

**RICHLAND PUBLIC FACILITIES DISTRICT
REACH, 1943 COLUMBIA PARK TRAIL, RICHLAND
THURSDAY, FEBRUARY 18, 2021, 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: #02-21

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	Excused
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 Mr. King seconded a motion to approve the February 18, 2021, Richland PFD Agenda as presented

Motion Carried 4-0 (Ms. Kenney not present for vote)

APPROVAL OF CONSENT AGENDA

Ms. Long moved and Ms. Kerzner seconded a motion to approve the February 18, 2021, Richland PFD Consent Agenda as presented

Motion Carried 4-0 (Ms. Kenney not present for vote)

COMMITTEE/LIAISON COMMENTS

- City Council – Phil Lemley

Mr. Lemley excused from the meeting.

Ms. Kerzner asked whether there have been any developments regarding the cruise lines. Ms. Millsap has received the 2021 schedules for both cruise lines but no contracts. Ms. Millsap reported on the agreement between the City of Richland and American Cruise Lines. Resolution No. 169-20 authorizes a facility use agreement, rental, with American Cruise Lines, for priority-docking rights at the Lee Boulevard dock, for the next five years. Included in the agreement is that American Cruise Lines, at their expense, will build a new dock at Columbia Point. American Cruise Lines will handle reservations for commercial and recreational users, which includes Shore Excursions of America, the American Empress. There is concern that dock scheduling may cause problems with passengers on the American Empress visiting Richland, the REACH. Guests from the American Empress have been bussed from this dock to the REACH since 2014. Revenues the REACH receives from the American Empress is ½ of the total revenue we receive from the cruise lines every year.

- Reach Foundation – Steve Simmons – Absent

Mr. King reported that Keith Klein announced he would be stepping down from the Reach Foundation. Inactive members are also removed from the roster. RPF members asked to contact the foundation with names of people that may be interested in filling positions on the Foundation Board of Directors.

Mr. King informed members that he attended a meeting of the Arts Center Task Force (ACTF) Facility Committee. The committee will work with the architect to modify the plan previously presented taking into consideration ideas mentioned about co-locations and sharing facilities where possible. The planned March report to the Richland PFD, is postponed until May.

PUBLIC COMMENTS

None

REPORTS AND CORRESPONDENCE

- Executive Director Report – Rosanna Sharpe

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

- South Central Region is in Phase II, which allows the museum to open at 25% capacity.
- Benton County PFD moved its January meeting to Monday, February 21. Ms. Sharpe will provide an update on their remittance to board members.
- The Director of the Washington State Arts Commission informed commission members that the shuttered venues grant might open in the next few days. Ms. Millsap and Ms. Fluitte have been extremely helpful in getting our accounting information and updating the System for Award Management (SAM), the agency that will administer the grant program. Ms. Sharpe explained the calculation method, formula, used in determining eligibility, which allows the RPF to apply in the first round. Currently there are four different tiers, the fact that we qualify for the first tier is good.
- Ms. Shafer and Ms. Sharpe met with STCU, regarding sponsorships. STCU wants to continue sponsorship in some fashion and now that the museum is reopening, we need to go back to the table. Ms. Schafer will modify descriptions of our education programs.
- Ms. Schafer will present to Kiwanis Club. The club donated \$1,000 last year for online programs.

- Education team is doing great work. Ms. Schafer reported on the first virtual field trip, which went well. She has received more interest in this program. Education team will come up with a plan to conduct in-person field trips, but will keep virtual field trips as an option going forward.
- Ms. Sharpe contacted ACTF and spoke with the assistant who is putting her in contact with Steve Wiley, Chair. Ms. Sharpe will make a pitch to ACTF to see if there is still interest in helping with the stage cover install. Davin Diaz has moved on from ACTF, to Benton County Council of Governments.
- Activity is ramping up; it feels a lot busier certainly with the Governor opening the Region to Phase II. We are seeing an uptick in inquiries.

BUDGET COMMITTEE

Mr. Boyd pointed out on the cash analysis provided by Ms. Fluaite, \$32,000 cash on hand by the March 18, RPF meeting. There are no concerns at this time.

NEW BUSINESS

- REACH Museum Reopening Plan-Draft

Ms. Sharpe presented the Draft Reopening Plan. Discussions started at the February 16, weekly staff meeting regarding reopening the REACH following the announcement that South Central Region moved into Phase II. An April 1, opening proposed to allow for six weeks preparation and to be ready to accommodate the cruise line's schedule. Ms. Sharpe reviewed the timeline for the reopening plan. Staff will spend the next 7 to 8 days finalizing the plan, which will include determining days and hours open for general admission. The reopening plan will be communicated once finalized by email, website, and telephone messaging and social media.

- Proposed date for opening – April 1
- REACH COVID-19 Safety Plan and Pledge submitted – March 1 to March 5
- Complete research on time ticket software - March 1 to March 14
- Galleries Prepared/Signage Installed/Facilities Prepped – March 1 to March 14
- Volunteer Training – March 15 to March 31
- Visitor Services Manager Rehired – March 15
- Reopening Messaging – March 1 to March 31

Operational Plan:

- General admissions: Friday, Saturday and Sunday only
- Regular hours: Friday and Saturday 10:00 am to 4:30 pm, Sunday Noon to 4:30 pm.
- Group reservations, tour reservations, event rentals, school field trips offered any day of the week.
- Phase II compliance at 25% capacity, with exception of the Entry Hall, we are limited at about 100 visitors in the galleries. The Entry Hall can be used as a staging area until guests are able to enter the galleries.

Entry Hall	60
Gallery I	45
Gallery II	26
Multipurpose Room	18
Rotating Gallery	8
Store	6

Financial Impact

As we gain more information about the environment that we will be operating under, we have to anticipate bringing staff back incrementally. First would be Visitor Services Manager. Our Education Assistant, furloughed when the REACH closed, will come back part-time as the second during open hours to manage the galleries, providing consistent monitoring for social distancing, and mask mandate and sanitization protocols. These positions will be monitored closely to ensure our staffing is meeting our operational activity. As the weather improves and we are able to offer more activities outside, we may see numbers increase. It may be unpredictable the first couple of months. Ms. Sharpe opened for board members questions and concerns.

Discussion:

- Cost effectiveness questioned – cost of cleaning supplies, preparation, sanitizing, PPE, staff time; this may prove not to be cost effective. Ms. Sharpe responded that after we go through the process, completing several weeks cycle, we would know more about visitor interest, and see how we are on costs.
- Historically income starts coming in April and May and starts to build up as tourism visits from out of the area increases. When we get contracts from the cruise lines, we can start predicting income and better gauge how we are doing.
- The months of April, May and June we will be spending more dollars than what we are bringing in until we can open at 50% percent capacity.
- Adding more outdoor activities, rebuilding our products, education programs that people will be willing to pay a premium, providing new opportunities to our membership, we need to be building as we open our doors.
- Time ticketing will help in gauging if it is worth reopening, how many people sign up right away or two weeks down the road, set it up early enough to get headcounts.
- Increased personnel, hours, additional cost questioned. Physical presence to monitor the galleries and cleaning requirements is needed and that person acting as the second for visitor services will be instrumental in the visitor experience. These responsibilities need to be segregated from current employee's essential duties.
- Two part-time staff at 25 hours per week, estimated at \$3,200 a month, includes the employer payroll taxes.
- Current employees will continue to work part-time.
- Members approve of the caution and the flexibility shown in the reopening plan but questioned, in terms of knowing, when to pull the plug on this attempt. Ms. Sharpe does not feel it would be a pro-active choice, the region may be mandated to go back to Phase I. Variants, vaccines, a possible spike in March, may mandate that we go back to Phase I but we have to start at some point. There are risks involved; we have to make sure the risks we take are ones we can recover from quickly, a-calculated risk that we can take with a relatively small investment.
- There is some advantage of being open in terms of fundraising. Even if we have to operate at a slight loss for a few months, it might be advantageous to let the world know we are still here and providing a valuable service.
- Members are in agreement with the limited hours, but stress caution with building up the payroll.
- Members requested a better understanding of the additional cost for April and May.
- Visitor Services Manager payroll was included in the original 2021 budget, beginning in March at 25 hours per week, already built into the budget.

- If it is an experiment, how will you know that the experiment has failed? Ms. Sharpe stated that it is going to come down to dollars and cents, an experiment has a timeframe when to evaluate; at the end of May we look at how things are trending and expectations. Upwards or downward trends will be a huge indicator. If we see capacity increasing with the environment becoming healthier, moving into 50% capacity, if we do not see that on the horizon, the experiment is not sustainable long term.
- The best way to see how everything works out is to try and if needed, make a decision on how best to save money.

Ms. Sharpe and Ms. Fluaite will provide the board with requested financial information on estimated monthly cost. Ms. Sharpe is not asking for board approval of the plan at this point but would like an endorsement of the plan that leadership has been involved in establishing. She would like a decision by March 1, to start messaging reopening to the public.

Mr. Boyd summarized that the board approves the projected opening on April 1, assuming we stay in Phase II, and approve of the plan that Ms. Sharpe and staff put together for the reopening with the caveat that there are a few questions asked and this additional information will be available to members around March 1.

Ms. Kerzner moved and Mr. King seconded a motion that the board approve the REACH Reopening Plan as presented by Ms. Sharpe, with the caveat that Ms. Sharpe will come back to the board with responses to board member's questions. The plan is approved for REACH reopening as of April 1, 2021.

Motion Carried 5-0

OLD BUSINESS

UNSCHEDULED

NEXT MEETING SCHEDULE

The next Richland PFD meeting is March 18, 2021.

EXECUTIVE SESSION

None

ADJOURNMENT

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

Motion Carried 5-0

President Boyd adjourned the regular meeting at 6:53 p.m.

Prepared by: Dianna Millsap

Reviewed by *Approved & presented
at the March 18, 2021
Richland PFD meeting*

Section 970
at the
1900, 21
General