciated the simplified presentation format.

3. Board Chair Report

Board Chairman Jerrilea Crawford did not have any additional items to add.

4. Use of Funds Policy

The Use of Funds Policy was provided to board members for review. The concern is use of the .033 sales tax funds for operating expenses. While the use is authorized, the ability to request a transfer in advance from the board does not work. Notification to the board is also not to be viewed as approval. The transfers that have been made in 2024 are of concern to Cordell, Neher who monitors these accounts on our behalf. It was agreed that staff would make a \$500K transfer into the secondary operating account (9616) to use for operating shortfalls and to allow the necessary time to request transfers in advance of need going forward. In addition, the board reviewed the four transfers made in 2024 – 6/4/2024 \$400K, 7/24/2024 \$500K, 8/21 \$500K and 9/26 \$200K.

Tim Hollingsworth motioned to recognize and acknowledge the prior four transfers and approve. Randy Agnew seconded the motion. Motion passed 6-0

Marc Straub motioned to approve a \$500K transfer from the .033% sales tax account into the Operating Account 9616. Randy Agnew 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. A letter has been sent to the City of Cashmere Mayor and City Council Member.

6. PFD Promotion Hosting Policy

The PFD Board requested this item be carried forward to the November PFD Meeting.

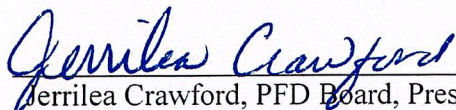
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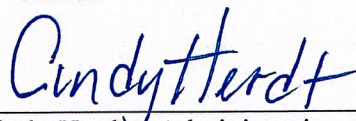
The sales tax report for the month on July from Cordell, Neher was presented. The board did not raise any questions or concerns. Going forward this item will be included as part of the Finance Director's report

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

Respectfully Submitted:

Attest:


Jerrilea Crawford, PFD Board, President


Cindy Herdt – Administrative Assistant