

**RICHLAND PUBLIC FACILITIES DISTRICT
REACH MUSEUM 1943 COLUMBIA PARK TRAIL, RICHLAND
WEDNESDAY, JULY 16, 2026, MEETING TIME: 5:30 P.M.**

REGULAR MEETING: #07-26

MINUTES

CALL TO ORDER

President Steven Wiley called the meeting to order at 5:30 p.m.

ROLL CALL

MEMBERS

Steven Wiley, President	Present
Doug McMakin, Vice-President	Present
Ted Miller, Secretary/Treasurer	Present
Evan Rosenberg, Board Member	Present
Carol Moser, Board Member	Present

LIAISONS

City Council Liaison, Jhoanna Jones	Present
Reach Foundation Liaison, Dan Boyd	Present
Arts Center Task Force, Blake Smith	Present

STAFF

Rosanna Sharpe, Executive Director	Present
Davin Diaz, Executive Director	Present
Sherri Fluaitte, Finance Manager	Present
Patt Mosley, Communications & Marketing Manager	Present

APPROVAL OF AGENDA

Mr Rosenberg moved, and Mr Miller seconded, a motion to approve the Richland PFD agenda for July 16, 2026, as presented.

Motion Carried 5-0

APPROVAL OF CONSENT AGENDA

Mr Miller moved, and Mr McMakin seconded, a motion to approve the July 16, 2026, Richland PFD Consent Agenda as presented.

Motion Carried 5-0

INTRODUCTION

- **Carol Moser, Richland PFD Board Member**

Mr Wiley introduced Carol Moser, a new member of the Richland Public Facilities District Board of Directors. Ms Moser stated that she previously served on the Richland City Council for 10 ½ years when the public facilities district legislation was passed and that she just finished a year as president of the Columbia Center Rotary.

COMMITTEE/LIAISON COMMENTS

- City Council – Jhoanna Jones
Happy to be back. Happy to see Carol
- Reach Foundation – Dan Boyd, Vice-President
Recently the Foundation moved \$25,000 from the endowment fund to the PFD account.
Next board meeting is Monday.
- Arts Center Task Force – Blake Smith, Executive Director
Will be presenting later in the agenda.

PUBLIC COMMENTS

No comments

REACH Museum Business

- Executive Director's Report – Rosanna Sharpe

Ms Sharpe provided highlights of the July 2026 Executive Director's Report:

- The Spuds n Suds Reach Foundation fundraiser is on August 13. This year, they will be honoring Steve and Shirley Simmons.
- Foundation developments: the Nomination and Membership Committee, chaired by Kristin Lerch, met. They have created a board member assessment to identify members' skills and interests to use as a procurement tool in recruiting new members. They have created a short list of prospective board members. As board members rotate off, this will help identify board needs. The committee is interested in making sure their work aligns with the foundation's long-term goals and the REACH Museum.
- REACH Museum Community Free Day is July 23, sponsored by the City of Richland and HMIS. We anticipate 750-1000 attending. A special discount on museum membership and an after-hours program with partner Manhattan Project National Historical Park Hanford are offered.
- The Foundation is close to reaching its sponsorship goals, with sponsorship from Battelle, In Balance, RBC Wealth Management, Reser's, and others.
- The REACH Museum received a nice commendation from Girl Scouts of Eastern Washington and Northern Idaho - the "A Better Community Award".
- Approve Muse Customer Relations Management (CRM) Software – Rosanna Sharpe

Ms Sharpe presented the Muse Evaluation and Proposal Overview, a cloud-based system. Because of data management challenges, Ms Sharpe, Ms Mosley, and Ms Fluitte have been seeking greater data efficiency and have reviewed several Customer Relationship Management (CRM) software tools. Currently, data lives in multiple places and they are looking for a better tool to consolidate it. The CRM software will provide one source of data and serve multiple purposes by integrating membership management, invoicing, scheduling, and point of sale, thus streamlining efforts. Muse is a newer company, and the price point is good and will allow for potential expansion. A copy of the Muse proposal is provided in members' meeting packets; the annual cost is \$15,000 (first year paid upfront), plus a one-time fees of \$6,500 for Muse implementation services and a \$5,000 hardware line item (hardware will only cover current operations). It provides unlimited technical support, for a total of \$26,000 for the platform.

Board members asked about whether they should have confidence in the new company and what would happen if the company fails. A provision in the contract to address this concern will be requested. Ms

Sharpe and Ms Fluaite will oversee the contractual matters. Mr Wiley and Ms Moser requested to review the contract before Ms Sharpe signs.

Mr Miller made the motion to accept the CRM proposal from Muse.

Mr Wiley amended the motion to include upfront costs for this year for \$26,500; Mr Rosenberg seconded the amended motion.

Motion Carried 5-0

RPFD Reports

- Richland PFD President's Report – Steven Wiley
 - Mr Wiley interviewed for reappointment to the Richland PFD, mentioning he appreciates the City Council's confidence.
 - A meeting with Joe Schissel, Deputy City Manager, is scheduled for July 22.
 - Visited High Desert Museum, similar to the REACH; not just a museum, but it is a large, developed site that is used well. They have used the site to do lots of activities. Highly recommend visiting it.
 - Now that we have an Executive Director, all lines of communication will run through him. If anyone has questions or concerns, Mr Diaz will address them and bring them to the Board President if necessary.
 - Clarification was provided on the purpose of the studies for the amphitheater, Bearing Architecture for the basement upgrades, signage, landscaping and irrigation system. These studies will provide information and options on what we can potentially spend funds on. A financial risk assessment is necessary if the PFD takes on any new debt. This information will also be used to develop the strategic plan.
- RPFD Executive Director's Report – Davin Diaz

Mr Diaz reported on his first 45 days in his role and how he approaches his monthly reporting. Mr Diaz offered to prepare motions for the board if requested.

Mr Diaz reported on several key meetings with local officials.

He presented his 2026 draft work plan, including his milestones; budgeting, strategic plan, and potential state funding opportunities,

Mr Diaz is working with Ms Mosley to migrate documents to the RPFD website and is working on communications, exploring other options for the website.
- RPFD Finance Committee Report – Ted Miller

The Finance Committee, which includes Mr Miller, Mr Rosenberg, and Ms Fluaite, has been meeting with Mr Diaz.

NEW BUSINESS

- RPFD Draft Budget Amendment – Davin Diaz

Mr Wiley provided an overview of the RPFD budgeting authority process. When asked to approve an amendment with categories that are not included in the original budget, the justification needs to be presented and approved by the board.
- Mr Diaz reviewed the summary of the proposed budget changes, highlighted in the attachment. The amendment captures the office lease and adds the charrette, facilitator, and two road trips to

visit museums: High Desert Museum and Spokane Museum of Arts and Culture to learn best practices. He has budgeted for five people.

- Charrettes budgeted for \$300,000; charrette planning process with strategic planning goals as related to the process, critical components used for strategic planning to create a guiding document.
- The total amendment to the budget is \$359,000.

Mr Rosenberg moved, and Ms Moser seconded the motion to approve the amended Richland PFD Budget as presented.

Motion Carried 5-0

OLD BUSINESS

- ACTF Feasibility Study – Blake Smith

Mr Blake presented the REACH Amphitheatre Feasibility Study documents provided to members before the RPFDD meeting. The project is 90-100% complete, with key findings showing that the amphitheater is an underutilized community asset with strong potential. The study identified four targeted improvement areas: performer support, patron support, site functionality, and audience experience. The recommended investment totals approximately \$3.4 million and includes a new performer support building, patron restrooms, and site functionality improvements. Mr Blake outlined different operating models, including full rental revenue of up to \$50,000, 13 additional show days, and \$20,000 for production system charges. Mr Blake presented data showing a potential project that would create a unique venue with capabilities for approximately 800 people.

The board agreed to form a working group to address operational questions and consider a minimum viable product approach to test market demand before full implementation.

- REACH Strategic Planning Workshop Update – Steven Wiley

Mr Wiley reported that he and Mr Diaz have discussed next steps in the strategic planning process. Planning the field trips to different museums to ask what works and what doesn't work to serve as a baseline for planning. It will be important to identify the elements of a successful museum. Information from the field trips will be used to support a brainstorming session and provide information needed for strategic planning.

- REACH Museum Basement Study Update – Doug McMakin

Mr McMakin shared the Bearing Architect's initial REACH Museum Plan Concepts. Concepts will be included in the strategic planning process, development of a business plan, and master business plan.

ELECTION OF RPFDD BOARD OFFICERS

- Election of RPFDD Board Officers for 2026 – 2027 – Steven Wiley
 - Slate of Officers presented:
 - Mr Wiley, President
 - Mr McMakin, Vice President
 - Mr Miller, Secretary/Treasurer

Mr Rosenberg moved, and Ms Moser seconded a motion to approve the Slate of Officers as presented.

Motion Carried 5-0

NEXT MEETING

The next Richland PFD board meeting is on August 20, 2026.

ADJOURNMENT

President Wiley adjourned the Regular Meeting at 7:57 pm.

Prepared by: Dianna Millsap