

**RICHLAND PUBLIC FACILITIES DISTRICT  
REACH, 1943 COLUMBIA PARK TRAIL, RICHLAND  
THURSDAY, OCTOBER 15, 2020 MEETING TIME: 5:30 P.M.**

*Note: Governor Inslee's Proclamation 20-28 prohibits public meetings from being conducted in person. For this meeting, the Richland Public Facilities District will meet remotely and only take action on necessary and routine matters or matters necessary to respond to the COVID-19 outbreak until such time as regular public participation is possible. The public may attend this meeting remotely as provided at [www.visitthereach.org](http://www.visitthereach.org). Public attendance by audio only. Effective June 1 the governor's prohibition on taking "action" was removed by proclamation 20-28.4.*

**REGULAR MEETING: #10-20**

**MINUTES**

**CALL TO ORDER**

President Dan Boyd called the meeting to order at 5:34.

**ROLL CALL**

**MEMBERS**

Dan Boyd, President	Present
Bill King, Vice President	Present
Shirley Long, Secretary/Treasurer	Present
Veronica Kenney	Present
Miriam Kerzner	Present

**LIAISONS**

City Council Liaison: Phillip Lemley	Present
Reach Foundation: Steve Simmons	Absent

**STAFF**

Rosanna Sharpe, Executive Director	Present
Dianna Millsap, Executive Assistant	Absent
Sherri Fluaitte, Finance Manager	Present

**APPROVAL OF AGENDA**

Mr. Boyd requested a motion to amend the October 15, 2020, agenda to remove the September 17, 2020 meeting minutes from the Consent Agenda. Mr. King asked to add discussion regarding reopening the museum in Phase 2 under New Business.

Mr. King moved and Ms. Long seconded an amendment to the October 15, 2020, Richland PFD Agenda to remove the September 17, 2020, meeting minutes from the Consent Agenda and to add under New Business reopening of the REACH in Phase 2

Motion Carried 5-0

**APPROVAL OF CONSENT AGENDA**

Ms. Kerzner moved and Ms. Kenney seconded a motion to approve the October 15, 2020, Richland PFD Consent Agenda as amended

Motion Carried 5-0**COMMITTEE/LIAISON COMMENTS**

- City Council – Phil Lemley

Mr. Lemley reported Benton County entering Phase 2. City Hall has reached out to get correct information on what this means to different groups. Not much has changed moving from Phase 1.9 to Phase 2. To remain in Phase 2 the numbers need to continue to plateau, with schools opening, holidays, and winter we need to stay diligent.

- Reach Foundation – Steve Simmons – Absent

Mr. King reported that the Reach Foundation met on October 12, but due to lack of quorum did not have a full regular meeting. Mr. King reported to foundation members that an additional contribution from the foundation needed to get through Quarter 4 of 2020 and requested a transfer of \$115,000. Due to lack of quorum the foundation was not able to take action on the full amount requested but did approve a transfer of \$69,490, made in two payments. One payment immediately and another available from Vanguard in 7-10 days. Mr. King stated that he is certain the foundation intends to discuss the balance of the request at the next meeting. Ms. Fluaite reported that she has received the check for the first payment.

**PUBLIC COMMENTS**

None

**REPORTS AND CORRESPONDENCE**

- Executive Director Report – Rosanna Sharpe

Ms. Sharpe provided the Executive Director's report.

- The education team has been working on designing a robust Screech at the REACH online platform providing one week of various learning modules. About 200 Take-and-Make bags to help guide activities over the course of the week handed out. Ms. Sharpe stated that she is pleased with the creativity and the flexibility working with our partners. Ms. Schafer added that activities taking place on social media will be added to the website providing different ways to access information.
- Ms. Sharpe and Ms. Fluaite have been working on a 2018 project funds report approved by Benton County PFD. Ms. Sharpe will present to the Benton County PFD next week to ask the board to allow those funds be converted to operations. The Benton County PFD will meet again in January. The Benton County PFD board decided to forego the proposal process instead will divide funds between Kennewick PFD and Richland PFD.
- Ms. Sharpe reported that she had a telephone interview with a reporter from KEPR working on an article about Benton and Franklin counties moving into Phase 2 and the perspective from the REACH. Ms. Sharpe reported that the Richland PFD board will meet and there would be some discussion regarding reopening the REACH. KEPR will follow up after a reopening date is determined.
- Ms. Sharpe attended a virtual meeting with Port of Kennewick, a public response to their master plan and moving ahead with their project. Ms. Sharpe provided an opportunity to respond and learn how their plan ties to the REACH.

**BUDGET COMMITTEE**

None

**NEW BUSINESS**

- Report on the Reach Foundation Funding Request

Mr. Boyd reminded members that the Reach Foundation Funding Request report addressed under the Reach Foundation report.

Mr. Boyd informed members that he attended a meeting with the Tri-Cities Regional Chamber. Ryan Lukson, Mayor, City of Richland, also in attendance. Stephanie Swanberg, Tri-Cities Regional Chamber invited Mr. Boyd to attend the meeting to respond to questions regarding funding and set up of the PFD. The chamber's interest is in the Regional PFD start up. The Tri-Cities Regional Chamber will approach the two members in Pasco on the Regional PFD. Mr. Body felt this was a fruitful meeting. Mr. King reported that he had attended the ACTF planning committee meeting; there was good discussion around where they are and where they need to go. ACTF will get numbers from the architect to refine their site plan and will look at ways to better connect with the REACH.

- Reopening the REACH

Ms. Sharpe met with the Arts Commission and the Western Museum Association. There was discussion regarding opening, whether or not museums are able to open, if visitors are coming, and if they are making any money. Some have good attendance from members but there is not much revenue coming in. A whole gambit not only in Washington State but regionally. Everyone is experimenting right now.

Reopening the REACH is something we need to discuss as a group; there are financial implications of when and how we reopen. Ms. Sharpe asked Ms. Fluaite to look at the next four to five months and historically the revenue generated during this time to provide a good comparison, taking into consideration Phase 2 capacity at 25%. Just because we open does not necessarily mean we will have the same types and numbers of visitors. Historically we are coming into our leaner months. There are a couple scenarios to consider:

- Open after the holidays, January 4, not at regular hours, with the understanding we are not going to get tourist, but locals only.
- Guidelines published in Safe Start Washington capacity can be at 25%, also have one-way traffic in all galleries.
- Likelihood of not getting many admissions.
- Consider staff of two people, rotating to cover the weekend. The new environment would require two people at all times to monitor capacity and sanitation protocols.
- We may not be getting our volunteers/docents back. Opening January 4, allows us time to reach out to volunteers and prepare a staffing plan.
- Make an investment in education programs to make sure when people visit they have an experience that is new.
- Opening only on Friday, Saturday, and Sunday until our seasonal pick up happens, usually in April and we know the cruise lines plans. At that point, evaluate by appointment and regular hours.
- We would have to invest in a time ticket system, in place by April 1, to regulate how people come to the museum so capacity guidelines are met.
- I would like to go back and talk to Sherri to see what earned income we can expect but also operation expenses under this scenario until April.
- Other option is to stay shuttered until April and build our online platform.

Mr. Boyd stated that it is important to figure out how to open without increasing labor costs. We would have to have staff doing things that they normally do not, to be able to monitor

everything. Ms. Long added concern with staff monitoring visitors as far as wearing masks and keeping masks on and suggested this needs to be one person under these conditions; relying on volunteers is not safe protocol. Ms. Kerzner believes this is an opportunity to build the brand in a way we did not before, a real advantage to having education programs at the REACH in smaller groups.

Mr. King likes the idea of special occasion events, not a regular schedule yet but a few special programs. He is concerned like Mr. Boyd that we cannot afford to incur additional costs. Ms. Sharpe will speak to education team to see what can be done around the holidays. Laura Cranford, Visitor Services, has been weekend admissions persons, she is laid off, would have to consider this. Ms. Kenney agreed it is a great opportunities for education programs, people are looking for things to do.

Ms. Sharpe provided a recap of the reopening discussion:

- Look at what we might be able to do around holidays, feature a few member days around Thanksgiving and Christmas
- Plan for abbreviated schedule until March
- Ramp up in April, cruise lines return
- Ms. Sharpe will consult with Ms. Fluaitte and the team to see how we might be able to monetarize.
- Ms. Sharpe will report at next month's meeting.
- Board members will send ideas to Ms. Sharpe.

#### **OLD BUSINESS**

None

#### **UNSCHEDULED**

Ms. Sharpe brought to members attention medical coverage retained for Laura Cranford, furloughed last March. Because she has not worked, she is not taking a deduction so \$900.00 a month expense for the RPF. It is a considerable expense to think about between now and the next meeting. Ms. Cranford is not terminated, she is furloughed; there may be exceptions around COVID-19. Mr. Boyd offered to contact Dan Hultgren to get his opinion.

#### **NEXT MEETING SCHEDULE**

The next Richland PFD meeting is November 19, 2020.

#### **EXECUTIVE SESSION**

None

#### **ADJOURNMENT**

Ms. Long moved and Ms. Kenney seconded a motion to adjourn

#### Motion Carried

President Boyd adjourned the regular meeting at 7:09 p.m.

Prepared by: Dianna Millsap

Reviewed by

*Approved as presented at  
November 19, 2020 Richland PFD  
Board Meeting.*