

**RICHLAND PUBLIC FACILITIES DISTRICT  
REACH MUSEUM 1943 COLUMBIA PARK TRAIL, RICHLAND  
THURSDAY, APRIL 17, 2025, MEETING TIME: 5:31 P.M.**

**REGULAR MEETING: #04-25**

**MINUTES**

**CALL TO ORDER**

President Steven Wiley called the meeting to order at 5:32 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 Fluaite, Finance Manager	Present
Pauline Schafer, Education Manager	Present
Patt Mosley, Communications & Marketing Manager	Present

**APPROVAL OF AGENDA**

Mr. Miller moved, and Mr. Rosenberg seconded a motion to approve the April 17, 2025, Richland PFD Agenda as presented.

Motion Carried 5-0

**APPROVAL OF CONSENT AGENDA**

Mr. Rosenberg moved, and Mr. Miller seconded a motion to approve the April 17, 2025, Consent Agenda as presented.

Motion Carried 5-0

**COMMITTEE/LIAISON COMMENTS**

- City Council – Jhoanna Jones

Ms. Jones reported that on Tuesday, April 22, at 6:00, the Richland City Council will hold a workshop to address the relationship between the city and the Richland PFD.

- Reach Foundation – Dan Boyd, Vice-President

Mr. Boyd reported foundation updates from the March 17, 2025, meeting:

- At the last meeting, we defined the terms and classifications for the board members. They will serve three-year staggered terms.
- As of February 28, the foundation's investment account has taken a hit. Mr. Dunwoody presented an update on the endowment account.
- Board members reviewed the REACH Annual Report presented by Ms. Sharpe.
- The vice president position remains vacant.
- An update on the 25th Anniversary of the Hanford Reach National Monument was shared.
- The next Reach Foundation meeting is a quarterly in-person meeting on April 21.

## **PUBLIC COMMENTS**

None

## **REPORTS AND CORRESPONDENCE**

- Richland PFD President's Report – Steven Wiley

At the city's suggestion, Mr. Wiley met with the President and the Vice President of the Children's Museum for an update on the project. At least two years before, they will be ready to talk to organizations, pending feasibility studies, fundraising for the fundamentals, and financing. Mr. Wiley inquired about possible conflicts between programming at the REACH Museum and the Children's Museum; there are no issues. We agreed to stay in touch and were invited to their strategy planning workshop.

**Sales tax extension:** The Association of Washington State Public Facilities Districts (AWSPFD) is working with state legislation to pass Bill 1109, extending our tax rebate another 15 years and the bond refinance for 30 years. The bill passed in the House and the Senate, and the House concurred with Senate amendments. Once signed into law, another 15-year tax extension will provide more financial resources and stability.

The details of the AWSPFD organization are finalized. Mr. Wiley will design a database with organizational information for all Washington State PFDs. The goal is to get all the PFDs working together to educate the state legislature, the cities, and the citizens on how impactful the state PFDs are on quality of life and economic development.

The Columbia Center Rotary board approved \$9,500 in funding for the 25<sup>th</sup> Anniversary of the Hanford Reach National Monument kiosk panels, which will be placed at Leslie Grove Park.

Mr. Wiley meets monthly with Joe Schissel, Deputy City Manager. Information is not reaching all council members, and at Ms. Jones' suggestion, the council needs to be apprised of PFD activities. Mr. Wiley will prepare a quarterly newsletter to distribute to council members, partners, and the REACH stakeholders. The City of Kennewick mayor is actively working with Richland on the re-conveyance of Columbia Park West. Depending on the outcome of the PFD's strategic planning workshop, long-term plans offer a good opportunity to initiate a rich planning process with the city and hold public redevelopment planning sessions to develop the strategy the city council will be asked to approve. A beginning to working with the city towards an interlocal agreement and engagement with the tribes to reach an agreement.

Mr. Wiley is working on the Richland PFD reorganization process. He will meet with Ms. Mosely to develop a communications plan, a website, and a newsletter.

The next step for the June 7 strategic planning workshop is to decide the topics and who we want to invite and engage directly.

- Executive Director's Report – Rosanna Sharpe

Ms. Sharpe shared highlights of the February REACH Museum Executive Director's Report. The first quarter is behind us, and while it was one of our leanest months, all things considered, we are in a good financial position. Earned revenue has increased since April 1st, and the trend is good. Expenses are higher due to technology challenges. We are balancing that with controlling expenses and labor, which is under budget.

Saturday is the largest annual signature event, Earth Day. Fifty organizations and vendors, mostly outside, at the REACH. Focusing on student projects in the multipurpose room at the beginning of the event. Planning maps and a list of participants are available for members, support received from table fees, and Battelle's \$5,000 sponsorship for free admission. Event activities are from noon until 4:00. Anticipate several hundred people—additional parking will be provided with transport from the parking lot to the REACH by J & S Express. Volunteers will attempt to get an accurate count, anticipating about 700 people. Earth Day is a good day for the participating organizations and the community. A 10% discount on membership purchases is offered on Earth Day.

Ms. Mosley's most significant value add to promote REACH Membership is ASTC, NARM, and ROAM. To preempt summer travel, Ms. Mosely will launch a new membership campaign, "REACH Membership Road Trip", highlighting specific areas, key locations of the northwest, the California coast, and the Midwest, ending on the east coast, science centers, art centers, and cultural centers. In September, "How Far Did Your REACH Membership Go?" will kick off a membership renewal campaign. REACH Membership Road Trip will be included in the monthly newsletter.

Ms. Mosley shared stats in the last 30 days: data, increased views, reach, interactions, and followers. Double digits for all except followers, trends are going up. Website 97% of new visitors attributed to Earth Day. Post-event, I am interested in seeing where we go. Our biggest asset is Facebook. Ms. Mosley will work on Instagram and LinkedIn.

Ms. Sharpe reminded members to check out the exhibit in the rotating gallery, "Through Young Eyes," the Shrub Steppe, which ends on May 17.

The Patron Spring Mixer is May 14, 5:00 to 7:00, and will provide a platform to communicate changes at the museum, the transition of leadership, and an opportunity for guests to ask questions.

- RPFDF Finance Committee Report

Mr. Rosenberg and Mr. Miller will meet with Ms. Fluaite to discuss the financial details of the Richland PFD. They will also schedule a meeting with Mr. Boyd.

- RPFDF Transition Committee Report

Mr. McMakin rewrote his draft white paper, which Mr. King reviewed; the summary is too long and is being revised—a performance-based management and operations agreement with the foundation, with five items, including incentives for performance. An MOU between the Richland PFD and Reach Foundation will be drafted to address funds transfer from bank accounts and access

to museum employees or REACH employees. Mr. King is working on policies under the Reach Foundation. Mr. McMakin will present his paper to the Richland PFD board members when finalized.

## **BUDGET**

None

## **NEW BUSINESS**

Mr. Wiley reported that he is working on an agenda and has contacted a possible facilitator. The strategic planning retreat is June 7, 2025, at the REACH Museum. The tentative time is 9:00 a.m. to early afternoon. Lunch will be provided.

## **OTHER BUSINESS**

- Hanford Reach 25<sup>th</sup> Anniversary Celebration – Michael Wiemers

Mr. Wiemers reported good progress regarding fundraising. He has received cost estimates for almost everything. The contract with Sara Nelson for the panel's artwork is being reviewed. Mr. Wiemers predicts a probability of receiving URS funds, resulting in a total of \$26,200 received, leaving \$13,500 remaining. He is working on the August 6, 25th Anniversary program and speakers for the event.

Ms. Jones thanked Ms. Mosley for the presentation and requested that the report be included in the Richland PFD meeting packets sent to the city council to show how those marketing dollars work.

## **NEXT MEETING**

The next Richland PFD board meeting is on May 15, 2025. Mr. Rosenberg is excused.

## **ADJOURNMENT**

Mr. Miller moved, and Mr. Rosenberg seconded a motion to adjourn the Richland PFD meeting on April 17, 2025.

Motion Carried 5-0

President Wiley adjourned the Regular Meeting at 6:36 p.m.

Prepared by: Dianna Millsap

Reviewed by: