

MINUTES
Spokane Public Facilities District - Board of Directors Meeting Via Webinar
& at Spokane Veterans Memorial Arena Board Room | Wednesday, February 22, 2023 at 12:30pm

ITEM #1 TO ORDER

Board Chair Dickinson convened 836th Meeting of the Spokane Public Facilities District at 12:30 PM.

ITEM #2 ATTENDANCE

In attendance was Board Chair Marty Dickinson, Vice Chair Paul Read, and Board Members Harry Sladich, and Ed Bruya. District personnel attending in-person included CEO Stephanie Curran, Steve Marsh, Mike Gaffaney, Paul Christiansen, Jennifer Kletke, Jessica Deri, Melissa Coulter, and Ryan Gallagher. District personnel attending virtually included Kamie Gylling, Nic Lawrence, Kay Riplinger, Andrew Dolan, and Tina Gallegos. Guests attending in person included Ashley Blake with Spokane Sports, Ruth Fitzgerald with Visit Spokane, Mark Miles, Dave Pier, and Jay Stewart with Brett Sports and Entertainment, and Scott Taylor and Aiden Hubbard with The Car Park. Guests attending virtual included Ryan Nackers with Levy, Paul Kautzman with GSL/WIAA, Tom Stebbins with Vision Marketing, and Terence Concannon.

ITEM #3 CONSENT AGENDA

Board Chair Dickinson presented the Consent Agenda items.

- **Approval of Minutes for January 25, 2023**

Mr. Sladich moved to approve the January 25 minutes as presented, Mr. Read seconded and the motion was approved unanimously.

- **Approval of Minutes for February 15, 2023**

Mr. Bruya moved to approve the February 15 minutes as presented, Mr. Read seconded and the motion was approved unanimously.

- **Approval of Hawley-Troxell (formerly Witherspoon-Kelley) Invoice for December 2022**

Mr. Bruya moved to approve the Hawley-Troxell (formerly Witherspoon-Kelley) December 2022 invoice, Mr. Read seconded and the motion was approved unanimously.

ITEM #4 DISTRICT BUSINESS

Committees:

Finance:

Mr. Marsh reported working diligently on finalizing 2022 with complete reports in March. The Finance Committee met prior to the Board to review a new forecasting method that will be presented at future board meetings. Currently building a report by venue. Mr. Read expressed appreciation to Mr. Marsh, Ms. Curran and staff for diligent efforts to develop clear forecasting. Ms. Curran added that in March, 2022 will be available.

Operations:

Ms. Curran introduced The Car Park GM Scott Taylor and the PFD onsite manager Aiden Hubbard noting that they took over operations February 15, 2023. There will be a meeting this afternoon with The Car Park, PFD, and DoubleTree.

Project: No report.

Convention Center and The Podium 2022 4th Quarter Report:

Ms. Deri detailed a report of 4th quarter for 2022 stating there were (46) events at the Convention Center and (10) events at The Podium, (4) sales trips, and (25) site visits. 2022 resulted in 105% of goal for contracts signed (goal= \$4.0, signed = \$4.2m). (Booked in 2018 \$5.5m; 2019 \$5.7). Industry wide -30% in 2022; goals reflect that trend. 2023 adding 25% back in. Q4 resulted in 133% with ordered vs actualized and 117% for 2022 overall. Ms. Deri indicated that f and b was unique especially in Q4 as there were negotiations regarding f and b to get secured business. Events resulted in an economic impact at just over \$11m with \$5.7m each for the Convention Center and The Podium, a combined 12k+ in room nights, and close to \$46k attendees at the Convention Center, close to \$12k attendees at The Podium.

Customer Surveys returned in a revised format making it more streamlined for clients. Out of a total of (5), Q2 = 4.64, Q3 = 4.55. These surveys are tied to a Value of Service Award in which all PFD staff benefit. In 2022 the goal was 90% and at year end were 92%. Thank you to all staff and contractors for this excellent result.

Visit Spokane 2022 4th Quarter Report:

Ms. Fitzgerald detailed 4th quarter for 2022 reporting the trend information PNW trailing pace targets 23% in 2024, 2025 and 2026 second only to NE. Definite bookings we were at 64% of 2019 and national at 73%.

Travel and Sales Missions with client engagement has been trending higher.

VS brought in a national trainer to cover all levels of training; "Destination Training" for a third year.

Upcoming 2023 events include Land Surveyor's, WA HOSA, NW Athletic WA Courts, WA FBLA, WA Courts.

In 2019 there (64) hotel leads, (152) CC leads. The opposite occurred in 2022.

Ms. Fitzgerald provided the board with Visit Spokane Sales Meeting information and strategy goals by 2025. Hotels were asked for input. Ms. Deri added the goal is to focus on iconic Spokane items and rotate to keep fresh.

Spokane Sports Commission 2022 4th Quarter Report:

Ms. Blake discussed 4th quarter for 2022, reviewed current award submissions, and cited development travel. The Indoor Track & Field Season included (15) new facility records, (14) Olympians this season, top 3 in World performance, and National High School and NCAA leading performances, and received 1m viewers for livestream

Ms. Blake reviewed 2023 events announced including Track & Field, Girls Wrestling National Championships, Badminton World Junior Championships, and Badminton Junior National Championships.

Spokane Sports to bid on 2025 Gymnastics Championships, Congress, and Tradeshow.

In Year 1 in 2022 events tripled expectations; this will be used as a baseline going forward.

Spokane Chiefs:

Mr. Miles, Mr. Pier, and Mr. Stewart presented a video in overview of 2022 with fans, featuring Head Coach and Team Leader, and appreciation for the Spokane Veterans Memorial Arena. Mark Miles, Spokane Chiefs President; Dave Pier, Chiefs Marketing Officer; Jay Stewart, Chiefs VP of Business Operations.

Mr. Stewart provided an overview of the WHL of which Spokane Chiefs is a part, reviewed local players (16-20 years old), attendance, sponsors, and since 1985, 62 local players have moved on professionally and/or are drafted by the NHL.

Mr. Miles expressed appreciation to Mr. Meyer for the partnership and support in scheduling (34) home games as well as to Mr. Gaffaney in behind-the-scenes set-up. There are (34) away games.

Spokane Chiefs provides programs for players to enhance and support of their education and life skills.

Since 1993, the WHL has invested \$19m in player scholarships.

Brett Sports and Entertainment includes Spokane Chiefs, Spokane Indians Baseball, Tri-City dust Devils Baseball, Ranch Cucamonda Quakes Baseball, and City of Spokane Parks Department partnership.

Spokane Chiefs provides the community with affordable family entertainment and to date include 195,750 tickets sold. Spokane Chiefs has two sides; hockey and operations, has (14) scouts, team store staff, and the Chiefs are 3rd in attendance for league. Spokane Chiefs has hosted other hockey and sports games including (4) NHL Pre-Season games including The Kraken, All-Star, Memorial Cup, and WHL Playoffs as well as College Basketball.

Mr. Stewart reviewed Arena and PFD sponsors through BS&E and added expected attendance for 2.24-25 at 18,000.

Mr. Pier reviewed Spokane Veterans Memorial Arena Suite and Moss Adams Club program. Surveys are provided to those members prior to agreement renewals.

Mr. Miles expressed appreciation for the PFD partnership, support, and diligence.

ITEM #5 MISCELLANEOUS

CEO Update

Parks: PFD met with the Parks department to re-review agreement and discuss options that align with Spokane Sports events.

Mr. Christiansen has been integral in the partnership with the Parks Department.

Fire Marshal: Staying the course with enforcing Podium/FICA. Will acquiesce with the Arena. Have had discussion with legislators. Mr. Christiansen has been in consistent communication with Fire Marshal.

Civic Theater: Fall 2023 schedule has been announced. They have a goal of raising \$25m.

PFD has been working with Civic Theater on simultaneous events.

ITEM #6 PUBLIC COMMENTS

Board Chair Dickinson opened the Board Meeting for Public Discussion.

ITEM #7 EXECUTIVE SESSION

Board Chair Dickinson adjourned the Board to an Executive Session at 1:45pm per RCW 42.30.110 (i) regarding Personnel for approximately 30 minutes with no action expected. Board Chair returned to the board room at 2:15PM to extend the Executive Session (45) minutes. The Board returned at 2:50PM with no action taken.

ITEM #8 ADJOURNMENT

There being no further business the Board adjourned at 02:51PM.

Michelle McIntyre, Clerk of the Board

Approved by the Board of Directors