

**MINUTES**  
**Spokane Public Facilities District**  
**Board of Directors**  
**Webinar**  
**Wednesday, August 12<sup>th</sup>, 2020**  
**12:30 PM**

**ITEM #1 TO ORDER**

Board Chair Larry Soehren convened the 784<sup>th</sup> Meeting of the Spokane Public Facilities District at 12:30 PM.

**ITEM #2 ATTENDANCE**

In attendance via webinar was Board Chair Larry Soehren along with members Marty Dickinson, Travis Tramp, Nate Greene and Mick McDowell. District personnel included CEO Stephanie Curran, Mike Gaffaney, Monte Koch, Stephanie Huff, Brittany Garwood, Jessica Deri, Ryan Wilson, Matt Meyer, Jene Iceberg, Kay Riplinger, and Andrew Dolan. Guests included Andrew Brenner with Lydig Construction, Bobby Brett and Dave Pier with Brett Sports and Entertainment, Colin Anderson with Integrus Architecture, CK Anderson, Carl Heidle and Aaron Bragg from Helveticka, Chris Bigelow with Bigelow Companies, Harold Froewiss, Kay Towner and Megan Kasper with Centerplate, Freddie Mercer with TicketsWest, Eric Sawyer, Ashley Blake, Anna Henry, and Paul Christiansen from the Spokane Sports Commission, Sheryl Brandt with Enduris, Intisar Surur from McBride Public Affairs, Stuart Boylin with Lilac City Decorators, Justin Kobluk and Leigh Anna Scheuerman from West Coast Entertainment, Toby Hatley from the Washington Hospitality Association, Karen Corkins from Spokane County, Jerry O'Connor from Aramark, Joiel Alexander, and Cindy Van Rensburg with Levy, Bob Adolfsen with Red Rock Catering, Tom Stebbins with Vision Marketing, Kory'l Hankel, and Stanley Hoff.

Board Chair Larry Soehren reviewed the Spokane Public Facilities District (SPFD) Board Meeting webinar, call-in process and technology. He added the previous SPFD Board Meeting minutes and current agenda are posted on [spokanepfd.org/board](http://spokanepfd.org/board). Mr. Soehren further explained the PFD Board and Panelists are open on the call. During Public Comments, use the 'Raise Your Hand' feature and the Board Chair will recognize attendee inquiries individually. Roll call will not be taken as attendee's registered for the meeting.

**ITEM #3 CONSENT AGENDA**

Mr. Soehren presented the Consent Agenda items.

Mr. Tramp moved to approve the Consent Agenda, Mr. McDowell seconded and the motion was approved unanimously, including the following:

- Approval of Minutes from July 22, 2020
- Witherspoon-Kelley Invoices for June 2020
- Approval of Stagecraft Industries Invoice #2

In discussion, Mr. Koch explained that this is the second invoice for Stagecraft Industries, Inc., and is related to the FICA Fly Rail Counterweight System Replacement and Fire Curtain upgrade. This was a smooth and successful project, was on schedule and on budget, is replacing original equipment from 1974, and will equip the FICA for future performances including Hamilton.

**ITEM #4 DISTRICT BUSINESS**

**Finance Committee**

No report

### **Davenport Annual Parking:**

Board Chair Mr. Soehren stated the District received correspondence from the Davenport requesting a discussion relating to their annual revenue sharing payment in December in regards to the parking garage. The Board Chair recommends to authorize the CEO to proceed with discussions and return to the Board with a proposal.

The Board was in agreement with the authorization.

### **Operations Committee**

#### **Food, Beverage, and Merchandise Services RFP**

Mr. Tramp explained the Selection Committee process that included the Board Operations Committee.

Ms. Huff added that on February 28, 2020, the District issued a RFP for Food, Beverage, and Merchandise Services with the assistance and expertise of Food & Beverage consultant, Chris Bigelow of The Bigelow Companies.

There were (4) proposals received including Aramark, Levy, Spectra, and Centerplate, who is our current provider.

A Selection Committee was established and comprised of the Operations Committee, District Staff, and key stakeholders. Chris Bigelow facilitated the Selection Committee's interviews and in-depth analysis of the proposals from both a financial and services perspective.

The Committee focused on selecting a Proposer that we determined to be the most responsive and responsible and would provide the District with the highest quality products, efficient services, and highest revenues, based upon on criteria published in the RFP.

Mr. Bigelow stated this was a thorough process from a large committee, hearing from several areas of the District and partners. The committee recommendation makes sense from several aspects including creative, financial, criteria requested, and performance at other facilities.

After extensive discussions, the Selection Committee recommends selecting and negotiating a contract with Levy to provide the District with Food, Beverage, and Merchandise Services beginning January 1, 2021.

Mr. Tramp moved to approve the Selection Committee recommendation, Ms. Dickinson seconded, the motion was approved unanimously.

Ms. Curran expressed the District's appreciation for the 25 year relationship with Centerplate, their partnership, and services. She added she had a professional conversation with Kay Towner with Centerplate and they are on board for transition.

### **Project Committee**

#### **Sportsplex:**

#### **Helveticka Presentation:**

Mr. Soehren explained that the Sportsplex naming and logo presentation will be provided by Helveticka.

Mr. Anderson, Creative Director and Founder is joined by Senior Designer Mr. Heidle working on the logo since last fall and Senior Copywriter Mr. Bragg working on the naming since last fall at Helveticka. Mr. Anderson expressed appreciation for the partnership with the PFD, Ms. Curran, Mr. Koch, and Mr. Anderson with Integrus and are honored to be associated with this project.

Mr. Anderson, Mr. Bragg, and Mr. Heidle reviewed a PowerPoint presentation for the Sportsplex naming and logo and the process for creation of each the last several months.

The Sportsplex will have local regional, national, and international events with expected 80% out of market events, and 20% local events, drawing in local and regional fans.

Sportsplex is a frequently used name with over (25) facilities in the Western US and Canada that have Sportsplex in the venue name. Locally there is public confusion with Sports Complex and Sportsplex. Branding is focused on

the facility thus leaving ‘Spokane’ out as a name and possible confusion with the Spokane Sports Commission name. Media outlets will geo-tag Spokane in the name.

Mr. Bragg added Helveticka has done a great deal of research into naming and branding of sports facilities and their meanings.

Mr. Anderson discusses option 1 of using a naming sponsor. There are challenges when the sponsor/business name changes over time, and the confusion created with that type of branding. As an example, naming of the current FICA and changes over time from Washington State Pavilion Opera House in 1974, to INB Performing Arts Center in 2006, to First Interstate Center for the Arts in 2018. The public calls it all three names.

Mr. Anderson explains option 2, the strategy of naming the venue and/or offering sponsorship verbiage, ‘powered by *sponsor*’. Examples of long-term branding are Madison Square Garden, Fenway Park, Wrigley Park, Churchill Downs.

Other areas to consider in naming is to be different from other entities, unique, ease in spelling and pronunciation, domain availability, be brief, legally defensible, graphic potential, and it needs to be memorable. The goal is to appeal to regional, national, and international events, be aspirational, and represent a substantial facility.

Helveticka reviewed (300) sports terms/phrases, developed (154) names, (122) taglines, and (121) names by PFD and Spokane Sports Commission. This was narrowed to (20) then to the final recommendation of ‘The Podium’. This name meets criteria, graphically works, it represents the building sitting upon basalt, and has a clear path to trademark. The Podium is a familiar sports term relating to awards presentations, is the pinnacle of achievement, correlation to Olympics, synonymous to victory, elite competition and athletics, determination and sacrifice, and is a celebration of sport.

Mr. Heidle reviewed the logo presentation and described it in reference to three-level platform and medals. Gold, silver, and bronze reflect building interior and exterior. It is simple, flexible, and extendable. ‘THE PODIUM’ The First Place For Sports with the ‘O’ in gold. Logo variations with event banners inside and signage outside were presented including branding of Spokane and event sponsor.

Mr. Soehren reported he and Ms. Dickinson have been part of this task force since inception.

Ms. Dickinson addressed possible confusion of this process and expressed this is not a re-branding of the generic Sportsplex name. ‘Sportsplex’ had never been determined the branding name from the entity financially responsible for the facility. She acknowledged Helveticka’s research that there are three other Sports Complexes in our region, (25) other Sportsplex’s in the west, and agreed that sponsorship in title can create branding confusion as names that repeatedly change over time. She stressed clarity in branding as some other PFD buildings have lost identity with past branding. She further expressed that the due diligence in the last many months has potential to create an iconic facility for Spokane and all of the elements related to The Podium is in line with the future direction of the District. The Podium name is flexible, elevated in nature, and sponsorable.

Ms. Dickinson expressed she is open to feedback from partners and input on how the committee will come to a consensus and is understanding of concerns about sales and marketing. She added that, at the same time, she is not in favor of Sportsplex as the name and direction of this project.

Ms. Curran added that originally the building was a field house concept and it has evolved over time. The recommended name is bold and courageous and a step into an elevated world of sports.

Mr. Greene is in agreement with name of The Podium and would like to see Spokane incorporated.

Mr. Tramp said the name has potential to be super iconic.

Mr. McDowell expressed great potential for The Podium name and appreciates the efforts and research.

Mr. Soehren and Ms. Dickinson explained the Executive Committee has met to discuss, further input is welcome from partners, and a final decision will be presented at a future board meeting for approval.

Mr. Sawyer expressed appreciation for the committee efforts, agreed the Sportsplex name is not the favored direction of branding, and agrees with the great opportunity in the The Podium name. He added a desire to open the door for utilizing this name.

In the next two weeks Mr. Soehren, Ms. Dickinson, and Ms. Curran will review comments and input sent to Ms. Curran, meet with Mr. Anderson, and will address at the August 26 Board Meeting.

Mr. Anderson expressed appreciation for the discussion and perspectives.

**Sportsplex Project Update:**

Mr. Brenner presented a slideshow of current work.

Steel work is continuing in earnest. The truss installation is methodical, and proceeding with caution and safety in mind. Three of nine 300' long, 16' wide trusses are currently being installed with specially engineered shoring systems to keep them in place.

The Board toured the job site last week.

Inside work is ongoing including mechanical and electrical with exposed spiral duct work. Installation is going quickly and smoothly without any conflicts of electrical, water, sprinkler pipes or duct work. They are currently constructing the back of house offices, storage rooms, and Hospitality and Meet Management room.

Exterior walls are being infilled with final architectural looks.

Framing of windows designed by Integrus are visible bringing a great deal of natural light into the building.

Wrapping up grid line nine wall for back of house loading dock, and for satellite trucks.

The first transformer has been installed and provides clean power to the building.

Roofing to start in next few weeks and to continue for a few months followed by the vertical wall exterior panels.

**Enduris Renewal & Invoice 2021**

Ms. Brandt presented the Enduris renewal for 2021 with invoice due 9.1.2020. She further explained that Enduris was formed in the mid 1980's in the state of Washington, is a risk-sharing pool with (540) members across the state with (13) types of districts. Some of those include the SPFD, other PFD's, health districts including Spokane Regional Health District, and port and sewer districts. Enduris is located in Spokane near the airport, provides property and liability insurance for the PFD, and is a member owned and run organization. She expressed appreciation for the long-term partnership with PFD.

Enduris self-insures up to 1 million for liability, and insures with GEM (Government Entities Mutual) which is a pool of risk pools and provides coverage up to \$10 million. Enduris has another \$10 million with Great American. The property side of the PFD has \$317 million in structures and another \$10 million in content in the risk pool.

Ms. Brandt described market research for insurance and the drastic increases during the pandemic. Enduris passed a portion of the increases with the average property increase for members at 15%.

Ms. Garwood added the PFD 2019 to 2020, Crime and Auto up 8%-9%, Property up 15%, and Liability up 31% with an overall increase of 18%. 2019 was up 20% over 2018.

Ms. Brandt noted that due to the decrease in L & I hours for 2020, next year is predicted be lower in Liability.

Ms. Dickinson moved to approve the 2021 Enduris Renewal and Invoice at \$251,001.00, Mr. Tramp seconded and the motion was approved unanimously.

**ITEM #5 MISCELLANEOUS.**

**CEO Update:**

**Stadium Update:**

Ms. Curran reported that Mark Richard at the Downtown Spokane Partnership (DSP) is the lead for the Stadium project, assisted by Cindy Wendle. They have hired a consultant The Odell Group and have a conference call tomorrow.

The DSP has raised funds, executed an economic impact study and a design study, and are raising money for a parking study.

There has been significant interest from private businesses and out-of-state entities for this project. The DSP is well aware of PFD concerns regarding parking and the financial risk. They are looking for a win-win situation for both entities.

Ms. Dickinson communicated that the PFD Board has not been an engaged member in this process to date and would like to caution that the PFD Board has not been integral in the progression.

Mr. Brett stated he had met with Mr. Richard several weeks ago and expressed concerns regarding elimination of ice from the Sportsplex, and the parking challenges it presents. He suggested being part of the committee, conveyed the need to grow hockey, and resume discussions of ice. Mr. Soehren suggested reaching out to the DSP as the PFD is not facilitating Stadium meetings.

Ms. Dickinson added there are concerns related to prioritizing goals for the property, noted the previous attempt at developing the property, the need to evaluate the timing of a Stadium facility, and stressed focus to be placed on promoting and marketing the Sportsplex facility.

**Arena Shelter:**

The City of Spokane has created an efficient exit plan for move-out and transition which begins tomorrow, Thursday, 8.13. At noon there will be a lunch and health fair for individuals in the Arena Service Lot, and at 4pm STA will provide transport to the new facility.

The move-out will be followed by a deep cleaning which is part of city contract.

**Re-Opening/Covid/Business:**

Ms. Curran stated she is part of a coalition that has a call today with state L & I and the Department of Health for guidelines, protocols, and expectations of re-opening. Dr. Lutz and SRHD have been great partners, been responsive, and have provided thorough direction.

The Convention Center, with Dr. Lutz approval, is currently hosting a 10-week training for Doctors and Nurses from the Veterans Hospital as their facility is not large enough for social distancing. PFD staff has been thoroughly trained, clients are informed of protocols, there is dedicated ISS cleaning staff, a health questionnaire has been implemented, temperature check stations for staff and attendees are in place, (36) hand-sanitizing machines disbursed in the area, and floor decals for social distancing.

Spokane County is expecting unprecedented numbers for the election, does not have space to social distance, and is in discussion with the PFD to utilize the Exhibit Halls for ballot processing during election week.

The Pac-12 announcement of suspending events through 12.31.20 affects some events scheduled at the Arena.

**F&B:**

Thank you to our consultant Chris Bigelow and his analyst for all the work with the Selection Committee and vendors that sent proposals.

**Diamond Parking:**

Currently in discussions with Diamond and Dan Geiger, our parking provider/representative. As the PFD is without event revenue, the management fee is out of our range. There is a possibility of pausing the contract until events resume and we are working with Enduris on the insurance aspect. We are also researching any functions the PFD would need to assume if the contract is paused. A recommendation will be brought to the Board at a future meeting.

**West Coast Entertainment (WCE):**

The PFD does not have an official agreement with WCE. We are working on a formalized agreement that states WCE as the PFD exclusive Broadway producer.

**ITEM #6 PUBLIC COMMENTS**

Mr. Soehren opened the Board Meeting for Public Discussion and the conference call was open for all meeting attendees.

Mr. Pier stated the WSU/EWU game scheduled for 12.23.20 has been canceled. There is discussion of scheduling an EWU/ Montana game in February 2021 after the NCAA announces protocols September 1.

The next SPFD Board Meeting is scheduled for Wednesday, August 26, 2020 at 12:30 p.m. and will be of a virtual nature and not at the Spokane Veterans Memorial Arena.

**ITEM #7      ADJOURNMENT**

There being no further business the Board adjourned at 1:58 PM.

Michelle McIntyre  
Clerk of the Board

Approved by the  
Board of Directors

---

The SPFD Board's minutes are intended to be a reasonable summary of the Board's deliberations and actions. The minutes are not a verbatim record of everything said at the meeting. The minutes include all actions taken by the Board.