

**MINUTES**  
**Board of Directors**  
**Regular Meeting**  
**February 28, 2012**  
**12:30 PM**  
**Spokane Arena Board Room**

**ITEM #1 TO ORDER**

Board Chair Mick McDowell convened the 605<sup>th</sup> meeting of the Spokane Public Facilities District at 12:30 PM.

**ITEM #2 ATTENDANCE**

In attendance were Board Chair Mick McDowell, Vice-Chair Nate Greene and members Judy Cole, Rita Santillanes and Larry Soehren. District personnel included Kevin Twohig, Johnna Boxley, Dave Gebhardt, Matt Gibson, Stephanie Curran, and Brittany Garwood. Guests included Craig Butz and Garrett Jones of the Park Department, Toby Hatley of Toby Hatley & Associates, Eric Sawyer and Steve Jones of the SRSC, Shannon Shannon of the SRCVB, Preston Potratz and Tim Graybeal of Integrus and Dave Pier of Brett Sports and Entertainment.

**ITEM #3 CONSENT AGENDA**

Mr. Greene moved to approve the Consent Agenda, Ms. Santillanes seconded and the motion passed unanimously. It contains the following items:

Minutes from February 14, 2012

Invoices in the amount of \$330,151.02, voucher # 487-521, 8581-8594, 8598-8714, 8716-8725, 8728-8739, 8741-8744.

**ITEM #4 DISTRICT BUSINESS**

Craig Butz and Garrett Jones gave the Riverfront Park master plan presentation. They highlighted the three scenarios that have been developed by staff with stakeholder input, and explained that they hope that their preferred plan could be flexible enough to be amended through the years. Their next step is to find a funding mechanism, possibly going for a bond in the next 3-5 years.

Johnna Boxley reported that there were a total of 56 events booked into the Convention Center during the 4<sup>th</sup> quarter with a potential revenue of \$198,540. 2013 & 2014 are not on pace to be busy convention years, for a number of reasons and they are working on strategies to fill the building during those times. Shannon Shannon reported that the CVB is focusing on the primary market segments of Scientific/Engineering/Technical, Educational, Religious, Sports and Leisure and also working on strategies to fill the CC and hotels in 2013 and 2014.

Steve Jones handed out the 2012 Bloomsday poster and pins and the Board thanked him.

Policy 3.9 – Promotional Hosting was presented for a second reading; Mr. Soehren moved to approve, Ms. Cole seconded and the motion passed unanimously.

Tobby Hatley gave an update on the information campaign for Staying Competitive, Creating Jobs. There is a grass roots effort that has presented to approximately 50 organizations and about 2000 people. There will be an advertising campaign beginning March 5<sup>th</sup> and media blitz coordinated by staff on March 16<sup>th</sup>. A community campaign committee has been formed that will run concurrently with the District's educational campaign.

Mr. Twohig gave a legislative update about the Rebate Extension and how Lobbyists Tom Parker is keeping tabs on the progress.

Project Committee Chair Larry Soehren reported on the difference that it will make if the rebate extension is not passed. He also reported that the project committee has studied the proposed project budget and are confident that, considering the different bonding scenarios, the District should go ahead with the ballot proposal. Mr. McDowell polled each of the Board members and they were all in agreement; it was decided that the Board would move forward with the April 17<sup>th</sup> ballot.

Brittany Garwood gave the January financials and reported that operating revenue is at \$330k positive, attendance is 8% of 2011's total and the SCIP is at .0976%.

The Operations Committee reported that they will meet quarterly and discussion followed about the purposes of this committee. Ms. Santillanes feels that the committee could be the perfect format to invite major partners (CVB, BSE, and SRSC) and discuss ways to get more "heads in beds". There is a group (Convention Marketing Committee) that is actively working on this issue. Work will continue to redefine the purpose of these groups.

#### **ITEM #5 MISCELLANEOUS**

Ms. Curran and Mr. Gibson gave the events update, highlighting the upcoming events in all the facilities.

Mr. Twohig informed the board that the Custodial RFP would be issued tomorrow and thanked Mr. Soehren for his thorough review.

#### **ITEM #6 PUBLIC COMMENTS**

Eric Sawyer said there was a record number of team at the PNQ this year. Dave Pier thanked Casey Boeuey for his work, above and beyond, on the hockey goal cameras. They are currently being used on their television broadcast.

#### **ITEM #7 ADJOURNMENT**

There being no further business, the Board adjourned at 2:35 PM.

Recorded by Sherry Leatha  
Clerk of the Board and Recording Secretary

Approved by the Board of Directors