

**RICHLAND PUBLIC FACILITIES DISTRICT
REACH MUSEUM 1943 COLUMBIA PARK TRAIL, RICHLAND
THURSDAY, NOVEMBER 20, 2025 MEETING TIME: 5:30 P.M.**

REGULAR MEETING: #11-25

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	Present
Reach Foundation Liaison, Dan Boyd,	Present

STAFF

Rosanna Sharpe, Executive Director	Present
Sherri Fluaitte, Finance Manager	Present
Pauline Schafer, Education Manager	Present
Patt Mosely, Communications & Marketing Manager,	Excused

APPROVAL OF AGENDA

Mr. Rosenberg moved, and Mr. Wiemers seconded a motion to approve the November 20, 2025, Richland PFD Agenda as presented.

Motion Carried 5-0

APPROVAL OF CONSENT AGENDA

Mr. Miller moved, and Mr. Rosenberg seconded a motion to approve the November 20, 2025 Richland PFD Consent Agenda as presented.

Motion Carried 5-0

COMMITTEE/LIAISON COMMENTS

- City Council – Jhoanna Jones

Ms. Jones reported receiving feedback from a visitor who was significantly dissatisfied with their museum visit. She inquired about existing systems for collecting visitor information and feedback, as well as possible steps to address such concerns. Ms. Sharpe noted that several methods are available, including anonymous options at the point of entry. She requested that Ms. Jones refer the visitor to museum staff so their concerns can be addressed directly.

- Reach Foundation – Dan Boyd, Vice-President

Mr. Boyd reported on the Reach Foundation meeting on November 15:

- The foundation board ratified an email vote to accept two new members, Bob Schuetz, CEO of Energy Northwest, and Jennifer Lee, bringing the total to eleven. All officer positions are now filled.
- Members approved the Foundation Board Terms and Classifications, assigning four members to each class—this change staggers term expiration dates to prevent simultaneous vacancies.
- Ms. Sharpe presented the draft 2026 REACH Operations Budget. Members approved a 2026 foundation contribution of \$305,000.
- Foundation members approved the Not-for-Profit Organization Directors & Officers Liability Insurance.
- Kristin Lerch was appointed Chair of the Membership Nomination Committee, and Roger Reynolds was appointed Chair of the Patron Development Committee, reactivating both committees. Mr. Dunwoody is recruiting members or volunteers for the Finance Committee.
- The End of Year Campaign launched on November 1. Letters were mailed to major donors, and emails were sent to those without mailing addresses. The goal is to raise \$35,000 by year-end.

- Arts Center Task Force – Blake Smith, Executive Director

Mr. Smith expressed his appreciation for the opportunity to serve as the ACTF liaison. He looks forward to offering a public perspective and sharing useful insights.

- The ACTF board recently approved its two-year strategic plan, following months of deliberation. Mr. Smith outlined five priorities: supporting RPF in exploring amphitheater enhancements, identifying community priorities and funding for arts and entertainment venues at Columbia Park West, developing a sustainable plan to attract more touring performances, strengthening collaboration among local performing arts organizations, and reviewing the scope and costs of the Mid-Columbia Performing Arts Center project to ensure alignment with community expectations and funding.
- He also announced that the ACTF holiday fundraising breakfast would be held on December 4 at 7:30 am at the Riverfront Hotel.

PUBLIC COMMENTS

None

REACH Museum Business

- Executive Director's Report – Rosanna Sharpe

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

- November 10 marked the official close of our tourist season; we welcome the last cruise line visitors on November 10. Ms. Sharpe pointed out that earned revenue from the cruise line at the end of the year is projected to be \$117,700, up 43% from last year. 2025 admission revenue is expected to be the healthiest since the museum opened, and 2026 is likely to be better.
- Two major annual signature events were held; Screech at the REACH on October 24, and Drummers and Dancers on November 8. Each event hosted over 200 guests.
- The annual Friend of the REACH Holiday event will be held on December 10. It is an opportunity to thank our patrons, members, donors, volunteers and program partners.
- Ms. Sharpe attended the Benton County PFD meeting on November 11. The board approved Quarter 3 Vouchers for \$47,503.72 compared to \$34,575.38 in 2024 Quarter 3.
- Emergency Response Plan, CPR AED training, with other efforts taken to be ready for emergency visitors, and staff in the building and on the grounds.

- Draft 2026 Operating Budget – Rosanna Sharpe

Ms. Sharpe presented the draft 2026 Operations Budget and Assumptions provided in the meeting packets; line items related to income and expenses, total 2026 compared to 2025 and the variance in the last column. Historically, the museum's budget is from three sources: Reach Foundation 28%, RPF 631 Fund 34%, and REACH Museum revenues 38% of the budget.

- Earned revenues 2026 increase - 22% (\$418,675)
- RPF 631 Fund 2026 increase - 6% (\$371,000)
- Reach Foundation 2026 funding- 0% (\$305,000)

The majority of the increase is from labor costs, merit pay, and medical plan insurance premiums.

Major repairs and needed capital improvements is not expected. If funding is required, the RPF will be asked to cover these costs.

- There is a proposed increase in membership fees and general admission

Program expenses are projected to increase from \$3,000 in 2025 to \$14,500 in 2026, reflecting an \$11,500 rise. Ms. Sharpe explained that the annual signature events, including Earth Day, are our largest initiatives. Previously, we collaborated with other agencies to raise funds. Starting in 2026, the REACH Museum will manage these funds, which will be directed to and used by the Reach Foundation. The increased costs are primarily due to expanded programming for the REACH's 12th anniversary and the 250th celebration. Sponsorship should help offset expenses in that category. Mr. Wiley has requested additional details on event expenses.

The marketing materials is budgeted for \$7,400. The Board asked if this is equivalent to a business investment. Ms. Sharpe stated that this category includes materials for the marketing plan, such as printing and paid advertising. They are also anticipating new marketing opportunities.

Ms. Sharpe will provide additional details before the next Board meeting. Questions or comments can be directed to Ms. Sharpe for follow up.

- Emergency Response Plan

The draft Emergency Response Plan is in the meeting packet for board members to look over and give feedback to Ms. Sharpe. The Reach Museum staff has been working on some steps inside the organization to make the safety emergency response plan better.

- 631 Debt Service Transfer Request

Ms. Sharpe provided the itemized list breaking down the \$20,001.00 RPF reimbursement. The reimbursements related to website, travel, PFD business, and workshop expenses. The one-time funding requests related to infrastructure also presented. We hope to get these projects completed by the end of the year.

- Upgrading computers to Windows 11, Audio speaker and microphone replacements. Exceeds the \$7,500.00 limit, requiring processing through the MRSC roster - deferred
- \$5,775.00 Mr. Smith offered to bring his expertise to the museum to look at the current equipment, and the Quicksilver quote for possible savings – deferred
- Water filling station \$1,990, transfer - approved

Mr. Miller moved, and Mr. McMakin seconded a motion to approve a \$20,001.00 transfer from the Richland Public Facilities District HAPO checking account to the REACH HAPO checking account; \$18,011.00 for the reimbursement and \$1,990.00 for the Water Filling Station.

Motion Carried (5-0)**RPFD Reports**

- Richland PFD President's Report – Steven Wiley

Mr. Wiley is working to restructure the RPFD to accelerate process execution. The RPFD Strategic Plan identifies action items, and the scope of work for the proposed RPFD Executive Director. Mr. Wiley noted that one reason why spending was so rapid during the early phase of the RPFD is that Federal and state grant funding requires funds be spent by a specific time. It took a long time to get the REACH off the ground. Lack of prior planning resulted in inappropriate spending. Before a significant amount of money is received, a plan for how to best spend those funds should be put in place to avoid the same mistake.

- Create more organization and focus on being more effective moving forward.
- Mr. Wiley will meet with Mr. Schissel for an update the first week in December
- Mr. Wiley attended the Benton County PFD meeting; they are joining the Association of Washington State PFDs and are working on passing a resolution to extend the sales tax income.
- The Tri-Cities Legislative Council is being asked to lobby the state legislature to provide planning funds to develop Columbia Park West.
- Mr. Wiley is working on the Strategic Plan, contracting and the resolution 20-2025.
- The new RPFD bank account is set up at HAPO.
- Meeting with James Payne, Executive Director, Fort Walla Walla Museum, considering involving him as a consultant to provide suggestions and advice.
- Mr. Wiley and Mr. Miller will develop an RPFD Budget for 2026.

- RPFD Finance Committee Report – Mr. Miller

The finance committee would like to engage Hilltop Securities to provide oversight of funds. HAPO as Community First Bank finally completed, and the new account now has access to the RPFD account. The transfer of \$250,000 is to the RPFD checking account.

NEW BUSINESS

- RPFD 2025 Strategic Plan – Steven Wiley

Copies of the Richland PFD Strategic Plan 2025 were provided to board members for review before the meeting. Mr. Wiley thanked the members who provided feedback. The Strategic Plan workshop on June 7, 2025, is part of the draft plan's outcomes. The plan was created from a SWOT and DRIVE analysis. Mr. Wiley opened the floor for discussion.

- Mr. Wiemers referred to Page 4 of the plan, public charrette to gather input on CPW plans. A charrette is different from a workshop: it is specific to the scope of work and allows for public feedback. The public has to be a stakeholder. The RPFD Executive Director will plan the event. A business plan from the CPW is required—a fully publicly vetted part of the design process.

- Resolution 02-2025 Establishing Contracting Mechanisms – Steven Wiley

Mr. Wiley reviewed the RCWs and spoke with Marc Greenough regarding the purchasing restrictions on the RPFD. The laws have not changed. After reviewing resolution 01-2019, the last resolution on contracting, Mr. Wiley added the following paragraph to Page 1, reformatted and corrected typos.

WHEREAS RCW 35.57.070 allows a public facilities district to use agreements with service providers by publishing notice, setting criteria, evaluating proposals, and negotiating under district resolution requirements;

Mr. Miller moved, and Mr. Wiemers seconded a motion to approve Resolution 02-2025 Establishing Contracting Mechanisms.

Motion Carried 5-0

- RPFDP Operating Budget – Steven Wiley

Mr. Wiley and Mr. Miller will develop the Richland PFD operating budget for presentation at the December meeting.

OLD BUSINESS

- Enhanced use of current REACH space (Past plans) – Doug McMakin

Mr. McMakin presented REACH Basement Utilization Plans, updating members on the historical proposed basement usage ideas. Included in Mr. McMakin's presentation is a copy of the basement design for the proposed plan, a conceptual design of the basement, and an added front entrance. Potential plan challenges included electrical and infrastructure. This is more ambitious than what the RPFDP is currently proposing. An outdoor venue with support facilities; potential future of CPW venue; upgrade proposal to reduce risks; support market research; stakeholder feedback on expansion; low-cost approach to gain knowledge of the local population.

EXECUTIVE SESSION

- RCW 42.30.110 (1) (g): To evaluate the qualifications of an applicant for public employment or to review the performance of a public employee

Mr. Wiley adjourned to Executive Session at 7:21 p.m. per RCW 42.30.110 Sub-Paragraph (1) (g)—Executive Session to last approximately 20 minutes with action.

Mr. Wiley reconvened from Executive Session at 7:40 p.m.

Mr. Mill moved, and Mr. McMakin seconded a motion to extend Rosanna Sharpe, Executive Director, contract for six months and provide a cost-of-living increase of 3%

Motion Carried 5-0

NEXT MEETING

The next Richland PFD board meeting is Thursday, December 18, 2025.

ADJOURNMENT

President Wiley adjourned the Regular Meeting at 7:45 p.m.

Prepared by: Dianna Millsap