

MINUTES
Spokane Public Facilities District - Board of Directors Meeting Via Webinar
& at Spokane Veterans Memorial Arena Board Room | Wednesday, August 9, 2023 at 12:30pm

ITEM #1 TO ORDER

Vice Chair Read convened 844th Meeting of the Spokane Public Facilities District at 12:30 PM.

ITEM #2 ATTENDANCE

In attendance was Vice Chair Paul Read, and Board Members Harry Sladich, and Ed Bruya. Board Chair Marty Dickinson was excused. District personnel attending in-person included, CEO Stephanie Curran, Matt Meyer, Mike Gaffaney, Paul Christiansen, Steve Marsh, Andrew Dolan, and Ryan Gallagher. District personnel attending virtually included Jose Angel, Nic Lawrence, Kay Riplinger, and Tina Gallegos. Guests attending in person included Ashley Blake, Anna Alsept, and Jessie Ward with Spokane Sports, Rose Noble and Ruth Fitzgerald with Visit Spokane, Scott Taylor, and Aiden Hubbard with The Car Park, Dave Pier with Brett Sports & Entertainment, and Justin Kobluk with West Coast Entertainment. Guests attending virtual included, Ryan Nackers with Levy.

Vice Chair Read expressed appreciation for PFD staff and partners noting exceptional work the last several months.

ITEM #3 EXECUTIVE SESSION

Vice Chair Read adjourned the Board to an Executive Session at 12:31 PM per RCW 42.30.110 (i) regarding Litigation for approximately 30 minutes with no action expected. The board returned to the board room at 12:49PM with no action taken.

ITEM #4 CONSENT AGENDA

Board Chair Dickinson presented the Consent Agenda items.

- **Approval of Minutes for July 26, 2023**

Mr. Sladich moved to approve the July 26 minutes as presented, Mr. Bruya seconded and the motion was approved unanimously.

ITEM #5 DISTRICT BUSINESS

Committees:

Finance:

June is looking strong, near completion, and the month end report will be presented at the next meeting. The quarterly Finance Committee Meeting will be held prior to the next board meeting.

Operations:

No report.

Project:

No Report.

Spokane Veterans Memorial Arena (Arena) and First Interstate Center for the Arts (FICA) 2023 2nd Quarter:

Mr. Meyer reviewed 2nd Quarter 2023 for the Arena and FICA.

Arena: Highlights at the Arena included sold out Journey, Shania Twain, Kane Brown, and Chris Stapleton. Other events included Jurassic World, and College Graduations. Announced events included Lauren Daigle, Monster Jam, and Tool. The Shania Twain concert led to discussions for other large shows including Jonas Brothers.

The Arena will see changes by moving soda fountains to separate stations to save time in line and staff pouring.

FICA: Highlights at the FICA included Jeff Dunham, Harry Potter (2 shows), Chicago, Shen Yun, Aladdin, FBLA, Sweet Adeline's, and Riverdance. The theater was exceptionally busy. Announced events include the 2023-2024 WCE season.

Podium: Concert bookings at The Podium continue. Announced shows include Black Veil Brides, Skillet & Thery of a Deadman, and Alice in Chains.

Q3 travel included Seattle and Boise for promoter meetings, and event and Arena marketing.

Upcoming: A Booking Manager has been hired and starts 8.22, Music Festival planning for July 2024, the 50th Anniversary of the FICA in conjunction with the 50th Celebration of Expo '74, planning for a Comedy Festival. And, will travel to Calgary to observe and take notes on festival being held there.

Visit Spokane 2023 2nd Quarter Report:

Ms. Fitzgerald presented 2nd quarter for 2023 reporting definite bookings were 21,762 passing the goal of 18,300.

Two new groups booked that are new to Spokane; Washington State republican Party and Alpha Delta Kappa. The focus is obtaining more leads that results in more room nights.

Pacing in 2025 is ahead and work continues on 2023-24.

Some of the upcoming September-October events include PayneWest Insurance, GoWest Credit Union Association, Washington Finance Officers Association, WSU Conference Management, and He's the Solution Ministries.

Working on increasing the testimonial base.

Marketing plans and campaigns include We Are Walkable, We Are Seasons, We Are Spokane, new Tradeshow displays, and new digital ad components.

Ms. Noble revised results of Visit Spokane's digital ad spend, and website focusing on quality traffic vs. clicks and impressions.

Spokane Sports Commission 2023 2nd Quarter Report:

Ms. Blake presented 2nd quarter for 2023, and reviewed items in planning stages. Development travel included NCAA Track & Field in California, Drake Relays in Iowa, Brooks PR Invitational in Seattle, and Sports ETA in Kansas.

In Q2 there was eight events, with 8,728 room nights, and \$19m in economic impact. Events included USA Wrestling, USA Team Handball, USA Judo, and USA Badminton which was Spokane's first world championship and was the first time a US city was selected.

Ms. Alsept reviewed announcements, training, travel, and events for the remainder of 2023. In the track season there are (24) days of meets with (12) meets, and (6) practice days.

Some of the upcoming events include; December, 2023: Spokane Invitational and 2023 Spokane Speed Games; January, 2024: Spokane Indoor Challenge, 2024 Northwest Invitational; February, 2024: Whitworth Invitational, 2024 GNAC Indoor Championships, MPSF Indoor Championships.

Mr. Sladich expressed appreciation for reports and presented the following inquiry:

What percentage is particular events filling the building? When stating goals and results include compared to what.

ITEM #8 MISCELLANEOUS

CEO Update:

FreshVue: The CEO's meet this afternoon and will review all components of events. Visit Spokane, Spokane Sports, and the PFD are working as one to move forward.

Economic Impact for Concerts: Looking at new information to track data that has not previously been reported.

Paciolan: Advisory Committee meeting today discussed ticketing noting that ticket sales are up.

STA: Ongoing conversations with STA on event shuttle during concerts/events and looking to start in May.

Stadium: Ongoing meetings with SPS/PFD on planning, events, logistics are close to finalization.

Podium: A group interested in bringing a Pickle Ball tournament to The Podium and Convention Center.

Jonas Brothers: Announced last week; day of onsale was 5,000, there are about 900 seats left, and the concert is November 7, 2023.

ITEM #8 PUBLIC COMMENTS

Mr. Pier stated the Chiefs pre-season games will be held next month with the September 14, 2023 game open to the public. The Chiefs Home Opener is Saturday, September 30, 2023.

Vice Chair Read opened the Board Meeting for Public Discussion.

No Discussion.

ITEM #8 ADJOURNMENT

There being no further business the Board adjourned at 1:55pm.

Michelle McIntyre, Clerk of the Board

Approved by the Board of Directors at following meeting.