

**MINUTES**  
**Spokane Public Facilities District**  
**Board of Directors – Via Webinar**  
**Wednesday, May 25, 2022 at 12:30pm**

**ITEM #1 TO ORDER**

Board Marty Dickinson convened 823<sup>rd</sup> 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 Nate Greene, and Ed Bruya. Harry Sladich was excused. District personnel attending in-person included CEO Stephanie Curran, Brittany Garwood, Mike Gaffaney, Paul Christiansen, Matt Meyer, Jessica Deri, Jennifer Kletke, Holly Williams, Andrew Dolan, and Ryan Gallagher. Guests attending in-person included Andrew Brenner with Lydig, Dan Snook with Integrus, Jamie Rand with Visit Spokane, and Justin Kobluk with West Coast and Entertainment. District Personnel attending virtually included Jene Iceberg, Nic Lawrence, and Tina Gallegos. Guests attending virtually included Ryan Nackers with Levy, Eric Sawyer, Ashley Blake and Anna Alsept with the Sports Commission. Tom McBride and Intisar Surur with McBride Public Affairs, Dave Pier; Brett Sports and Entertainment, and Tom Stebbins; Vision Marketing.

**ITEM #3 PFD BRAND**

Mr. Rand discussed plans for the proposed District brand. Marketing goals include transformation the marketing department, implementation of key elements that are planned, proactive, strategic, have established and clear processes, proper brand handlers in place, communicate District values, and increase sales. In addition, the marketing plan needs to be easily coordinated between the District, Visit Spokane, and Spokane Sports. Mr. Rand explained the partnership with Power Marketing and communication with Ms. Williams, the Marketing Manager for the District. \$500.5k is budgeted with 200k to services, \$100k to websites, \$307.5k media (brand roll-out with on-going events). Mr. Meyer added that in the past Arena was the only PFD brand and other District venues not on the radar of promoters. There is a need to bring the theater and podium into light, structure websites, and brand as partners in the community. Board Chair Dickinson acknowledged the need for marketing and a brand, and stressed the need for evaluating the why, the PFD physical assets, and evaluating the audience. Ms. Curran proposed the need for a board Marketing Committee and added that the public of what is the PFD has caused many challenges.

**ITEM #4 CONSENT AGENDA**

Board Chair Dickinson presented the Consent Agenda items.

- **Approval of Minutes from May 11, 2022**

Mr. Read moved approve the Minutes from May 11, 2022, Mr. Bruya seconded and the motion was approved unanimously.

- **Approval of Expenditures for April 2022**

ACCOUNTS PAYABLE VOUCHERS: # 118756-118788, 118791,118792, 118808-118828, 118831-118842, 118845-118947, 118849-118865, 118867-118872, 118875-118942, 118944-118949, 118952-118986, 118989, 118993-119011, 119016-119070, 119075-119077, 119079, 119080, 119082-119086, 119088-119092, 119094-119108, 119112,119114-119132, 119134-119139, 119141-119142, 119144-119145, 119417, 119149-119160, 119162-119171, 119173-119175, 119178-119189, 119195, 119197, 1191990119207, 119209-119215, 119217-119218, 119520, 119522-119524

Mr. Bruya moved approve Expenditures from April 2022, Mr. Read seconded and the motion was approved unanimously.

- **Approval of Witherspoon-Kelley Invoices for April 2022**

Mr. Greene moved approve Witherspoon-Kelley invoices for April 2022, Mr. Read seconded and the motion was approved unanimously.

**ITEM #5 DISTRICT BUSINESS**

**Finance Committee**

Mr. Greene and Vice-Chair Read, along Ms. Garwood presented Financials for April 2022. Mr. Greene noted that forecasting is in the works as new staff is trained. YTD the District is +684k.

Ms. Garwood re-visited issues with the new payroll system, Paylocity, have been resolved going forward. May staff coding will be correct the second half of the month.

Ms. Curran stated that Finance 101 will be held within the June 8 meeting when the full board is present. Vice Chair noted the importance of knowing where the District is MTD and YTD with the budget.

Vice Chair Read reported there was a Finance Committee meeting with Greg Forsyth from SPS regarding the Stadium.

**Operations Committee**

Mr. Bruya reported meeting with Ms. Curran, Mr. Meyer, Mr. Christiansen, Lydig, and Integrus today regarding a The Podium acoustics and rigging. Mr. Meyer assembled a profoma for the committee. This entails a curtain system which is budgeted and approved that would allow for events such as concerts, and graduations. Mr. Bruya added the expense would be recovered. The proposed system could not be integrated during building planning. Mr. Christiansen added that this summer is an ideal time between planned events to implement this project. Mr. Read inquired to the status of the throws cages and damper. Mr. Christiansen replied these items were budgeted and are planned this summer. Mr. Read inquired to where the \$428k funds will be drawn from. Ms. Garwood replied that either from other projects that a budgeted and will not be implemented, or it will be transferred from the general fund.

Mr. Greene moved approve the proposed \$428k to complete the Podium Acoustics and Production project, Mr. Read seconded and the motion was approved unanimously.

**Project Committee:**

No report; items were discussed with these members in other committees today.

**Podium Sponsorship:**

Ms. Curran detailed sponsorship of the Podium, revealing the new name of the Podium as ‘The Podium Powered by STCU’. Ms. Curran further reviewed other areas within the Podium STCU sponsorship and signage would be placed. In addition, STCU has first right of refusal as a financial institution, and sponsorship with events scheduled by Spokane Sports.

**CEO:**

**Stadium:** Ongoing work on MOU with the Civic Theater regarding the easement needed for fire access.

**Value Village:** Working with Graco and tenant on date of demo. Tenant would like to stay through December; Garco preferring to demolish in August.

**LTAC:** Looking to schedule the LTAC meeting with Mr. Sladich is Chair. The committee creates a three-year budget. The LTAC application has been revised.

**FreshVue:** Visit Spokane commissioned FreshVue to develop a strategic plan; Spokane Sports and the District have joined Visit Spokane to develop one plan between the three entities.

**State B:** Yakima is bidding to host this event. Ms. Curran working with Ruth Fitzgerald at Visit Spokane to work with hotels, who are in support of State B. Sports Commission is putting together a bid for State B.

**WCE:** Ms. Curran introduced Mr. Kobluk to report on the First Interstate Center for the Arts. Mr. Kobluk articulated the success of Hamilton with three weeks of nearly sold out shows.

**Convention Center:** Ms. Deri reported PRSA, a national public relations association, is at the Convention Center and the District partnered with Visit Spokane to include tours and Paul McCartney.

**ITEM #6 PUBLIC COMMENTS**

Board Chair Dickinson opened the Board Meeting for Public Discussion. Mr Stebbins inquired to the STCU sponsorship and BSE commission. The sponsorship 2022-2032, starting at \$100k per year and BSE at 17%. The next SPFD Board of Directors Meeting is scheduled Wednesday, June 8, 2022 at 12:30 PM at the Spokane Veterans Memorial Arena.

**ITEM #7 ADJOURNMENT**

There being no further business the Board adjourned at 1:53 PM.

Michelle McIntyre, Clerk of the Board

Approved by the Board of Directors