

**RICHLAND PUBLIC FACILITIES DISTRICT
REACH MUSEUM 1943 COLUMBIA PARK TRAIL, RICHLAND
THURSDAY NOVEMBER 14, 2024 MEETING TIME: 5:30 P.M.**

REGULAR MEETING: #11-24

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
Michael Wiemers, Board Member	Present
Evan Rosenberg, Board Member	Present

LIAISONS

City Council Liaison, Jhoanna Jones	Absent
Reach Foundation Liaison, Dan Boyd	Present

STAFF

Rosanna Sharpe, Executive Director	Present
Sherri Fluaite, Finance Manager	Present
Pauline Schafer, Education Manager	Present

APPROVAL OF AGENDA

Mr. Wiley requested that the ballot measure update be moved ahead of the Hanford Reach National Monument 25th Anniversary Presentation.

Mr. Miller moved, and Mr. McMakin seconded a motion to approve the amended November 14, 2024, Richland PFD Agenda.

Motion Carried 5-0

APPROVAL OF CONSENT AGENDA

Mr. Wiemers moved, and Mr. Rosenberg seconded a motion to approve the November 14, 2024, Consent Agenda as presented.

Motion Carried 5-0

COMMITTEE/LIAISON COMMENTS

- City Council – Jhoanna Jones
Absent
- Reach Foundation – Dan Boyd, Vice-President

Mr. Boyd reported on the Reach Foundation meeting on November 11, 2024. The foundation's Board of Directors has increased membership to eleven members. The board approved the transition of REACH Museum operations to the Reach Foundation. Members approved \$1,500 for the Friends of the REACH holiday party expenses. Ms. Sharpe debriefed members on the Spuds n Suds Fundraiser and presented the foundation's 2025 commitment for consideration and action at the foundation's December meeting. Mr. McMakin will be added to the Reach Foundation's monthly meeting distribution.

PUBLIC COMMENTS

None

OTHER BUSINESS

- Update of Ballot Measure – Steven Wiley

Mr. Wiley presented the amendments needed to Resolution #2024-01, approved at the October 17, 2024, Richland PFD board meeting: to submit a proposition to voters to impose the sales and use tax for funding a performing arts center and associated capital facilities.

- The ballot measure proposition date changed to February 11, 2025
- The Richland PFD passed two resolutions in 2024; the ballot measure resolution is the third. The ballot measure resolution number revised to No. 03-2024

Mr. Miller moved, and Mr. Rosenberg seconded a motion to approve Resolution No. 03-2024 amending, superseding Resolution No. 2024-01

Discussion: Approval of the amended resolution: Does the date of passing need to be changed? The resolution passed at the October 17, 2024, meeting; it is being amended. Should the date of passing be changed?

- Resolution 03-2014: The date of passing was changed to the 14th of November. Three copies of the amended resolution were printed and presented to board members for signature.

Motion Carried 5-0

PRESENTATION

- Hanford Reach National Monument 25th Anniversary Celebration – Michael Wiemers

Mr. Wiemers presented the Establishment of the Monument, Hanford Reach Citizens Committee formation, and participants. Objectives of the 25th Anniversary Celebration include creating interpretive panels installed in existing kiosks and a new 3-sided kiosk with the location and placement. A July 2025 celebration event is planned for July 2025 at the REACH Museum. Monument interpretation, educational program partnerships, and the benefits: physical, mental health, recreational, economic, monument access, awareness, education and protection, advocacy.

REPORTS AND CORRESPONDENCE

- Executive Director's Report – Rosanna Sharpe

Ms. Sharpe shared highlights of the November REACH Museum Executive Director's Report.

- The Spuds n Suds Fundraiser was successful; it was a fun event, netting just over \$40,000. The average Raise-The-Paddle bid was \$633, thirty-two first-time attendees. Ms. Sharpe thanked those members who attended.

- REACH Events October & November: 250 people attended Screech at the REACH. The Crow's Shadow Exhibit opened in the Hoch Gallery. We are extending Native American Heritage Month through January, offering programming, a Crow's Shadow reception, and a documentary screening. Drummers & Dancers on November 9 brought in 270 visitors for the program. GESA and AISES sponsored this event.
- Thirty-five awards were given by the Port of Seattle for advertising at SeaTac in 2025. The REACH Museum was chosen as an awardee. This is excellent exposure for the museum.
- Ms. Sharpe and Ms. Fluaite are preparing the 2025 operating budget.
- The cruise line's last 2024 visit on November 2.
- Friends of the REACH Holiday Party is on December 3; Ms. Sharpe invited members to attend.
- Reach Foundation Year-End Campaign started with a goal to raise \$25,000.

NEW BUSINESS

- \$25,000 631 Fund Debt Service Transfer – Sherri Fluaite

Ms. Fluaite requested that the remaining \$25,000 debt service transfer for 2024 be approved for transfer; we will need it by year-end. This is the remaining 2024 amount budgeted for transfer from the debt service to the Richland PFD for museum operations.

Mr. Wiemers moved, and Mr. Rosenberg seconded a motion to approve a \$25,000 transfer from the 631 Debt Service Fund to occur at this time.

Motion Carried 4-0 (Mr. Miller not available for the vote)

- 2025 Draft Budget Review – Rosanna Sharpe and Sherri Fluaite

Ms. Sharpe presented the 2025 Draft Operating Budget from January 1, 2025, to December 31, 2025. Ms. Sharpe will address board member's questions and comments. Final approval of the 2025 Operations Budget will be on the December Richland PFD regular meeting agenda.

Ms. Sharpe prepared and shared with members 2025 REACH Museum Budget Assumptions, comparing 2024 to 2025, the Reach Foundation's annual contribution commitment, the 631 Debt Service Funds annual commitment, and the Reach Museum Operations contribution 2024 to 2025. Ms. Sharpe explained the increases in commitments, which cover half the costs of adding a Marketing and Communications Manager and part-time Educator position. The increase includes wage, medical premium increases, and \$20,000 for seasonal part-time educator positions.

- Major expenses involving repairs or replacements are not budgeted for 2025; instead, accessing the 631 Debt Service Fund for significant repairs or replacements costs over \$5,000.
- \$50,000 to cover minimum wage increase, health insurance, and merit pay increases.

At the November 11 Reach Foundation meeting, Ms. Sharpe asked foundation members to consider \$305,000 for the 2025 contribution, a \$100,000 increase from 2024, and \$50,000 to cover one-half the cost of adding a Marketing Manager. Foundation members requested more time to review the budget. Approval of the foundation's 2025 commitment was deferred to the December meeting.

Historically, the Reach Foundation, the 631 Debt Service Fund, and the REACH Museum operations split one-third each for budgeting. The 2025 budget assumes that the 631 Debt

Service Fund increases to \$350,000 to cover half the cost of the Marketing Communications Manager.

The museum has reached a point of stagnation regarding what can be earned. Budget revenues for 2025 are flat, except for the REACH Museum store. There is a dynamic shift in the 2024 store revenues.

- 2024 Operating Budget - \$809,230
- 2025 Proposed Operating Budget - \$979,037
- A net change of \$170,000 (\$100,000 for the Marketing Manager, \$50,000 for wage and medical premium increase, and \$20,000 investment in education programs)

Discussion:

- If the marketing person does a good job, there should be a substantial increase in the earned income.
- We talked about this last year. If done right, marketing should increase significantly. Look at this as an investment. I recommend you follow it carefully to determine whether it is doing what you want and set up metrics.
- In business development, you need to grow a company, but you can spend a lot of money while you grow.
- Try to vet that person before you buy.
- I recommend this person work with the museum and the foundation, recruiting volunteers. We need this for the next step. Get the story out there, be careful, define precisely what you need upfront, and find and hold that person accountable.
- Controlling messaging during transition.
- Alan Landers offered to create Marketing Manager KPIs

Mr. Wiley summarized, stating that he feels the draft 2025 Operating Budget is reasonable but puts a lot of pressure on the Reach Foundation. He suggested that the Reach Foundation review the budget and present modifications. He would like the foundation members' input on the budget. Going forward, the Reach Foundation will be responsible for the budget.

Approval of the 2025 Operating Budget was deferred to the December 17, 2024, RPFD meeting.

OTHER BUSINESS

- Update on Columbia Park West Visioning Workshop – Steven Wiley
L & M Architects has taken the ideas discussed at the workshop and is working on proposed park layouts and consolidating parking in Columbia Park West. I should have the updates in the next couple of weeks.

- Update on Legal Representation – Steven Wiley
The legal representation letter was modified to provide consultant services for the Mid-Columbia Performing Arts Center and the expansion of the REACH Museum. I contacted Mark Greenough and altered the letter of engagement to consult with Richland PFD regarding the bond financing and the REACH Museum expansion.

- Update on the Association of Washington State Public Facilities Districts (AWSPFD).
Initially, twenty public facilities districts formed an inter-local agreement to lobby the state for special funding, which every PFD had to sign. The public facilities districts must file for a 501c4

organization, making each PFD a member at large. At this time, the AWSPFD does not exist. Mr. Wiley is working to file a 501c4 organization. Once done, we can use it to lobby the state to offer special funding. Each PFD will appoint a member at large. Until then, they do not exist.

Mr. Wiley met with Joe Schiessel, the Deputy City Manager. He is very happy with the direction and has no issues with what we are doing. Mr. Wiley will give an update to the council at the Tuesday City Council meeting.

NEXT MEETING

The board members' consensus is to reschedule the December 19 meeting to Tuesday, December 17, at 5:30 p.m.

ADJOURNMENT

Mr. Rosenberg moved, and Mr. McMakin seconded a motion to adjourn the November 14, 2024, Richland PFD meeting.

Motion Carried 4-0

President Wiley adjourned the Regular Meeting at 7:06 p.m.

Prepared by: Dianna Millsap

Reviewed by