



- 10.5 Annual report to state taxation re: city & county lodging tax collections, for discussion
  - 10.6 East Hall Parking deck repair specs; for discussion and possible action
  - 10.7 End of calendar year final actions, for discussion & possible action
  - 10.8 Possible update on Intersection Beautification, Winnemucca Recreation project, Winnemucca Arts Center & Visitor Center, Events Complex riding arena, for discussion & possible action
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- 

### MINUTES, DECEMBER 16, 2015

**1. Time, Place and Date.** The Winnemucca Convention and Visitors Authority met in regular session in full conformity with the law at the Winnemucca Convention Center, West Hall, Winnemucca, Nevada at 4:00 pm on Wednesday, December 16, 2015 with Chairman Terry Boyle presiding.

**2. Pledge of Allegiance.**

**3. Attendance.** *Convention and Visitors Authority Board Officials Present:*

Terry Boyle	Chairman and Hotel Representative
Herb Ross	Vice Chairman and Business Representative
Don Stoker	Treasurer and Motel Representative
Jim Billingsley	City Representative
Ron Cerri	County Representative
Bill Macdonald	Secretary and Counsel
Kendall Swensen	Board Administrator

*Convention and Visitors Authority Board Officials Absent:*

None

*Staff Members Present:*

Kim Petersen	Director
Shelly Noble	Administrative Clerk

*Staff Members Absent:*

None

*Others Present:*

Brian Stone	Winners Inn
Cliff Ponsock	Winners Inn

Darrel Field	WCVA
Rob Cashell	Winners Inn
Eric Silva	Wmca Police Department
Pam Coats	Wmca Police Department
Juanita Quintero	Winnemucca Inn
Anton Castillo	Winnemucca Inn

**4. Meeting Notice Report.**

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, December 11, 2015 at Humboldt County Library, Court House, Post Office, City Hall and Convention Center West Hall. No persons have requested mailed notice during the past six months.

**5. Business Impact Determination.** After review of the December 16, 2015 agenda, and report by Counsel that he saw nothing in the Agenda requiring a business economic impact study or statement, *Don Stoker made a motion that no proposed agenda item is likely to impose a direct and significant economic burden on a business or directly restrict formation, operation, or expansion of a business. The motion carried, 5-0.*

**6. Minutes.**

Prior meeting minutes of November 18, 2015. *Jim Billingsley made a motion to accept the minutes of the November 18, 2015 meeting. Motion carried, 3-0.* Ron Cerri and Herb Ross abstained because they were not present at that meeting.

**7. Claims.** The following claims were submitted for payment and approved on December 16, 2015:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	20592-20637	\$144,893.06

*Don Stoker made a motion to approve all claims as submitted. The motion carried, 5-0.*

**8. General Business.**

**8.1 Kent Arrien, Humb Co Shooting Park, request for funding, for possible action**

The shooting park continues to make improvements and be used daily by locals and visitors. Recently the Humb Co Shooting Park was awarded a grant of over \$45,000 from NDOW to be used for ADA compliant parking at various locations within the park. Part of the award requires approximately \$11,000 in matching or in-kind funds. Kent is here tonight to request \$1,000 from WCVA to help with the matching portion of the grant. He has made

similar requests from the city and county. This assistance, plus funds that the park has generated, will cover the match portion of this grant. ***Don Stoker made a motion to approve a grant in the amount of \$1,000 for the Humb Co Shooting Park to be used as part of the match for the NDOW grant for the ADA parking compliance project. Motion carried, 5-0.***

**8.2 Gayle Basten, Winnemucca Ministerial Assoc., Peace Officers Banquet, April 5, 2016, request for facility grant, for possible action**  
 Gayle is sick and unable to be here this afternoon but this is an annual event that the board is very familiar with. ***Terry Boyle made a motion to approve a \$510 facility grant (West Hall, 3 rooms and WH kitchen) for the Winnemucca Ministerial Assoc. Peace Officers Banquet, April 5, 2016, Motion carried, 5-0.*** Winnemucca Ministerial Assoc. is responsible for any other customary Convention Center charges.

**8.3 Run-A-Mucca Committee, 2015 event report & presentation of changes for 2016, for possible action**

Darrel Field presented a report on previous Run-A-Mucca (RAM) events, including estimates of room taxes generated and overall economic impact to the community on that weekend. The amounts are significant on a weekend that, traditionally, had no visitors in town before RAM. Still, the past two years show a loss of over \$35,000 so some changes are necessary. The biggest challenges continue to be the weather at that time of year and attracting attendees to stay Sunday night after the motorcycle raffle. To improve the bottom line, some of the changes in 2016 include adjusting the RAM budget to reflect an estimated attendance of 500 (down from 600), a slight increase in vendor fees, a decrease in the advertising budget (less national ads, more regional), a less expensive on-line registration program, making some weekend events “a la carte” without requiring participants to purchase a run package, hiring professional security for the overnight duties patrolling in the vendor areas. Winners Inn is stepping up and will produce a concert Sunday night on their 4<sup>th</sup> Street lot. There will still be free entertainment throughout the weekend, but this will be a ticketed event with each ticket priced at \$20 or so. They plan to move some of the vendors to their east parking lot, close Melarkey Street and utilize the lot at Sundance Casino. This way there will be plenty of activity for visitors to enjoy. In 2015 the vendors stayed at their location near Winners and that decision was very popular with the vendors since they didn’t have to pack up to move to a different location for the last day of the event. Mr. Cerri and Chief Silva expressed concern over the overtime required of all law enforcement personnel during this event. Chief Silva addressed the board to assure them that he is not against this event but will continue to plan for the “worst case scenario” and utilize outside law enforcement agencies so that there is a constant presence at the event and around town. Some of the concerns that

this board had heard centered around the number of cars (not motorcycles) that were stopped for minor infractions. They felt this was a little over the top, bordering on harassment, and asked Chief Silva if such stops were necessary. He again reiterated that there will be the same presence in 2016 that there was in 2015 as he does his best to keep everyone safe. Pam Coats is the WPD rep on the RAM Committee and board members were encouraged to call her if they had any questions or concerns. Rob Cashell spoke to the board about the Sunday night concert and Winners commitment to supporting the overall RAM event, as well as law enforcement, that is required to produce it. Again, he discussed the importance of working to attract attendees to stay Sunday night and/or the possibility of attracting other visitors to town for their Sunday concert and then getting them to stay Sunday night so that the weekend is extended for everyone. The board asked about a contingent plan if there is rainy weather the night of the concert. Mr. Cashell said they are working to come up with a "Plan B". Herb Ross spoke to the importance of getting more community support from the locals so that the attendees feel welcome no matter where they go in town.

#### **8.4 Winners Hotel & Casino, 2016 Run-A-Mucca concert, for discussion & possible action**

See item 8.3 above.

#### **8.5 2016 WCVA Cooperative Funding requests, for possible action**

After last month's meeting the board asked Shelly to again send the Cooperative Funding request forms to those events that this board has traditionally funded but who have not yet responded for 2016 in order that they can budget for these expenditures. Only two were received. One was from Superior Livestock and one from Winnemucca Motocross. Jim Davis (Superior Livestock) is requesting a \$20,000 grant along with use of the Convention Center facilities. This continues to be a very good event for the town and this board will support it. However, the board discussed financial cost to WCVA of this event that is not just the grant funding. The WCVA staff puts in additional hours all week long to insure everything runs smoothly, especially before, during and after the bar-b-que Thursday night. This was started when June Stannard was at the Convention Center and now the Superior organization has come to expect it even though many of these duties should be the responsibility of the event producer (Jim Davis). The staff does not mind as they consider it part of their job to provide great customer service, but it does interfere with their other job duties throughout the week. This board feels strongly that they want to continue to support Jim Davis and the Superior Livestock Auction and so, with declining room taxes, the amount to fund was discussed. ***Jim Billingsley made a motion to approve a \$15,000 grant to the Superior Livestock 2016 Video Royale Auction and also a \$7,200 facility grant for the West and East***

***Halls of the Convention Center for the duration of the auction.  
Motion carried, 5-0.***

The application from Winnemucca Motocross will be discussed in January. Kim thought Demo Herrera would be at tonight's meeting to discuss their events. He will make sure Demo knows when our next meeting is so he can attend.

**8.6 Accommodations tax 9-month refund requests, for possible action, Dale (\$1,242)**

***Terry Boyle made a motion to approve the accommodation tax 9-month refund for Donald Dale (\$1,242). Motion carried, 5-0.***

**9. Director's Report.**

**9.1 Financial reports on WCVA events**

Bank reconciliations for the Tri-County Fair and Ranch Hand Rodeo were included in the board packets for review.

**9.2 WEC Indoor Event Center expansion update, for possible action**

When the discussion about a possible expansion to the Event Center began a couple of years ago this board expressed interest so that we would have additional concession and meeting space, restrooms and locker rooms. It was thought that this expansion would help to attract new events as well as be utilized by some of our larger, existing events. The Humboldt County Commission approved this project and approved partial funding in this year's budget, with WCVA to fund the remainder. Since that initial discussion, some of our larger, athletic events have not been booked into the Event Center or are no longer being held at all. For example, it looks like USA Wrestling plans to keep their state tournament in the south, the only high school wrestling tournament we had this year was a regional high school tournament and high school basketball hasn't utilized the Event Center for several years. We are still in the rotation for the state high school wrestling tournament, but that is only every four years. So, before moving forward with this project, Kim would like this board to consider if this is the best use of this project funding. Is this really what is needed? One other consideration would be to build an arena to the east of the white, covered arena for western events. Kim would like to board to discuss what kind of structure would get the most use over the long haul.

**9.4 WEC additional stall shade covering for SSIR, request for funding, for possible action**

No report.

**10. Secretary and Counsel, Monthly report.****10.1 Review monthly report, for discussion**

Bill reviewed his report.

**10.2 Chamber of Commerce report, for discussion**

This was included in Bill's report.

**10.3 Update on delinquencies, possible request for authorization of disclosure of confidential information of one or more licensees & possible action**

No report.

**10.4 Possible standardized delinquency procedure, timetable & forms, for discussion & possible action**

No report.

**10.5 Annual report to state taxation re: city & county lodging tax collections, for discussion**

Bill will get with Kendall to get this information he needs for this report.

**10.6 East Hall Parking deck repair specs; for discussion and possible action**

The bid packages are completed and were sent out to contractors who have expressed an interest in the project, along with those that have called the Convention Center office. A job walk is scheduled for December 22 at 10:30 am. The bids will be opened on January 15, 2016 and the bids will be reviewed and the award made at the WCVA meeting on January 20, 2016.

**10.7 End of calendar year final actions, for discussion and possible action**

No report.

**10.8 Possible update on Intersection Beautification, Winnemucca Recreation project, Winnemucca Arts Center & Visitor Center, Events Complex riding arena, for discussion & possible action**

No report.

**11. Board Administrator.****11.1 November Financial Reports, for discussion**

Room taxes continue to decline. We are in line for total taxes this year to be the same as last year.

**11.2 Room tax audit report**

No report.

**12. Other Business.**

**12.1 2015 Audit**

Our auditors are on track to present our FY 2015 audit at next month's meeting.

**12.2 Lodging remittance**

We have been overpaying our remittance that we pay to the state of Nevada each month. We will not pay this to the state until our overpayment is used up. Kendall will prepare a spreadsheet to account for these amounts.

**13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, December 16, 2015, 4:00 pm.**

**14. Adjourn. *Don Stoker made a motion to adjourn this meeting. Motion carried, 4-0.*** Ron Cerri was not present for this vote.

The meeting was adjourned at 6:05 pm to the next regular meeting, or to the earlier call of the Chairman or to the call of any three (3) members of the Board on three (3) working days notice.

Respectfully submitted,

Shelly Noble

APPROVED ON \_\_\_\_\_, 2015

As written \_\_\_\_\_

As corrected \_\_\_\_\_

Winnemucca Convention & Visitors Authority Board



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TERRY BOYLE  
Chairman and  
Hotel Representative

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HERB ROSS  
Vice Chairman and Business Representative

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DON STOKER  
Treasurer and Motel Representative

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JIM BILLINGSLEY  
City Representative

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RON CERRI  
County Representative

Attest:

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BILL MACDONALD  
Board Secretary and Counsel

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KENDALL SWENSEN  
Board Administrator