

**GREATER TACOMA REGIONAL CONVENTION
CENTER PUBLIC FACILITIES DISTRICT**

Meeting of Directors – April 19, 2018
Greater Tacoma Convention Center, Boardroom South
1500 Commerce, Tacoma WA

Directors Present: Connie Ladenburg (Pierce County), Mike Brandstetter (Lakewood), Bennish Brown (Tacoma), Tom Pierson (Tacoma), Colleen Barta (Tacoma) and Bryan Yambe (Fife)

Directors on Phone: Lisa Petorak (University Place)

Staff Present: Kim Bedier, TVE Director; Jon Houg, TVE Deputy Director; Lisa Woods, Business Manager; and Joni Dalin, Office Administrator

President Connie Ladenburg called the meeting to order at 7:45 am. Introductions were exchanged with Bryan Yambe, Fife's new appointment to the board. The board was asked if there were corrections to the January 18 meeting minutes. None were noted and a motion was requested for approval. It was so moved by Tom Pierson, seconded by Colleen Barta and unanimously approved by board members present and participating by phone.

Financial Update

2018 PFD sales tax revenues continue to exceed budget projections. Lisa Woods indicated the transfer of funds in excess of debt coverage (and a one year reserve) has occurred and will be ongoing in future years as excess collections occur. To date (over the past two years) \$535,000 in PFD "overages" has been transferred to the Convention Center's capital fund. The board requested this information be included on the PFD sales tax report in the future, showing fund balance and any associated expenditures from the fund. Kim indicated a prioritized list of capital projects is currently under development and will be communicated to the board, and that additional capital funds are being requested from the City of Tacoma in the 2019/2020 budget process. Capital projects, partially funded from the PFD fund, are likely to include replacement of carpeting.

Follow-up on Process for Adding New Members

The requested report on the strategy for recruiting new PFD jurisdictions and associated benefits of membership should be available from Kim Bedier and Bennish Brown for the July PFD meeting.

The topic of PFD expansion needs to get on the agenda at an upcoming meeting of Pierce County administrators. Kim Bedier indicated she would follow up on this with the Tacoma City Manager. Connie Ladenburg mentioned it would also be advantageous for Mayor Woodards to bring up this topic at one of the monthly meetings of local mayors.

Following this groundwork being laid with city officials, the letter from President Ladenburg scheduling presentations to Puyallup, Dupont, Gig Harbor, Sumner and Steilacoom communities for membership in the PFD would proceed as noted in the January minutes.

Director's Report

Kim reported the first quarter 2018 has been exceptional for the facility. February's occupancy per square foot was 62.2% (highest rate in the facility's history) and days of occupancy were 80-90%. Event numbers are slightly lower than they have historically been; however events are of higher financial quality (larger events, with multiple room usage and significant F&B revenue).

Connie Ladenburg asked if the facility has a process to survey clients following events. Electronic surveys are sent to each event organizer at the conclusion of every event. Survey return rates have been very good and ratings are consistently high. Any issues noted are responded to by appropriate event staff.

Parking at the facility will continue to be problematic during the hotel construction. Following hotel completion, the Convention Center will have a net gain in parking stalls, with the number of City stalls increasing beyond the number prior to construction. A portion of Convention Center parking revenues is a funding source for one of the Convention Center bonds.

Jon Houg reported the privately funded hotel project continues on schedule for an opening in spring/summer of 2020. The board requested a timeline for the hotel project and drawings. These will be provided at the July board meeting. The Convention Center may not advertise or sell the property until it reaches "substantial completion" (85%).

New Business

Bennish Brown prepared a summary document (attached) on the State's new tourism bill creating the Washington Tourism Marketing Authority (WTMA). The pre-existing Washington Tourism Alliance (WTA) will likely be the marketing arm for the WTMA. Bennish has served and will continue to serve on the WTA board. Mike Brandstetter asked if there was any information PFDs statewide could provide to WTA documenting PFD contributions toward state tourism. Bennish indicated he would look into this question. Kim Bedier indicated that Todd Chaput, Chair of the Lewis County PFD, has put his name forward on behalf of the Association of Washington State PFDs to serve as a representative on the WTMA board.

Connie reported on the most recent meeting of the Executive Committee of the Association of Washington State PFDs. The decision was made to continue the contract with lobbyist Jim Hedrick. Connie mentioned that he sends out a very informative update on activities in Olympia. She will forward those on to board members. The date for the AWSPFD annual meeting has been set for September 26th and 27th at the Washington State Convention Center. (Notice to be attached to minutes)

Mike Brandstetter asked the board to thank Phil Waldner for his many years of service on the PFD board, including a number of years serving as its president. Connie Ladenburg agreed a letter would be appropriate and indicated she would prepare that correspondence.

There being no further business, President Ladenburg called for a motion to adjourn the meeting. It was so moved, seconded and unanimously approved by those in attendance. The session adjourned at 9:00 a.m.

The next regularly scheduled meeting of the board is July 19, 2018 at 7:45 am. It will be held in the Convention Center's staff conference room.

Recorded by Joni Dalin