

**RICHLAND PUBLIC FACILITIES DISTRICT
REACH, 1943 COLUMBIA PARK TRAIL, RICHLAND
THURSDAY, DECEMBER 17, 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. Public attendance by audio only. Effective June 1 the governor's prohibition on taking "action" was removed by proclamation 20-28.4.

REGULAR MEETING: #12-21

MINUTES

CALL TO ORDER

President Dan Boyd called the meeting to order at 5:30.

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	Present
Sherri Fluaitte, Finance Manager	Present

APPROVAL OF AGENDA

Ms. Long moved and Ms. Kerzner seconded a motion to approve the December 17, 2020, Richland PFD Agenda as presented

Motion Carried 5-0

APPROVAL OF CONSENT AGENDA

Mr. King moved and Ms. Kerzner seconded a motion to approve the December 17, 2020, Richland PFD Consent Agenda as presented

Motion Carried 5-0

COMMITTEE/LIAISON COMMENTS

- City Council – Phil Lemley

Mr. Lemley provided a report on the December 15, City Council meeting announcing that council members approved executing a separation agreement with Cindy Reents, City Manager, effective January 22, 2021. Mr. Lemley expressed his disagreement and shared his thoughts regarding the decision. A few more things have to happen in regards to the separation agreement before signing.

Regarding COVID-19, Mr. Lemley stated that it is day to day, the numbers keep going up. The good news is the vaccine is on its way. Overall, things may happen quicker than we think, but it looks like late spring, early summer for the vaccine to be available to everyone.

- Reach Foundation – Steve Simmons – Absent

Mr. King reported that he, Mr. Boyd, Ms. Sharpe, and Ms. Fluitte attended the December 14, Reach Foundation meeting. Review of the proposed 2021 Operating Budget, which includes the commitment of contributions, was on the agenda. Ms. Fluitte presented the budget to foundation members. Mr. King brought to foundation member's attention the amount of contribution income shown on the 2021 Operating Budget. Foundation members were provided the opportunity to discuss; there was no expression of any strong concern about the ability to raise the money. The probability of a distribution from the foundation at the end of the fourth quarter reported.

Ms. Sharpe has recommended to foundation members that they consider some alternative to DonorPro; more information needed on CRM programs. The foundation agreed to fund DonorPro for the next six months allowing time to get a new system in place if that is the final decision. Ms. Sharpe added that the Richland PFD will take over payments after the next six months. Ms. Sharpe mentioned that she has not seen an agreement, this was something done prior to her hire. The foundation is the fundraising arm of the museum, we do not have a development manager, the 501c3 is our conduit, and the CRM system is a fundraising tool. Mr. King pointed out that these tools can be used for more than just tracking donors, we might find some value in that kind of system. Mr. King suggested offering to the foundation a cost sharing effort between the Richland PFD and the Foundation. Mr. Boyd added that the foundation has some ill feelings regarding DonorPro, it was a horrendous effort inputting all the donor information into DonorPro and they are disappointed that it has not been fully utilized. Foundation members understand the system has to work for staff, if there is a better, more helpful system they are prepared to see that change. Ms. Sharpe will continue to research potential similar programs.

Reach Foundation attendance at the Richland PFD meetings was mentioned. Ms. Sharpe stated that at the next meeting of the foundation she would extend an offer to Mr. Simmons that if he cannot commit ask him to designate another member so there can be better communication between the PFD and the foundation.

Mr. King reported that Ms. Mosely was instrumental in putting together the Direct Mail Campaign flyer, an experiment that has not quite paid off except to create some awareness but is something to build on in the future. A decision at the meeting that the mailers will be sent to a list of past REACH donors developed in-house.

PUBLIC COMMENTS

None

REPORTS AND CORRESPONDENCE

- Executive Director Report – Rosanna Sharpe

Ms. Sharpe provided highlights of the Executive Director's report:

Ms. Sharpe attended Western Museum Association executive meeting. Conversation regarding the pandemic and museum's responses. A member observed that had it not been for COVID, things they are doing today might have taken 10-15 years to implement which Ms. Sharpe stated is true of the REACH as well. Ms. Sharpe commended the education team for their accomplishments. Their work has been transformative for the REACH, recalling the Strategic Plan what we are doing now in terms of developing content for the website, doing virtual tours, and offering things remotely. The education team is doing the work now. They are extremely creative, inventive and they are seizing the moment to put the REACH's brand out in new and exciting ways. Ms. Sharpe recognized Pauline Schafer, Andrea Constance, Jenna Rudolph and Patt Mosely for their amazing work.

Ms. Schafer provided an update on education programming. Boredom Buster Bags offered for Winter Break sold out. The big focus is working on virtual field trips, program content and getting it online. Ms. Schafer has reached out to schools and other groups that may be interested. Virtual field trips will start slow but build up for the spring. Education team is making plans for summer, assuming the situation will be as is, or opening up a bit. Ms. Schafer acknowledged Ms. Mosley's help with the education team; it is great to work with her.

BUDGET COMMITTEE

- 2021 Operating Budget Approval

Mr. Boyd opened for questions or comments regarding the 2021 Operation Budget, reviewed at the November PFD meeting. Mr. King suggested adding an additional fund for the second half of the year to pay for Customer Relationship Management (CRM) system, or wait until the exact arrangement is known and adjust the budget. Mr. King suggested separating the endowment and contributions income streams. Mr. Boyd agreed, going forward do this every year. Ms. Fluaite is probably the best person to do the estimate, as she is familiar with how that number is arrived at in the past.

Ms. Sharpe reported that at the foundation meeting, Phil Ohl questioned whether the foundation has a budget. They currently do not. Mr. Dunwoody will be encouraged to do a budget that will help codify their work plan, help in planning events and in setting fundraising goals for particular campaigns.

Mr. Boyd requested a motion to accept the Operating Budget for 2021 as presented last month. Ms. Fluaite has made the changes discussed at the November meeting and incorporated into the budget presented for approval. Mr. King stated that he would make the motion to include the break out of the expected interest from the endowment. Ms. Fluaite stated that she would make the adjustment, adding another line item.

Mr. King moved and Ms. Long seconded a motion to adopt the Operating Budget for 2021 with an added revenue line that represents the expected interest from the endowment and that number and the contribution income would total \$230,876. 91.

Motion Carried 5-0

NEW BUSINESS

- Emergency Health Insurance Policy Approval

Ms. Sharpe presented the Emergency Health Insurance Policy, a document that will be added to the Richland PFD Employee Handbook. The document generated as we were dealing with an employee related issue regarding health insurance. The policy states that in a health care emergency like COVID-19, the Richland PFD board has the discretion to cover some costs of the employee's medical premium provided the resources are available. This is a huge issue right now in our health care system that as employees are furloughed or terminated their health insurance ends. The period of coverage not to exceed two months for every year of service. The policy provides flexibility in the event an employee is let go through no fault of their own and if they are in good standing.

Mr. King moved and Ms. Long seconded a motion to add the Emergency Health Insurance Policy to the Employee Handbook

Motion Carried 5-0

Mr. King questioned whether a retroactive vote is needed. After discussion members agreed that the policy states this is a discretionary decision, we made a decision in the past to do it, it was based on that. This was a previously taken action and now we have the policy to support that action which is formulated in this document.

OLD BUSINESS

- December 14, 2020, Reach Foundation Meeting Report
See report under Committee/Liaison Comments, Reach Foundation.

UNSCHEDULED

Mr. Boyd reported on the 631 Fund report received from the City, draft for the month of November. Our cash balance available is \$220,000, which will increase to \$240,000 to \$250,000, by the end of December. A transfer from the 631 Fund will be on the agenda for approval at the January meeting. Ms. Fluitte is comfortable that she can make it to January 21, on the cash projection provided.

NEXT MEETING SCHEDULE

The next Richland PFD meeting is January 21, 2021.

EXECUTIVE SESSION

None

ADJOURNMENT

Ms. Kerzner moved Ms. Kenney seconded a motion to adjourn

Motion Carried 5-0

President Boyd adjourned the regular meeting at 6:44 p.m.

Prepared by: Dianna Millsap

Reviewed by *Approved & presented
at the January 21, 2021
Richland PFD meeting*