

**KITTITAS COUNTY  
EC STUDY SESSION MINUTES  
BOCC CONFERENCE ROOM, 205 WEST 5TH ROOM 108 - ELLENSBURG  
Regular Meeting**

<b>WEDNESDAY</b>	<b>10:00 AM</b>	<b>January 8, 2020</b>
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**Board members present:** Cory Wright (Chairman), Vice-Chairman Brett Wachsmith, Commissioner Laura Osiadacz

**Others:** Kady Porterfield (Event Center Director), Chelsea Hajny, Clay Meyers (Sheriff), Jim Goeben (IT Director), Mark Cook (Public Works Director), Ben Kokjer (Operations Commander, Sheriff's Department)

**1. Call to Order** At 10:00 a.m. Chairman Wachsmith opened meeting to discuss Event Center business.

**2. General Event and Rental Updates:** Kady presented current updates on rental rates Event Center staff has been working on. Work is still in progress, but the Event Center is looking forward to providing a discount for event managed RV Camping, as well as an Outdoor Grounds rental package. Also looking at removing amenities that no longer are available. Most of the work is compiling of rounding rates up into whole dollars without raising any rates significantly.

Vice-Chairman Osiadacz shared it makes sense to round numbers into whole numbers for ease of use and sharing information between staff and customers. Commissioner Wright suggested evaluating some of the high usage facilities that have needs for upgrades and if those rate adjustments would be beneficial in completing the needed upgrades to be done so customers would be gaining more from use of the facility. Chairman Wachsmith added to look at raising the labor costs since labor costs have increased the last two years.

**3. Self-Promoted Events Business:** Per Kady, announcement of the artist for 2020 Patriot Night Under the Lights will look at being scheduled for early February and going on sale within a couple weeks of announcement. Working with our agent and our new website and ticketing company to get things up and running on this timeline.

**4. Approve Publishing Notice of RFP for Official Radio Station for Patriot Night Under the Lights:**

Due to the popularity of the official radio station title for the 4<sup>th</sup> of July concert, Kady wrote and presented a draft RFP to the Commissioners to be approved to publish a notice. This keeps competition between potential radio partners fair the Event Center can get the best marketing deal for the concert. Kady expressed how important radio partners are for events like these and their involvement greatly helps with advertising costs, which is always one of the most expensive pieces of putting on an event.

Commissioner Wright moved to approve publishing the notice for the RFP. Vice-Chairman Osiadacz seconded the motion. No further discussion. Motion passes.

**5. Sponsor Business:** Kady opened the discussion on sponsorship goals for 2020. Chelsea Hajny shared there is somewhere \$50-75,000 in potential sponsorship revenue the County could be making. It was expressed that many venues have used their facility assets to create partners that supply a steady stream of income. Competitive processes were also discussed.

Kady added it would help with some of the projects needed in order to keep up with the high facility usage and provide more for our customers. Per Commissioner Wright, that's it's hard to increase or better services without funds, so finding creative means to gain funding is important to the growth of the Event Center. He suggested to Kady to prepare sharing the cost structure and funding needs we have with our customers as that will be important to communicate as we progress.

Kady will work on a resolution that binds our sponsorship revenue into our project and improvement costs at the Event Center so funds raised are secured to go back into the Event Center.

**6. Special Projects:** Kady reported she has no major updates at this time. Just organizing the timeline on projects and lining out the new maintenance staff to prepare for those.

**7. Review of KVEC Director Goals:**

Goal - Identify training for staff that is required to perform the duties of their job and what would enhance their abilities.

Results – Kady put together a spreadsheet to develop and track the ongoing training and professional development plans for her staff. Trainings include those that are required for job safety, special vendor or new equipment trainings, as well as skills development for the different positions. The spreadsheet also tracks those trainings that were completed under her supervision or on record in 2019. A copy of the spreadsheet was handed out to the Commissioners, but Kady included that she was continually adding and adapting this as different training opportunities come up.

**8. Other business:** Intelligence Update from Kittitas County Sheriff, Clay Meyers.

**9. Adjourn:** Meeting adjourned at 10:58 am

  
Kady Porterfield

**KITTITAS COUNTY COMMISSIONERS  
KITTITAS COUNTY, WASHINGTON**

  
Brett Wachsmith, Chairman