

PFD BOARD

SPECIAL MEETING AGENDA

THE PUBLIC CAN ATTEND IN PERSON, CALL-IN OR LOG-IN
TO ZOOM TO PARTICIPATE IN THE MEETING.
PLEASE CALL-IN OR LOGIN 5 MINUTES PRIOR TO THE
MEETING.



To Join the Meeting Go To: <https://zoom.us>
Meeting ID: 872 1546 6833

November 24, 2025 Noon
Location: Town Toyota Center
1300 Walla Walla Avenue
Wenatchee, WA 98801

Consent Agenda:

1. Approval of Meeting Agenda
2. Vouchers (October 2025)
3. Minutes (October 20, 2025)

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

Agenda Items:

1. Manager's Report

a. Events & Activities

- i. Architect Update
- ii. Account Policy
- iii. Energy Efficiency
- iv. Sales/Marketing Report
- v. New Shows
- vi. Wenatchee Wild
- vii. Financial Reports & CNC Sales Tax Report

PFD Board Special Meeting Minutes



November 24, 2025 Noon

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

Board Members Present:

Randy Agnew (President)
James Fletcher (Secretary)
Jerrilea Crawford (Member)
Mike Poirier (Member)
Tim Hollingsworth (Member)
Renee Swearingen (Member) -Via Zoom

In Attendance: Mark Miller – Town Toyota Center General Manager, Aaron Harvey - Town Toyota Center Assistant General Manager, Jessica Manzano, Melanie Murphy, Greg McEwen, Katie Atkinson, Michael Cole, Allie Jordan - Town Toyota Center Staff. Pete Fraley, Julie Norton – Ogden, Murphy, Wallace. David Rayfield – Wenatchee Wild. Ryan Kelso, Chris Hanson, Makena McCombs – Complete Design Inc., Lilly Scott, Brie Adan – WAHA, Michael Defoe, Keith Kistler.

President Randy Agnew called the meeting to order at 12:01pm.

Consent Items

1. Meeting Agenda for November 24, 2025
2. Vouchers - October 2025
3. Meeting Minutes – October 20, 2025

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

Motion Passed 5-0.

October 2025 Recap

Banner Bank - Facility Operating 8711

| | | |
|------------------|-----------------------------|------------------------------|
| Accounts Payable | 22169 - 22264 | -\$ 145,118.27 |
| Payroll | Paychex Entries (Net Wages) | -\$ 126,090.62 |
| | ACH/EFT/Wire -29 | -\$ 217,879.12 |
| Total | | <u><u>-\$ 489,088.01</u></u> |

Public Comment: Brie Adan – Wenatchee, WA. Brie provided an update on WAHA’s busy season, noting that the organization supports three travel-age groups, each hosting approximately two weekends of games per month. Registration for the Apple Cup is complete, with 61 teams scheduled to compete over three weekends. She noted that the Learn to Skate and Learn to Play programs continue to serve as an effective pathway into local ice skating and hockey programs, with five participants already transitioning into full-time hockey. Brie also emphasized the importance of locker room expansion to support future team growth and tournament opportunities.

Dorothy Ferguson – Wenatchee, WA (via email). Dorothy thanked the Board for live streaming its monthly meetings and requested that future meetings also be recorded and made available for later viewing, noting that many citizens are unable to watch live due to scheduling constraints. She referenced other local agencies that record their meetings and suggested potential resources for technical support. Board member Jerrilea Crawford responded to Dorothy Ferguson’s email, noting that while she supports providing as much transparency as possible, recording meetings is not a requirement for a facility such as the Town Toyota Center and would involve additional cost and staff time.

1. Manager's Report

Events & Activities

- i. **Architect Update-** Ryan Kelso, Chris Hanson, and Makena McCombs of Complete Design Inc. provided a presentation on the planning and construction of the locker room addition. Ryan Kelso explained that the locker room addition is being designed with durable construction materials to improve longevity and reduce ongoing maintenance. The new spaces will utilize more robust wall systems to better withstand wear and tear, as opposed to existing areas that require added surface treatments due to damage over time. The bidding process is anticipated to begin in February and extend into early March, with a projected project completion date of August 2026, assuming no schedule adjustments.
- ii. **Account Policy-** Pete Fraley, legal counsel representing the Town Toyota Center, presented a policy regarding Sources and Uses of Funds and the Creation of Accounts. Mr. Fraley explained that the policy was updated to reflect changes associated with the bond payoff model and revised flow of funds. The updated policy maintains existing operational and debt service accounts and proposes the creation of new accounts to align with long-term financial planning.

Jim Fletcher moved to approve the revised Policy Regarding Sources and Uses of Funds and the Creation of Accounts. Jerrilea Crawford seconded the motion. Motion passed, 6-0.

Mark Miller expressed appreciation to Pete Fraley for 17 years of legal counsel and leadership, crediting his guidance as instrumental in helping the Town Toyota Center navigate critical issues and remain on a stable path moving forward.

- iii. **Emergency Efficiency-** Mark Miller reported that sub-meters have been ordered as part of the ongoing energy efficiency efforts. A meeting is scheduled to begin reviewing and analyzing energy usage data once installation is complete. This project remains ongoing and is intended to support improved efficiency and potential long-term cost savings.
- iv. **Sales/Marketing Report-** Greg McEwen introduced Allie Jordan as an addition to the Sales and Marketing team, noting she will support growth in social media and other marketing efforts.
Katie Atkinson highlighted several upcoming and recently booked events, noting positive ticket sales trends. Sponsorship revenue is tracking ahead of the previous year, with a significant portion of the annual goal already secured ahead of the spring rodeo season. Katie also provided updates on upcoming hockey games and special events, including the NCW Basketball Classic.
- v. **New Shows-**
 - Snow Globe Spectacular — December 20, 2025
 - NCW Basketball Classic — January 10, 2026
 - WWE — February 12, 2026
 - Wizard of Oz on Ice — April 18, 2026
 - Stars on Ice — May 22, 2026
- vi. **Wenatchee Wild-** Staff reported that there will be four Wenatchee Wild games scheduled over the upcoming couple of weeks.

vii. **Financial Reports & CNC Sales Tax Report-** Jessica Manzano reported that food and beverage revenue and sales and marketing performance were strong, while ticket sales were noted to be lower than budgeted, consistent with seasonal attendance trends. Overall revenues and attendance were tracked slightly below projections; however, staff noted this was expected to improve as the season progresses. An unbudgeted event contributed positively to October revenues. Operating expenses overall were reported to be largely in line with the budget, with year-to-date expenses below projections. Jessica Manzano also reported confidence in continued expense management and future revenue growth as attendance increases.

With no further business, the meeting was adjourned at 1:09pm.

Respectfully Submitted:

Attest:

JC Baldwin Vice Chair

Randy Agnew, PFD Board, President

Mark Miller

Mark Miller, Town Toyota Center, General Manager

- in absence of Chair