

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

**ITEM #1 TO ORDER**

Board Chair Read convened 863<sup>rd</sup> Meeting of the Spokane Public Facilities District at 12:30 PM.

**ITEM #2 ATTENDANCE**

In attendance was Board Chair Paul Read, Vice Chair Marty Dickinson, and Board Members Harry Sladich, Ed Bruya, and Cami Eakins. District personnel attending in-person included, CEO Stephanie Curran, Mike Gaffaney, Matt Meyer, Jessica Deri, Steve Marsh, Paul Christiansen, Jennifer Kletke, Melissa Coulter, and Ryan Gallagher. District personnel attending virtually included Nic Lawrence, Tina Gallegos, Holly Williams, Gaye Feighner, and Jose Angel. Guests attending virtually included Ryan Nackers with Levy. Guests attending in person included Chris Varallo with Kutak Rock, Justin Kobluk with West Coast Entertainment, Keytra Lewis and Anna Alsept with Spokane Sports, Rose Noble and Ruth Fitzgerlad with Visit Spokane, Scott Taylor and Aiden Hubbard with The Car Park, Sheryl Brandt and Joe Davis with Enduris.

Board Chair Read opened the meeting with a thank you to staff and partners for all their efforts.

**ITEM #3 CONSENT AGENDA**

Board Chair Read presented the Consent Agenda items.

- **Approval for Minutes for July 24, 2024**
- **Legal Invoices for Paine Hamblen for June 2024 and Kutak Rock for July 2024**

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

**ITEM #4 DISTRICT BUSINESS**

**Enduris Renewal for 2025**

Ms. Brandt and Mr. Davis Brandt stated that Enduris is a nonprofit risk pool formed under RCW 46.82, reviewed a history of Enduris and their partnership with the PFD, explained insurance rate increases, and reviewed the PFD annual renewal and invoice. Enduris only operates in the state of Washington and has over (500) members including PFD's, and PUD's. Enduris is the SPFD's insurer for property, cyber, crime, and liability.

Forecasted increases include property, including cyber, increase of 4% - 6%, auto physical damage increase of 5% - 10%, Ggeneral liability, including auto liability, increase of 5% - 10%, crime and Named Position increase starting at 5%. (Please note Named Position will merge with Crime within the next 2 years).

The 2025 renewal is \$711,470 and last year was \$457k. Enduris aims to keep annual increases to 10%.

Ms. Eakins moved to approve the 2025 Enduris Renewal Invoice as presented, Mr. Bruya seconded and the motion was approved unanimously.

**Finance:**

The Finance Committee met prior to the Board Meeting. Mr. Marsh reviewed June 2024.

**Operations:**

No report.

**Project:**

No report.

**West Coast Entertainment**

Mr. Kobluk presented an overview of the 2023-2024 Broadway Season. Frozen recently wrapped up in July and the 2024-2025 season will start soon. Projections include, (85) performances, 151,000 in paid attendance, and \$12.2m gross tickets.

## 2024 2<sup>nd</sup> Quarter Board Reports

### 1. Visit Spokane

Ms. Noble and Ms. Fitzgerald presented 2024 Q2. The presentation included summer promotions, the 2024 Visitor Guide. CVENT and Meeting Planner Toolbox launched ads including a featured contact, search screen, and RFP submissions. Both are key for investment for Conventions for driving RFP submissions. 131 accounts were updated in CRM, and a new dining map categorizing affordability was implemented. Visit Spokane has (11) media placements. The Visitor Center went from 1,541 visitors assisted in April to 9,317 in June (5,300 during Hoopfest). There were 168,722 Lead Room Nights, which is 93% of 2019, 130% of 2022, and 124% of 2024, and reviewed expected future business. And areas of focus of which some include convention/meeting recruitment, arts & culture promotions, small business & makers promotions, festivals & events, agritourism promotions, culinary & beverage scene, and relocation promotions.

### 2. Spokane Sports

Ms. Lewis and Ms. Alsept reviewed 2024 Q2 which has involved a great deal of groundwork for the upcoming season.

- CEO Ashley Blake on maternity leave.
- Two new hires: Jason Campbell, VP of Operations. Keith Webber, Marketing & Content Coordinator.
- Spokane Youth Awards: Held on June 25, 2024 at The Fox.
- Review & Event Strategy:  
Spokane Sports has extensively reviewed upcoming events/years with PFD's Mr. Christiansen and Mr. Dolan. The off-season was used to plan for future events and the bidding process, reorganization of the PFD calendar with focus on key events such as PNQ and Middle School Basketball, and conducted thorough research and vetting to refine the event calendar.
- Marketing & Communication
- Bid Negotiations: Focus on quality over quantity; know the market and expectations
- Q2 Events included 2024 USA Team Handball Open National Championships over four days with (20) teams from all over the US, over (400) participants, and forecasted (750) room nights.  
And, the 2024 USA Wrestling Women's National Championship over three days with 1,884 athletes and 887 coaches. Washington ranks #3 in Womens/Girls Wrestling.
- There were (15) Bid Negotiations in progress in Q2.
- Q1 2025 is very event heavy.

### 3. Spokane Convention Center/The Podium

Ms. Deri presented 2024 Q2.

#### Spokane Convention Center:

- Nine Sales Trips including national, regional, and entertainment
- Non-Profit Celebration with (47) attendees, with (2) new client proposals, (2) contracts, and replaced (3) tastings
- Client Appreciation event at BrickFest Live
- Q2 Actualized Business: Rentals + F&B \$2.1m written/contracted with \$2.6. actualized and a variance of 125%
- Event totals at the Convention Center have raised each year since returning from Covid in 2022
- Contracts Signed, best year yet. Goal = \$6,859,453 / Q2 Contracts Signed = \$1,564,696 / 50.7% YTD.  
2023: \$1,432,395. 2022: \$1,108,183.
- Economic Impact: \$10,434,881 with 19,553 room nights
- Attendance: 2024 Q2, 112,370. 2023 = 121,597. 2022 = 70,625
- Urban Falls Kitchen on all venues: 1,434 meals to the hungry and 6.1 tons composted reduces waste by 17%
- Fun Facts in Q2 at the Convention Center: 1,150 gallons of coffee served, 259 easels set, 442 wireless mics, 28 gallons of paint used for touch-ups.
- Customer Survey Response: 91.7% overall satisfaction. (Includes partners – Levy, The Car Park, Velociti, & TicketsWest.

#### The Podium:

- Events: 2024 Q2, 14 events. 2023 = 11 events. 2022 = 9 events.
- Attendance: 69,720. (2023 = 67,627. 2022 = 35,835)
- Fun Facts: Graduates: 5,602 bottles water sold: 6,739. soft pretzels sold: 2,608

#### 4. Spokane Veterans Memorial Arena/First Interstate Center for the Arts

Mr. Meyer reviewed 2024 Q2.

- Arena Events: Cody Johnson (sold-out), Gonzaga Basketball, Gabriel Iglesias, WSU and Gonzaga Graduations, Hot Wheels Monster Trucks, Arena Remodel. Announced: Heart (TBA, date has moved from December 5), Judas Priest.
- FICA: My Fair Lady, The Cher Show, several Ballet shows, Comedy, FBLA, Dream Center  
Announced: Joe Gatto, Wanda Sykes, Wild Kratts, Jo Koy, Sal Vulcano, Experience Hendrix, Avatar, Spiderman
- The Podium: Announced Dashboard Confessionals
- Travel: Nashville Agent trip, Region 4 (IAVM Conference), EVMC
- What's Next: Stadium Entertainment Infrastructure, Music Festival.  
August: Outlaw Music Festival, and Outdoor Comedy Festival. Survey from promoter - 34% outside Spokane, 37% stayed two nights. And 1-9 rating, event 7-9.
- Staff: Elevating Holly to Senior Marketing Manager and will hire support for Holly. Hired a Marketing Department Marketing Manager & a Theatrical Production Manager.
- PFD Re-Brand: Chapter & Verse working on PFD Brand. Helveticka awarded Arena Branding.
- Arena Construction: all ready to go by Friday, 8.30, Jelly Roll

#### ITEM #5 MISCELLANEOUS

##### CEO Update:

Stadium: Lots of excitement for the past two events; Music and Comedy.

USL: Excitement surrounding Women's Soccer.

FreshVue: All staff meeting to unveil FreshVue plan.

#### ITEM #6 PUBLIC COMMENTS

Board Chair Read opened the Board Meeting for Public Discussion.

Ms. Noble commented Comedy Festival was great. Jessica hosted clients in the VIP area.

#### ITEM #6 EXECUTIVE SESSION

Board Chair Read adjourned the Board to an Executive Session at 1:55PM per RCW 42.30.110 (i) regarding Litigation for approximately (40) minutes with no action expected. The board returned to the board room at 2:26PM with no action taken.

#### ITEM #7 ADJOURNMENT

There being no further business the Board adjourned at 2:26PM.

Michelle McIntyre, Clerk of the Board

Approved by the Board of Directors at following meeting.

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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.