

**RICHLAND PUBLIC FACILITIES DISTRICT
REACH MUSEUM 1943 COLUMBIA PARK TRAIL, RICHLAND
THURSDAY, SEPTEMBER 18, 2025 MEETING TIME: 5:30 P.M.**

REGULAR MEETING: #09-25

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,	Excused
Evan Rosenberg, Board Member	Present

LIAISONS

City Council Liaison Jhoanna Jones	Present
Reach Foundation Liaison, Dan Boyd,	Excused

STAFF

Rosanna Sharpe, Executive Director	Present
Sherri Fluaitte, Finance Manager	Present
Pauline Schafer, Education Manager	Present

APPROVAL OF AGENDA

Mr. Rosenberg moved, and Mr. Miller seconded a motion to approve the September 18, 2025, Richland PFD Agenda as presented.

Motion Carried 4-0

APPROVAL OF CONSENT AGENDA

Mr. Wiley pointed out an error in the spelling of attorney Marc Greenough's name in the August 28, 2025, meeting minutes, as noted on page 3, under New Business.

Mr. Rosenberg moved, and Mr. McMakin seconded a motion to approve the September 18 Consent Agenda with the correction to the August, 28, 2025, meeting minutes.

Motion Carried 4-0

COMMITTEE/LIAISON COMMENTS

- City Council – Jhoanna Jones
Nothing to report.

- Reach Foundation – Dan Boyd, Vice-President
Excused. Ms. Sharpe provided the following report:

- On September 15, 2025, Reach Foundation members discussed charting a path forward that requires more participation from the foundation board members to assist with the work. The nomination committee will be resurrected, and a prospect list will be created from donor and membership data for possible board member candidates. Members were asked to review the list and extend invitations to people they may know to serve on the board, on a committee, or as a volunteer.
- Details of the year-end campaign, a letter-writing campaign, were also discussed at the meeting. Based on the treasurer's report and the increase in the fundraising campaign, the foundation will fulfill its commitment if the year-end goal is met.

PUBLIC COMMENTS

None

REPORTS AND CORRESPONDENCE

- Richland PFD President's Report – Steven Wiley

Mr. Wiley reported on his meeting with Joe Schissel, Deputy City Manager. Mr. Schissel is pleased with the newsletter, which helps to keep the city council informed. Mr. Wiley and Mr. Schissel discussed the planned upgrade to the REACH amphitheater. Work still needs to be done regarding the Army Corps of Engineers process, specifically regarding signage and other improvements, such as grounds work, to resolve all issues at once. Mr. Wiley will attend a stakeholders' meeting with the Port of Kennewick, City of Richland, and Benton County to discuss the plan for proceeding with the desired actions and funding the various initiatives.

Mr. Wiley is working on communications, including the website, for which there is a domain and a website structure—rebuilding and reorganizing the website to begin populating it and being ready to integrate communication with the city and the community.

Mr. McMakin and Mr. Wiley will attend the Association of Washington State PFDs meeting in Wenatchee, hoping to discuss costs, interlocal agreements, partnerships, and the processes for accomplishing various tasks with other groups, as well as to learn best practices.

- Executive Director's Report – Rosanna Sharpe

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

- Ms. Sharpe reported a very successful month in August at the REACH, noting that the financial reports show we are exceeding most of our projected revenues, positioning us nicely going into the last quarter as we begin our lean time.
- The team is busy planning for Quarter 4, 2025, and Quarter 1, 2026, reviewing projections to ensure the right game plan is in place to meet our deliverables. In October, staff will start planning for the 2026 budget.
- Ms. Schafer reported on the second REACH Homeschool Night. The event is held after hours with reduced admission. Partners are invited to share the resources provided to the REACH. This year saw growth in attendance, good feedback and ideas, and cultivation of relationships with the homeschool groups.
- Screech at the REACH, signature annual event is on October 24.
- The MOU with the National Park Service is close to finalizing. Becky Burghart, Superintendent of the Manhattan Project Historical National Park, has sent the final draft. US Fish & Wildlife has been invited to join in the agreement as well. DOE is an entity that should be involved if the national parks expresses interest in the B Reactor tours. On November 14, Visit Tri-Cities will host the Manhattan Project National Park's 10th Anniversary Celebration at the REACH.

- The REACH staff Strategic Planning Committee is working on the Emergency Response Plan, CPR and first aid training is scheduled for November 14.
- The Rainier Remembered exhibit ends on the September 27, the PNNL 60th Anniversary exhibit next, opening on October 4.
- A part-time Facilities Assistant is hired; he starts on Tuesday.
- Ms. Schafer and the education team have just returned from the ASTC Conference in San Francisco. Ms. Schafer's education planning meeting for 2026 included discussing key takeaways from the conference.
- American Cruise Lines last visit for the season is November 9.

- RPFDF Finance Committee Report – Evan Rosenberg

Mr. Rosenberg reported that he and Mr. Miller met with Mike Newman from Hilltop Securities last week to follow up on the discussion with Stacey Lewis from Pacifica Law Group. At this point, the best idea is to hire Hilltop as the municipal advisor, solicit a proposal from them, and consider a bank loan rather than refinancing the bond, as this is the most cost-effective option. Mr. Rosenberg's recommendation is to engage Mr. Greenough to review and confirm whether we should proceed with that route, followed by a board workshop to address financial issues. The hiring process requires Hilltop to submit a proposal and a letter of engagement to the Richland PFD board for a formal vote of approval.

- RPFDF Transition Committee Report – Doug McMakin

Mr. McMakin had nothing new to report from the transition committee.

BUDGET

None

NEW BUSINESS

- Upgrade of REACH Grounds and Signage – Steven Wiley

The signage upgrade, initiated by Ms. Sharpe, began with a mention of the old wooden “Welcome to Columbia Park” sign. The sign marking the entrance to the park is barely visible. The City of Richland and the Port of Kennewick are also involved in upgrading to a new sign. Redoing the entrance and the grounds at the REACH will be included in this discussion. Preliminary plans by a professional designer are needed for the entryway structure and a redesign of the grounds, including a native plant revegetation project.

- Update on REACH Bonding Capacity – Steven Wiley

Mr. Wiley spoke with Marc Greenough regarding the new expansion and upgrades funding and the 0.033% sales tax rebate that requires one-third matching funds. The Hotel/Motel Tax received from the City of Richland is explicitly for the match, guaranteeing that 33% of the facilities funding would be from an outside source. The interlocal agreement with the city stipulates that they will provide \$125,000 in funds while the bonds are outstanding.

The PFD can seek new debt for new construction only by conducting a financial feasibility review, which examines projected income, construction, and institutional risk, ensuring we can manage the funds for construction and ongoing maintenance costs. Whatever is built must have a sustainable income stream, have reasonable cost estimates for what we will create and the revenue it will generate. It should also detail precisely how the facility will be operated by the Reach Foundation, including any associated institutional risks and liabilities. The PFD cannot proceed with bonding until the feasibility review is submitted to the Department of Commerce and they produce an evaluation.

Mr. McMakin stated that income growth is demonstrated leading up to the expansion. It would be more prudent to understand better how the income is generated in planning. Mr. Miller suggested a phased approach. Ms. Sharpe noted that there are eleven years of data providing a solid foundation, which avoids starting from scratch. We have some preliminary data and a new process to refine the business plan by examining every revenue stream. We are having a record-breaking year in 2025. Mr. McMakin stated that enhancing the facility, expanding offers, and adding programs would influence the design of the whole system. Mr. Wiley added that what we have right now are conceptual plans.

OLD BUSINESS

- Draft REACH Museum Strategic Plan – Steven Wiley

Mr. Wiley and Mr. McMakin reviewed the draft Strategic Plan and noted that it needs to be more focused and organized around deliverables to help drive the process of the financial feasibility study. The problem is that the draft is not organized like a typical strategic plan that includes a vision, moves from the vision to the mission, then from the mission to the goals, and finally, from the goals, you create tactics. Each is linked clearly. There is nothing wrong with the draft except that it is not organized to see priorities. Mr. McMakin and Mr. Wiley will rearrange the structure to make the relationships more straightforward to understand. The plan needs to make sense to an outside person. A PFD workshop will be scheduled for members to work collaboratively so everyone is on the same page. The Strategic Plan can serve as a basis for the expansion plan for external viewers and as a basis for comparison with other museums' expansions.

- Analysis of February Ballot Measure Results – Steven Wiley

Mr. Wiley introduced Blake Smith, Executive Director of the Arts Center Task Force, to present the analysis of the February 11, 2025, ballot measure. Mr. Smith reported a summary of lessons learned and recommendations regarding communication to the community. The recommendations focus on benefits, a first-phase project for future expansion, the involvement of more arts organizations, the expansion of Columbia Park West STEAM Park, and what the Tri-Cities could achieve with a dedicated Performing Arts Center. Feedback received from social media, objections, and comments, a new ballot measure must achieve broader Tri-Cities involvement and community awareness, reach where the people are by forming a citizens' committee, partnering with special interest groups, listening to community influencers/leaders, advocating with other cities, and engaging parents through kids in school. Mr. Smith shared the voter analysis ballot results, ballot turnout history reports, and specific objections and benefits that need to be addressed. We are closing the chapter on the first ballot measure and will take lessons learned to try again.

NEXT MEETING

The next Richland PFD board meeting is Thursday, October 16, 2025. Mr. Rosenberg is excused from the October meeting.

Mr. Rosenberg moved and Mr. Miller seconded a motion to adjourn.

Motion Carried 4-0

ADJOURNMENT

President Wiley adjourned the Regular Meeting at 6:45 p.m.

Prepared by: Dianna Millsap

