

MINUTES

Edmonds Public Facilities District Board of Directors Meeting October 24, 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

Kevin McKay, President
David Brewster, Vice President
Kimberlee Armstrong
Ray Liaw

ECA Staff Present

Matt Keller, Director of Operations

City Staff Present

Dave Turley, Assistant Finance Director

EPFD Board Members Absent

Suzy Maloney

1. Call to Order

Board President McKay called the meeting to order.

2. Board President's Comments

Board President McKay commented on the upcoming auction.

3. Land Acknowledgement

Board President McKay read the Land Acknowledgement statement: Edmonds Center for the Arts is grateful to host our performances and programs on the culture-rich indigenous lands of the Coast Salish people. On behalf of our staff, Boards and volunteers, we are committed to working with local tribes to acknowledge and honor their ancestral lands."

4. Consent Agenda

- **EPFD Board Meeting Minutes – September 26, 2019**
- **EPFD Disbursement Report – September 2019**

BOARD MEMBER LIAW MOVED TO APPROVE THE CONSENT AGENDA. BOARD VP BREWSTER SECONDED THE MOTION.

Board VP Brewster inquired about follow-up on action items. Mr. Keller reviewed the action items, highlighting outstanding items. Board members requested "Follow-Up on Action Items from the Previous Meeting" be added to future agendas.

MOTION CARRIED UNANIMOUSLY.

5. PFD Board Business

- **PFD 2019 Amendment to SnoCo Inter-Local Agreement**

Mr. Keller relayed the final draft was provided by SnoCo PFD's attorney with one amendment: changing "financing construction" to "financing or refinancing" as the purpose for the bonds in Exhibit A-1. Next steps include approval by the EPFD Board in November followed by approval of the City and Snohomish County.

6. Executive Report / Steering Committee

- **Strategic Business Plan Implementation**
 - **Recent Committee Reports:**
 - **Administration & Finance**
 - **Inclusion & Accessibility**

Mr. Keller relayed the packet included above reports. Overall the process is going well and is a useful tool for keeping staff and committees focused.

- **Civic Park Update**

Mr. Keller reported the City has funding for the park in place and the design includes the Boys & Girls Club in the short term. Further conversations with the Boys & Girls Club are needed as well as within the EPFD/ECA organization to develop a strategy.

Discussion followed regarding the need to clarify whether the Boys & Girls Club expects to make a decision by the time their lease expires in 2020 and whether the City would be willing to renew their lease, the EPFD/ECA identifying the organization's needs before engaging with the Boys & Girls Club, hiring an independent project manager if the EPFD/ECA decides to move forward, and following up with the Boys & Girls Club after the gala.

7. Marketing & Business Development

- **Ticket Sales Report (Comparative)**

Board VP Brewster reviewed the report, relaying the five performances to date show strong attendance and revenues with the exception of Kelly Hall Tompkins, noting the Jeremy Dutcher show will likely have similar challenges. He reviewed ticket sales last season compared to this season, highlighting shows whose ticket sales are challenged. The Marketing and Business Development Committee is working on marketing for those shows. He described the Jeremy Dutcher's performance and encouraged board members to remind their family, friends and colleagues to attend this important show as well as the preshow talk. Mr. Keller recognized the Canadian Consulate and the Edmonds Diversity Committee for their grants for the show.

Discussion followed regarding artist fees versus ticket sales, color coding on the ticket sales report, net before and after sponsorship, mission shows not always making money, timing of the CeCe Winans Christmas Tour, and show sponsorships.

- **Jeremy Dutcher**

Discussed above.

- **Welcome Magazine – Paine Field**

Mr. Keller circulated the magazine, highlighting and ad for one of the ECA's shows.

- **Rental Brochure Draft: Update**

Board VP Brewster circulated a mockup of a brochure that can be provided to rental clients that was developed by staff with the assistance of the Marketing & Business Development Committee. Staff was asked to provide the brochures to board members for interaction with potential rental clients.

8. Philanthropy

- **2019 Gala Dinner & Auction – October 25th**

Mr. Keller encouraged board members to attend, participate and bring energy to tomorrow night's gala. Discussion followed regarding anticipated attendance, this year's revenue goal, and attendance/revenue in previous years.

9. Inclusion & Accessibility

- **ECA/PFD Joint Board Retreat: Equity Workshop**

Board VP Brewster relayed the focus of the joint board retreat will be an equity workshop that promises to be an impactful three hours in the morning. Lunch will be an opportunity to connect following that experience and decompress before focusing on business in the afternoon.

- **Education Outreach: Teacher Workshop Approval**

This item was removed from the agenda and moved to next month's meeting.

- **Community Cultural Reception Debrief**

Board VP Brewster reported it was most successful reception to date, a very diverse crowd in terms of the organizations represented as well as a variety of ways of thinking about diversity. The committee is considering a second reception in the spring. Board Member Armstrong expressed her appreciation for the reception, advising she brought a school board member to discuss the rental space and education programs. She recognized the reception as an opportunity to be strategic in marketing and connecting people to the ECA. Board Member Liaw appreciated the opportunity to speak to people during the reception and expressed support for a spring reception.

10. Finance, Facilities & Operations

- **September 2019 Draft Finance Reports**

Mr. Keller reviewed the P&L Statement for the period ending September 2019, highlighting operating revenues and expense and expected increases in revenue through yearend.

Discussion followed regarding a potential grant in 2020 for an ADA/freight elevator to replace the chair lifts, whether additional steps needed to be taken to reach a final net positive position, considering increased costs and cost savings in 2020 budget, effectiveness of development staff, and information to share at the upcoming meeting with the City Council Finance Committee.

Staff will, 1) provide draft October financials and highlight budget to actual at November 12 City Council Finance Committee meeting, and 2) confirm the start time of the November 12 Finance Committee meeting and send calendar invites to board members.

- **2020 Operating Budget Development**

Mr. Keller reviewed the draft 2020 operating budget compared to year-end 2017 and 2018, budget 2019, and projected year-end 2019. He reviewed budget year 2020, shortfall in 2019 rentals, other operating revenues, operating expenses, and cost of the 2020 audit. Discussion followed regarding the fiscal year versus the theater season.

- **City Council Finance Committee Report**
 - **Next Presentation – Tuesday, November 12th**

Discussed above.

- **PFD Board Public Records Act Training – November 21st**

Mr. Keller relayed the contract with general counsel Matt Hendricks has been signed. His introduction and public records training will occur on November 21.

11. New Business

12. Old Business

- Follow-up on action items from previous meeting

Outstanding/additional items were identified (see Action Item 7 below). Board members suggested, 1) the Steering Committee provide input on new City Council EPFD liaison, and 2) board orientation be offered to the new City Council liaison.

13. Adjourn

The meeting was adjourned at 8:29 a.m.

Next EPFD Board Meeting: Thursday, November 21, 2019 - 7:30 AM
EPFD/ECA Boards Retreat – Saturday, December 7, 2019 – 8:00 AM

ACTION ITEMS:

1. Add "Follow-up on Action Items from Previous Meeting" to future agendas
2. Schedule approval of PFD 2019 Amendment to SnoCo ILA on November agenda
3. Staff follow up with Boys & Girls Club after the gala about their future plans, ability to renew lease with City, etc.
4. Distribute rental brochure to board members
5. Schedule Education Outreach: Teacher Workshop Approval on November agenda
6. Presentation to City Council Finance Committee in November
 - a. Staff confirm meeting time and send board members a calendar invite
 - b. Highlight budget compared to actual
 - c. Provide October financials if possible
7. From last month's action items
 - a. Send board members the updated EPFD Historic Facility Preservation Fund Policy
 - b. Distribute season catalog to City Council candidates
 - c. Send Fundraising Report to board members
8. Steering Committee provide input on new City Council EPFD liaison
9. Offer board orientation to new City Council liaison
10. Introduction of general counsel Matt Hendricks and public records training at November 21st meeting