

MINUTES

Spokane Public Facilities District - Board of Directors Meeting Via Webinar & at Spokane Veterans Memorial Arena Board Room | Wednesday, February 28, 2024 at 12:30pm

ITEM #1 TO ORDER

Board Chair Read convened 854th Meeting of the Spokane Public Facilities District at 12:34 PM.

ITEM #2 ATTENDANCE

In attendance was Board Chair Paul Read, and Board Member Ed Bruya. Vice Chair Marty Dickinson, Harry Sladich, and Cami Eakins were excused. District personnel attending in-person included, CEO Stephanie Curran, Mike Gaffaney, Jennifer Kletke, Jessica Deri, Paul Christiansen, Melissa Coulter, Andrew Dolan, and Ryan Gallagher. District personnel attending virtually included Nic Lawrence, Kaila Jones, Tina Gallegos, Shaundra Scott, and Kamie Gylling. Guests attending in person included Chris Varallo with Hawley-Troxell, Ashley Blake and Keytra Lewis with Spokane Sports, Rose Noble and Ruth Fitzgerald with Visit Spokane. Guests attending virtual included Ryan Nackers with Levy, Scott Taylor and Aiden Hubbard with The Car Park, Jon Bransford with Velociti, and Dave Pier with Brett Sports and Entertainment, and Tom Stebbins with Vision Marketing.

Board Chair Read expressed kudos for Stadium concert announcement.

He added that he attending the Convention Center Market Forum, with 500-600 attendees. The new screens provide more clarity and are easier to see.

ITEM #3 CONSENT AGENDA

Chair Read stated that due to no quorum, the Consent Agenda will be tabled until the next board meeting which includes Minutes from February 14 and legal invoices for January 2024.

ITEM #4 DISTRICT BUSINESS

Spokane Sports:

Ms. Blake reviewed 2023 Q3 which included the STCU Speed Games. In Q4 there were (4) different types of sporting events including Wrestling, Volleyball, Track & Field, and Badminton involving youth, high school, collegiate, professional, and community. These events included (41) days of move-in, set-up, practice, competition, and move-out between The Podium and Convention Center.

Travel included the TEAMS Conference, DMA West, and BizBash.

On Deck: Planning for Spring 2024, Systems and Processes- data & metrics, roll out of marketing and communications plan, and listing achievements made at The Podium, recap of 2024 Track & Field.

PFD:

Ms. Deri presented 2023 Q4 for the Spokane Convention Center and The Podium.

Sales performance: There were (48) events at the Convention Center and (18) at The Podium.

Sales trips: Two national trips, a FAM with Macklemore, and (8) local client entertainment events.

Site Visits: Two national and (15) local.

Contracts: Sales booked the most of business ever in 2023. 2022 \$4.28m, 2023, \$6.5m.

Food and Beverage: F & B was +144% for Q4 and +122% for 2023.

Economic Impact: The Convention Center impact was \$5.8m and The Podium impact \$5.9m for a total of \$11.8m.

Room nights: 5,873 for the Convention Center and 2,152 for The Podium with close to 50,000 attendees at the Convention Center and 18,277 at The Podium.

Customer Survey Response was at 87.6% for 2023.

Visit Spokane:

Ms. Noble reviewed 2023 Q4 starting with a Partnership Update; paid membership at 121% of goal for 2023 with (52) new members. The Visitor Guide and Downtown Dining Map had (74) advertisers resulting in 101% of goal.

Visit Spokane launched some fun Apps for visitors and started a relocation program for membership.

Sales update: Highlights included (19) Industry events, (15) Tradeshow, (4) Sales Missions, (6) Client events, (33) completed surveys, and (2) FAMS.

The Remote Sales Team achieved their definite booking goal and for 2023 there were a total of (91) site visits.

Visitor Experience/Visitors Center: Partnered with Hoopfest to provide bags and dining maps for all teams at check-in, streamlined packet mailings, assisted with relocation guide, and interacted with over 25,000 visitors.

Marketing/PR: Launched new Convention Sales Booth, working on a Brand Refresh to be released in March at Annual Meeting, successful digital sculpture walk, branding for Expo '74 50th Anniversary. PR: Kate Hudson- highlights included a feature on the TODAY Show featuring Spokane as a Winter Wunderlust Escape, HGTV.com, Seattle Magazine, and NW Meetings & Events. In addition, there were 1.5m visits to the site, 85k social media followers, 256k blog reads, 2.5m in earned media impressions.

Committees:

Finance:

No report.

Operations:

No report.

Project:

Ms. Curran stated that the PFD won the appeal on the PRC Arena Refresh denial.

ITEM #5 MISCELLANEOUS

CEO Update:

STA Downtown Shuttle:

STA board approved route. Will be working with DSP, Visit Spokane and others on marketing.

Traffic Study: PFD work is ongoing with a traffic consultant.

ITEM #6 PUBLIC COMMENTS

Board Chair Read opened the Board Meeting for Public Discussion. There was no discussion.

ITEM #7 EXECUTIVE SESSION

Board Chair Read stated due to the lack of quorum, there will be no Executive Session today.

ITEM #8 ADJOURNMENT

There being no further business the Board adjourned at 1:12PM.

Michelle McIntyre, Clerk of the Board

Approved by the Board of Directors at following meeting.

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.