

LYNNWOOD PUBLIC FACILITIES DISTRICT

REGULAR BOARD MEETING MINUTES

July 12, 2022

A.

The regular meeting of the Lynnwood Public Facilities District was called to order at 10:02 a.m. by Board Member Webster. The meeting took place electronically. A conference call number was published in the agenda to enable public participation. A quorum was confirmed after the meeting started.

Board Members Present

Michelle Meyer, Treasurer (ex-officio)
Shawn Walker
Mike Miller
Wally Webster II

Others

Janet Pope, PFD Executive Director
Matt Hendricks, PFD Attorney
Josh Cain, Financial Analyst LPFD-Absent
Nancy Lambert, Lynnwood PFD
David Kleitsch, City of Lynnwood
Dan Fenton, JLL
Juliet Velazques, JLL
Julieta Altamirano-Crosby, Lynnwood City Council
Dave Anderson, OVG
Kelly Car, OVG
Greg Whitney, JLL
Francesca Howard, JLL
Erin Jepson, General Manager LCC

B. APPROVAL OF AGENDA

Board Member Walker was going to chair the meeting in Chair Reyes absence, however was having trouble connecting to the virtual call. ED Pope asked Member Webster to run the meeting. A quorum was not reached until Board Member Walker could join. No votes were taken at this time.

C. ANNOUNCEMENTS & COMMUNICATIONS

ED Pope introduced Erin Jepson the new Convention Center General Manager. Ms. Jepson just moved from Portland where she worked at the Oregon Convention Center for eight years. She shared that she is looking forward to launching the next steps and to use her CC experience and performing arts background at the LCC. ED Pope explained that Ms. Jepson will stay at various hotels in the area to get to know the properties and management.

ED Pope added that Board Member Nordby had her baby a couple of weeks early and therefore started her parental leave from the Board early. ED Pope also shared that Board Chair Reyes had had an accident and not able to attend the meeting.

Because there was no quorum, ED Pope asked members to review the minutes for any corrections.

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Board Member Walker joined the meeting, and a quorum was reached. ED Pope asked member Webster to continue to run the meeting. Board Member Miller moved, seconded by Board Member Webster, to approve the agenda as presented. Motion passed, unanimously.

D. APPROVAL OF CONSENT AGENDA

Board Member Walker moved, seconded by Board Member Miller to approve the minutes of June 7th. Motion passed, unanimously.

Accounts Payable and Plaza Maintenance Report

Board Member Walker moved, seconded by Board Member Miller to approve the Accounts Payable and Plaza Maintenance Report. Motion passed, unanimously.

E. BUSINESS ITEMS

1. Cash Report Presentation and Discussion

The current cash report was presented. ED Pope reminded the members that the reports would continue as usual for now until the KPI dashboards were finalized and then will decide if any additions are needed.

2. New Bond Purchase

ED Pope reported that the PFD had a bond expire and reinvested in a new one. The new bond purchase was a two year term and an increased interest rate of almost 2%, well beyond the .5% of the previous bond.

3. KPI Dashboard

JLL Dan Fenton reviewed the current dashboard although it is still not complete. The KPI report will be more meaningful as we go into 2023, having more data behind them. The main goals will be to increase the number of larger events, more event mix, and the events that have a greater economic impact. The KPI's for sustainability and DE&I will be on the next report to the Board. Member Miller added that he and the food bank are working with agencies regarding getting excess food from the LCC to those in our community that are hungry.

4. LCC Sales & Marketing

ED Pope thanked OVG's Kelly Carr for his considerable work as the Interim GM for the LCC despite still doing his job as the GM for Santa Clara CC. Mr. Carr reviewed the draft sales and marketing plan including who are the target audiences and highlighted the intention to grow into a venue for more regional events with overnight stays.

Mr. Carr reviewed the booking policy and goals. There was a brief discussion of the dates available to the city and how to make it more inclusive and make the guidelines clear. ED Pope is meeting with the city during this week to review these guidelines. Council Member Altamirano-Crosby expressed the desire to see the improved rates for nonprofits better communicated to the community. Mr. Carr also discussed new strategies around prospecting for new clients.

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Board Member Miller moved and seconded by Board Member Walker to approve the Sales and Marketing Plan for the LCC. Motion carried, unanimously approved.

5. Capital Need Request

Kelly Carr of OVG reviewed the updated capital needs requests as new operators for the LCC. Upgrading the inadequate or broken computers and adding tablets will help the team work more efficiently. Replacing older radios is required and additional are needed for adequate coverage. There was also additional kitchen and operations equipment on the request.

Board Member Miller motioned and seconded by Board Member Webster to approve the Capital Needs Request. Motion approved unanimously.

6. New Customer Relationship Management Software

Dan Fenton of JLL explained that they looked at three options to replace the current outdated customer relationship management system. The recommendation was to invest in Ungerboeck at a cost of approximately \$65,000.

Board Member Miller motioned and seconded by Board Member Webster to approve the purchase of the Ungerboeck CRM Software. Motion approved unanimously.

7. LCC Rental and Food and Beverage Increases

Kelly Carr compared several like sized venues in our area and found that the LCC falls in the lower one third of the market standard. He recommended moving to within the top one third of the standard. Board Member Miller motioned and seconded by Board Member Walker to approve the LCC rental and food and beverage increases. Motion approved unanimously.

8. Master Planning Committee Update

Greg Whitney, the project manager for the master plan from JLL shared that there was a four-hour Master Planning meeting the day before which included, JLL, the two architecture companies along with LCC and LPD staff. The group walked the site area, and then discussed constraints and opportunities. The starting premise was that the current LCC building will not be removed, but will include an expansion for the larger multi-purpose space previously envisioned by the Board. Option 1 was expanding adding along 196th. Option 2 considered expanding north toward the Best Western hotel. Issues to take into account are parking, loading dock location, and where the entrances would work best. The goal is to create a space that engages people with retail, entertainment, flexibility, indoor/outdoor space, and hospitality. Hotel and residential options are also possibilities and will be looked at in next steps. The next Master Planning meeting will be the week of August 3rd.

9. ED Report Questions Only

The Lynnwood PFD Board's minutes are intended to be a reasonable summary of the Board's deliberations and actions. The minutes are not a verbatim record of everything said at the meeting. The minutes include all actions taken by the Board.

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F. Updates on City Planning

Director Kleitsch reminded all the importance of flexibility with the master plan, given the current dynamic environment. He also suggested talking with the council and the mayor soon about the plans. He added the great news that Sound Transit is about to top off the garage and station at the Lynnwood station.

G. Comments from CM Altamirano-Crosby

CM Altamirano thanked everyone for the presentation. She also summed up some earlier comments she had made regarding improving access to the community for the LCC.

H. Board Comments for the Good of the Order

There were no comments.

ADJOURNMENT

Meeting adjourned 12:44p.m.

Rosario Reyes

11 / 10 / 2022

Rosario Reyes, Chair