

MINUTES

Edmonds Public Facilities District Board of Directors Meeting February 28, 2019

The Edmonds Public Facilities District Board meeting convened at 7:30 a.m. in the Edmonds Center for the Arts Green Room, 410 4th Avenue North, Edmonds.

EPFD Board Members Present

Mike Popke, President
Kevin McKay
David Brewster

EPFD Board Members Absent

Kimberlee Armstrong

ECA Staff Present

Joseph McIalwain, Executive Director
Matt Keller, Director of Operations

ECA Board Members Present

David Schaefer, Treasurer

City Staff Present

Scott James, Finance Director (Ex-Officio)

1. Call to Order

Board President Popke called the meeting to order.

2. Board President's Comments

Board President Popke commented on recruitment of new EPFD board members.

3. Consent Agenda

- **EPFD Board Minutes – January 31, 2019**
- **Disbursements – January 2019**

BOARD MEMBER BREWSTER MOVED TO APPROVE THE CONSENT AGENDA. BOARD MEMBER MCKAY SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

4. PFD Board Business

- **PFD 2018 Amendment to SnoCo Interlocal Agreement**

Mr. Keller reported he and Mr. McIalwain have reviewed the document internally and he expected to have an update from the City's bond counsel soon. The completed interlocal will be forward to board members as soon as it is available and approval scheduled at the March meeting. The agreement needs to be approved by the EPFD Board, the City Council, the Snohomish County PFD and Snohomish County Council.

- **PFD Attorney Procurement**

Mr. McIalwain reported exploration of the possibility of the Boys & Girls Club project on the ECA campus has raised the issue of the EPFD Board retaining legal counsel. He reported on updates to Mayor Earling and Parks & Recreation Director Carrie Hite and discussions with the City's building department about potential challenges/opportunities. Discussion followed regarding the need for an RFP depending on the value of the contract, timeline for Civic Field design and development, and how the Boys & Girls Club moving to the ECA campus would impact Civic Field.

BOARD MEMBER MCKAY MOVED THAT THE BOARD DIRECT STAFF TO BEGIN AN RFP PROCESS FOR THE PROCUREMENT OF ATTORNEY SERVICES. BOARD MEMBER BREWSTER SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

Discussion continued regarding not retaining the same attorney Lynnwood PFD or Snohomish County PFD uses to avoid any potential conflicts of interest and ensuring the attorney has experience in land use.

- **PFD Board Recruitment Status**

Mr. Mclalwain reported the announcement was published a couple weeks ago and no applications have been received; the deadline is Friday. If no applications are received, increased personal recruitment of qualified/interested candidates will be important. One inquiry he received inquired about the criteria for measuring applicants that is referenced in the announcement. He offered to develop criteria and distribute it to the board for their input/approval.

Discussion followed regarding reviewing the criteria through an equity and inclusion lens, desirable skills and qualifications, providing the job description to candidates, and qualifications the City Council (who formally approves EPFD board members) is interested in. Mr. James offered a recruitment brochure he developed that includes goals and objectives and community information that could also include criteria and the job description. Mr. Mclalwain invited board members to send him suggestions related to the job description and criteria to incorporate in the materials.

5. Inclusion & Accessibility

- **Community and Cultural Development Reception March 2, 2019**

Board Member Brewster announced the third annual community and cultural reception prior to the Mariachi Sol de Mexico performance on March 2nd. Various community leaders including City staff, City Council, ethnic organizations, churches, Lynnwood leadership, etc. have been invited and he encouraged board members to attend. The intent of the reception is to bring people together, network, introduce new guests to the organizations and the facility and build connectivity related to the inclusion and accessibility agenda.

- **Panel Training on Bias March 12th @ 5:30 PM**

Board Member Brewster reported 3-4 panelists will discuss issues of bias to educate and increase awareness. It is the ECA Board meeting, but will be a public meeting as the EPFD Board is invited. The ultimate goal is to more fully train staff, volunteers and board members on inclusion, bias, etc. to ensure the ECA is a welcoming venue. He encouraged all EPFD and ECA board members, staff and volunteers to attend. Discussion followed regarding video or audio recording the training with the presenters' approval.

6. Marketing & Business Development

- **Ticket Sales Report**

Mr. Mclalwain reviewed the ticket sales report, highlighting upcoming shows, marketing, net result before/after sponsorship and grant support. Staff is considering creating a young professionals program at ECA and is reaching out to other young professional groups to promote it.

- **Website Update**

Mr. Mclalwain reported Director of Marketing, Communications & Business Development Tina Baumgardner is working with the website designer to update the website including changes to make it easier to navigate particularly with regard to tickets sales.

- **Subscriber Preview May 8, 2019**

Mr. Mclalwain reported this event, the annual season preview for subscribers and ticket purchasers, is one week after Center Stage; in the past it has been done 3-4 weeks after Center

Stage. Attendees can purchase subscription packages as well as single tickets to some performances.

7. Philanthropy

- **Center Stage May 1, 2019**

Mr. McIalwain encouraged board members to make plans for who they plan to bring to the event. There are offers out to a number of great artists for the 2019/2020 season. Board Member Brewster recommended sending out the dates/invites soon as there are other fundraising events that week.

- **Scheduling Board Member Commitment Meeting**

Director of Development Christina Kourteva is reaching out to board member to schedule commitment meetings. A brief discussion followed regarding the impact of the new tax law on charitable donations.

8. Executive Report / Steering Committee

- **Board Committee Structure and Membership**

Mr. McIalwain explained one of the results of the Strategic Plan was to create two additional committees and perhaps 1-2 task forces. There will be transition on the Steering Committee due to EPFD and ECA board members who will be rotating off. He reviewed existing and new committees and committee name changes. He explained tentative board members assignments to committees are based on the survey completed at the retreat; community members and experts are also being sought for the committees.

Mr. McIalwain reported on ECA Board attrition and recruitment and the need to select new EPFD officers due to transition in leadership. Suggestions included an open house and/or effort at the young professionals reception to recruit new board members. The Steering Committee will formally approve committee assignments and it was hoped the committees will be functional by late March/early April.

- **Personnel Update – Open Position Timeline**

Mr. McIalwain reported the interview process will begin soon for the Education and Outreach Coordinator (partially supported by grant funds restricted to that purpose) reporting to Gillian Jones and a Development Coordinator to report to Christina Kourteva. Consideration is being given to support for marketing. Discussion followed regarding whether the grant funded position will continue into the future and opportunity to generate new earned and contributed revenue via development of education and outreach programs.

- **Site Development Exploration (Music Building)**

Mr. McIalwain reported his meeting with the City's Development Review Committee related to the Boys & Girls Club locating on the ECA site for new club included discussion about setbacks, storm drainage, asbestos removal, a free-standing building versus connecting a new building to existing structures, not requiring that new construction reflect the historic architecture, height limits, Conditional Use Permit, and City staff's recommendation to consider going through the CUP process for both sites (Boys & Girls Club building and a future new building on the north side).

Mr. McIalwain said he will continue to keep Mayor Earling, Carrie Hite and Development Services Director Shane Hope apprised. He invited EPFD board members to inform him if they wanted to be present/engaged in discussions with the Boys & Girls Club and/or the City.

9. Finance, Facilities & Operations

- **January 2019 Draft Finance Reports**

Mr. Keller reviewed the reports, highlighting revenue and expenses, ticket sales, and January 2018 compared to 2019. Mr. McIalwain highlighted additional rental revenue, a \$25,000 grant to assist with the DOO position, and lodging tax from the City and Snohomish County that need to be added to the report. He asked where the revenue from the LEVL event was booked and when the Hazel Miller Foundation contribution was booked in 2018. Discussion followed regarding LEVL expenses, rental revenue 2018 compared to 2019, and potentially hosting another private party/reception to promote major gifts.

- **Audit Scheduling Update**

Mr. Keller reported he is working with the auditor to get started by April. This will be a financial statement audit only, not an accountability audit.

10. New Business

Mr. McIalwain relayed there has been a request for a report to the City Council Finance Committee. Mr. James suggested presenting at the Finance Committee's April meeting. Mr. Keller relayed plans to provide the year-end and draft January financials, and an opportunity to ask questions. At the March EPFD meeting, staff will inform the board what staff is planning to present.

11. Adjourn

BOARD PRESIDENT POPKE MOVED TO ADJOURN THE MEETING. BOARD MEMBER BREWSTER SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

The meeting was adjourned at 9:04 a.m.

Next EPFD Board Meeting: Thursday, March 28, 2019 - 7:30 AM

ACTION ITEMS:

1. Send board members the completed 2018 Amendment to SnoCo ILA as soon as it is available; schedule approval at March meeting
2. Begin RFP process to retain attorney services, ensure attorney has experience in land use
3. EPFD Board recruitment
 - o Develop criteria
 - o Review criteria from equity and inclusion lens
 - o Obtain recruitment brochure from Mr. James that includes goals and objectives, community info, job description, etc.
 - o Provide candidates with job description
 - o Board members send Mr. McIalwain suggestions related to job description and criteria
4. Send out Center Stage Save the Date soon
5. Suggestion to hold open house to recruit new ECA board members
6. Check where revenue from LEVL event was booked and when Hazel Miller contribution was booked in 2018
7. At March meeting, inform EPFD Board what staff is planning to present at April City Council Finance Committee meeting