

# SPOKANE PARK BOARD

Park Board Study Session – July 9, 2015, 3:20 P.M.  
City Hall Conference Room 5A

## NOTES

1. **Roll Call:** *Leroy Eadie*

Chris Wright, President; Susan Traver, Vice President; Leroy Eadie, Secretary; Ross Kelley, Ken Van Voorhis, Andy Dunau, Sam Selinger, Preston Potratz, Lauren Pendergraft, Nick Sumner, Ted McGregor, Mike Allen (3:55), Juliet Sinisterra, Al Vorderbrueggen, Garrett Jones, Jason Conley and Katie Freeman

2. **Discussion Items:**

A. Riverfront Park Pavilion Marketing Study – *Juliet Sinisterra* introduced Bill Hockett and Jackie Maker from Critical Data; giving a quick background of the company which is Spokane based and has been in operation for 28 years. Bill Hockett gave a presentation on a comprehensive market analysis Critical Data conducted for the US Pavilion as an outdoor amphitheater. The analysis included potential competitive market forces such as concerts, performance venues, special event venues, community, cultural and non-profits events within 20 to 100 miles.

Further discussions revolved around weaknesses and barriers that would cause failures, such as inadequate restrooms, poor access for bands/equipment, disability accessibility, inadequate (or perception of) parking as well as inadequate (or perception of) safety. Mr. Hockett went on to state findings concluded that sponsorships, concessions, permitted alcohol and flexibility is an absolute must.

Study session concluded with discussion around the Phase II aspect of a further in-depth assessment of needs, innovating factors, perceptions, sponsorships, type of events, concessions, additional funding sources such as partnerships, gifts and/or grants and responsibilities of promoters.

3. **Adjournment**

A. The meeting adjourned at 4:48 p.m.

B. Next Joint City Council/Park Board Study Session: August 13, 2015, 3:30 p.m. City Council Briefing Center