

**MINUTES**  
**Spokane Public Facilities District - Board of Directors Meeting Via Webinar**  
**& at Spokane Veterans Memorial Arena Board Room | Wednesday, February 26, 2025 at 12:30pm**

**ITEM #1 TO ORDER**

Board Chair Read convened 870<sup>th</sup> Meeting of the Spokane Public Facilities District at 12:30 PM.

**ITEM #2 ATTENDANCE**

In attendance was Chair Paul Read, along with Board Members Harry Sladich, Ed Bruya, and Cami Eakins. District personnel attending in-person included, Jessica Deri, Mike Gaffaney, Steve Marsh, Paul Christiansen, Jennifer Kletke, Melissa Coulter, Kaila Jones, and Ryan Gallagher. District personnel attending virtually included CEO Stephanie Curran, Nic Lawrence, Andrew Dolan, Jose Angel, Katy Gray, and Melissa Morton. Guests attending in person included Chris Varallo with Kutak Rock, Ashley Blake with Spokane Sports, Rose Noble and Ruth Fitzgerlad with Visit Spokane. Guests attending virtually included Dave Pier with Brett Sports & Entertainment, and Aiden Hubbard with The Car Park.

Chair Read opened the PFD Board of Director's meeting expressing appreciation to the entire PFD team acknowledging efforts to execute events and pivot to execute others. He specified a special thank you to the Finance Committee for their extra efforts and the PFD Finance team for developing clear and concise financial updates. Chair Read added the great record of Spokane Chiefs, and that State B and soccer is coming up.

**ITEM #3 CONSENT AGENDA**

Chair Read presented the Consent Agenda items.

- **Legal Invoices for Kutak Rock and Dunn & Black for January 2025**

*Ms. Eakins moved to approve the Consent Agenda as presented, Mr. Sladich seconded and the motion was approved unanimously.*

**ITEM #4 DISTRICT BUSINESS**

**A. 2024 4<sup>th</sup> Quarter Board Reports**

**Spokane Sports – Q4**

Ms. Blake presented the 2024 Q4 Report, highlighting several successful events and future bookings. The organization supported six events across various venues, saw a 16% increase in athlete registration for their first meet of the year, and welcomed about 9,300 attendees overall, exceeding expectations. Ashley also discussed securing future events, including the International Table Tennis Federation Para US Open for 2025 and 2027, the 2026 USA Karate National Championships, and ongoing negotiations for other sports events. Ms. Blake stated that 2026 and 2027 are already set to host several events including NCAA.

**Visit Spokane – Q3 & Q4**

Ms. Noble and Ms. Fitzgerald reviewed Q3 and Q4 for 2024.

They reported on the success of their annual report, which generated 1,300 leads and referrals. And success of their Event Venue Guide. They also highlighted the success of their fam trips, with (37) unique pieces of business closed, an 80% conversion rate. They also discussed their participation in trade shows, such as the American Society of Association Executives, and the use of video testimonials in their proposals. Ms. Noble mentioned the positive outcome of their site inspections, with (20) planners showing interest in new business opportunities. Visit Spokane is using testimonials in their proposals. Planners mentioned the addition of the river and lawn and other outside spaces and not stuck inside all day. The conversation concluded with a discussion on the highlights of Q3, including the booking of a 6,000 room night group, and a 3,000 room night group.

Q4 highlights included appreciation of our partnership with Levy that connected Visit Spokane with an event with Chicago Levy. And repeat business, booking HOSA for 2026 – 2030. Forecast- surpassed goal of 83,000 room nights booking 84,005. We had a goal this year to book 15 multi-menu bookings, which is convention center plus at least a minimum 2 hotels. We did 16 of them. So as you can look at 2019, we had 15 room groups on the books of 500 or more on peak. We have that exact same in 22, and the exact same in 2025. The biggest difference, though, is the size. Tourism economics does a quarterly forecast for us in terms of how we should be performing, and we're outperforming it.

Ms. Noble added Visit Spokane's appreciation for Ms. Deri as well as the entire PFD Sales Team. Ms. Noble has been approached multiple times at conferences regarding the Levy event Ms. Deri will refer to below. She added that working with the PFD team allows us to be contacted by top-tier meeting planners.

**Spokane Convention Center/The Podium – Q4**

Ms. Deri presented Q4 for 2024.

Sales Efforts included ten sales trips, of which five international, one regional, and four global. Sales had (22) site visits. Sales partnered with Sales and they delivered (25) boxes of cookies to clients.

Actualized Business: Expected Contracted Value- \$960,262 with Actual Performance of \$1,226,709, resulting in a variance of 128%.

Pre-Covid events in 2019 is higher with the amount of events lower and business results/value higher. We had our highest goal ever at \$6.8m, we signed almost a million in Q4. For the year we almost signed \$7m in new business for our small but mighty team. It was our highest ever out of the national market, so huge kudos to Visit Spokane and Kamie for closing those together. Economic impact of the Convention Center was just under \$3m, with just under 6,000 roommates. with just over 45k attendees. And, we're waiting for Spokane Sports to get their new numbers. There were (11) events in The Podium for Q.

#### Did You Know?

We served just under 7,500 gallons of coffee, just under 13,000 cars were parked, and 800. This is a new 1, 832,000 kilowatt hours of electricity was used which is equal to watching 4 just over 4 million hours of TV.

Donations meals to the hungry at 3,944 and 7.5 tons were composed (The Podium and ONE Spokane Stadium are not part of these numbers at this point).

Over 10k attendees at The Podium, served 613 lattes/espressos, and 767 flatbread pizzas. ONE Spokane Stadium sold close to 1,400 soft pretzels with 1,000 sides of cheese, and 1,442 hot chocolates.

Customer Survey's: Out of (5) the PFD at 4.70, Contracted Services at 3.85, and overall 4.28- resulting in an 85.6% satisfaction rate. (57) surveys were sent with a 42% return rate.

#### **B. Employment Contract Approval**

Chair Read explained that the contract for the PFD CEO. The previous contract expired December 31. The PFD Board has had several weeks of discussion regarding the contract.

*Mr. Bruya moved to approve the PFD CEO contract through 2025 and through 2027, referred to as Resolution 25-02, Ms. Eakins seconded and the motion was approved unanimously.*

#### **C. PFD Committees**

##### 1. Finance

##### a. 2022 Audit

Ms. Eakins provided an overview of the Finance Committee meeting with Clark Nuber, the vendor providing the audit for the state. Washington State Auditors were in attendance as well- they facilitate the process audit.

For 2022, there were no findings of concern.

The committee added their appreciation for Mr. Marsh and his team for all their efforts. Mr. Marsh explained that his team has been at the forefront of moving the audit process along.

#### **ITEM #5 MISCELLANEOUS**

##### **CEO Report:**

PACNet: Ms. Curran and other team members are attending this conference at this time (Paciolan/TicketsWest). Paciolan is focused in date which the PFD has been looking into more and more.

Chair Read asked if there were any public comments.

Mr. Pier stated at this time the Spokane Chiefs are currently ranked #4, and #1 in the Western Hockey League.

#### **ITEM #6 EXECUTIVE SESSION**

Board Chair Read adjourned the Board to an Executive Session at 1:25PM per RCW 42.30.110 (i) regarding Litigation for approximately (60) minutes with no action expected. The board returned to the board room at 2:15PM with no action taken.

#### **ITEM #7 ADJOURNMENT**

There being no further business the Board adjourned at 2:16PM.

Michelle McIntyre, Clerk of the Board

Approved by the Board of Directors at following meeting.