

STATE OF NEVADA)
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 COUNTY OF HUMBOLDT)

November 18, 2015

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MINUTES, NOVEMBER 18, 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, November 18, 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
Don Stoker	Treasurer and Motel Representative
Jim Billingsley	City Representative
Bill Macdonald	Secretary and Counsel
Kendall Swensen	Board Administrator

Convention and Visitors Authority Board Officials Absent:

Herb Ross	Vice Chairman and Business Representative
Ron Cerri	County Representative

Staff Members Present:

Kim Petersen	Director
Shelly Noble	Administrative Clerk

Staff Members Absent:

None

Others Present:

Patricia Setzer	Wmca Host Lions Club
Lisa Campbell	Great Basin College
Becky Hill	FFA Alumni & 777 Barrel Jr Rodeo

Convention & Visitors Authority Board Meeting November 18, 2015

Lindsay Tregellas
Steve Patterson
Tanya Grady

777 Barrel Jr Rodeo
Self
Drug-Free Graduation Celebration

4. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, November 13, 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 November 18, 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, 3-0.*

6. Minutes.

Prior meeting minutes of October 21, 2015.
Don Stoker made a motion to accept the minutes of the October 21, 2015 meeting. Motion carried, 3-0.

7. Claims. The following claims were submitted for payment and approved on November 18, 2015:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	20548-20591	\$122,928.48

Jim Billingsley made a motion to approve all claims as submitted. The motion carried, 3-0.

8. General Business.

8.1 Tanya Grady, LHS 2016 Drug-Free Grad Night Celebration, request for donation, for possible action

This is annual request made by the parents that produce this very popular event after Lowry graduation each spring. Tanya has provided a budget for this event and attended this meeting to answer any questions the board may have. Board members are very familiar with this event and have no problem continuing their financial support this year. *Don Stoker made a motion to approve a grant in the amount of \$3,500 for the Lowry Drug-Free Grad Night Celebration, June 9, 2016. Motion carried, 3-0.*

8.2 Patricia Setzer, Wmca Host Lions Club, Health & Safety Fair, March 19, 2016, request for facility grant, for possible action

This is another very worthwhile event that the WCVA has supported for many years. It provides health screenings for community members at low or no cost and is produced in conjunction with Humboldt General Hospital.

Patricia is requesting use of the East Hall Main Floor for March 19, 2016.

Terry Boyle made a motion to approve a \$600 facility grant (East Hall Main Floor) for the Winnemucca Host Lions Club Health & Safety Fair, March 19, 2016, Motion carried, 3-0. Winnemucca Host Lions Club is responsible for any other customary Convention Center charges.

8.3 Lisa Campbell, Great Basin College, GBC Community Career Fair, April 7, 2016, request for facility grant, for possible action

Lisa is here to request the use of the West Hall for this event next spring.

Lowry does their college and career fair in November but it is geared mostly toward high school students. This will be open to high school students as well, but also the entire community. Elko has been holding one for several years which is quite successful. Lisa hopes to make this an annual event.

Jim Billingsley made a motion to approve a \$600 facility grant (West Hall) for Great Basin College Community Career Fair, April 7, 2016. Motion carried, 5-0. Great Basin College is responsible for any other customary Convention Center charges.

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

Kent did not attend this meeting. This item will be placed on the December agenda.

8.5 Kris Stewart, Wmca FFA Alumni Scholarship Dinner, February 20, 2016, request for facility grant, for possible action

Kris was not able to be here tonight so Becky Hill will answer any questions the board has regarding this request. This dinner has been an annual event for nine years. In the past, this dinner has raised between \$40,000 and \$60,000. All of this money is awarded to local FFA students in the form of scholarships and payment of travel to the national FFA conference.

Don Stoker made a motion to approve a \$750 facility grant (\$600 West Hall, \$150 kitchen) for the Wmca FFA Alumni Scholarship Dinner, February 20, 2016. Motion carried, 3-0. Wmca FFA Alumni is responsible for any other customary Convention Center charges.

8.6 Steve Patterson, presentation & discussion regarding possible purchase of property located at 180 Melarkey Street, for possible action

Steve is the owner of Ormacheas Dinner House. He is retired but, until recently, had the business leased out. Those individuals have closed the

restaurant and Steve has taken the building and its contents back. He would like to sell it and has had an appraisal completed as he works to find an interested party. A copy of the appraiser's conclusions were included in the board packets. During this process, he came to realize that it would be a good Visitor Center. It is in a great location, with our parking lots across the street, and would allow plenty of room for tourist information, meeting rooms and the Chamber offices. He is here tonight to see if there is any interest by WCVA to pursue this idea. Chairman Boyle expressed concern about the timing of an acquisition like this with the decline in room taxes, along with repairs that will be required for ADA compliance. He would like this board to take its time in considering this proposal and discuss it at a future meeting with a full board present. All agreed that the location was great with its visibility from Winnemucca Boulevard and plenty of accessible parking in the lots we own across the street on Melarkey. Steve offered to take or let board members tour the building. He will be in Winnemucca until right after Thanksgiving. Kim will work with Steve to arrange a couple tours so we don't have our entire board there at one time.

8.6 2016 WCVA Cooperative Funding requests, for possible action

To date, we have only received 13 funding requests for 2016. Copies of the completed request forms and other event information were included in the board packets. Kim has made his recommendations and these are on spreadsheet that board members were given today. Most of the requests are similar to previous years. Representatives from 777 Barrel Racing are present tonight to participate in the discussion for their two events.

- 777 Barrel Racing, Lindsay Tregellas & Becky Hill – Hairy Horse Race, March 25-27, 2016
For many years, this annual event was held as their Spring Barrel Bash on Mother's Day. Since then, other races have begun to compete for participants on this date so they moved it to March, which is the beginning of the barrel race "season" and this has helped to increase attendance. WCVA funds have helped to offset some of their expenses and increase prize money. They have repaid their underwriting awards for several years. This year's request is: \$2,500 underwriting, \$3,500 grant and payment of facility fees (\$2,400). Kim's recommendation is: \$2,000 underwriting, \$3,000 grant and payment of facility fees (\$2,400). ***Jim Billingsley made a motion to approve a \$2,000 underwriting, \$3,000 grant and payment of WEC facility fees in the amount of \$2,400 as 2016 WCVA Cooperative Funding for the 777 Barrel Race Hairy Horse Race, March 25-27, 2016. Motion carried, 3-0.***
- 777 Barrel Racing, Lindsay Tregellas & Becky Hill – Humb Co Junior Rodeo Playday, October 8, 2016

In October, 777 Barrel produced this event for the first time. It all came together in a very short amount of time. Even so, they had over 50 contestants, many from out of the area. Lindsey and Becky are confident that with a longer time to plan they can make this event much larger and attract families from all over the region. Especially if it's the same weekend as a barrel race, like this year. Their request was: \$2,000 grant. Kim's recommendation: \$1,000 grant. ***Don Stoker made a motion to approve a \$1,000 grant and a \$1,000 underwriting as 2016 WCVA Cooperative Funding for the 777 Barrel Race Humb Co Junior Rodeo Playday, October 8, 2016. Motion carried, 3-0.***

The remaining requests were discussed. The only changes from the Director's recommendations were:

- Labor Day Rodeo \$15,000 grant request be an underwriting instead
- No recommended amount was entered for Run-A-Mucca. Kim would like the RAM Committee to come before this board and discuss changes they are planning to make to turn this event around. The past two years have seen a substantial financial loss which cannot be sustained. For the past couple of months Winners has informed this board that they are planning a concert this weekend to help increase participation but, so far, there have been no definite plans presented to this board. As the funding source for this event, the WCVA is concerned about the financial difficulties and would like to discuss these with the committee. At that time they will also discuss a funding amount for the 2016 event.
- The funding request for Winnemucca Summer Cutting was received late so no recommendation is entered on the spreadsheet. They are requesting a \$10,000 grant. Kim is recommending a \$5,000 grant and a \$5,000 underwriting.

Terry Boyle made a motion to approve the 2016 WCVA Cooperative Funding recommendations made by Director Kim Petersen as presented with the changes outlined above. Approvals as follows:

<i>Chamber of Commerce Visitor Center Operations</i>	<i>\$15,000</i>	<i>G</i>
<i>High Desert Challenge Wrestling Tournament</i>	<i>\$ 950</i>	<i>G</i>
<i>Labor Day Bull & Broncs Rodeo</i>	<i>\$15,000</i>	<i>U</i>
<i>Fifties Fever</i>	<i>\$ 5,000</i>	<i>U</i>
<i>Tri-County Fair & Stampede</i>	<i>\$ 2,000</i>	<i>G</i>
<i>Cow Country Classic</i>	<i>\$ 4,500</i>	<i>G</i>
<i>Winnemucca Summer Cutting</i>	<i>\$ 5,000</i>	<i>G</i>
<i>Winnemucca Summer Cutting</i>	<i>\$ 5,000</i>	<i>U</i>
<i>Winnemucca Balloon Festival</i>	<i>\$ 2,000</i>	<i>G</i>
<i>Nevada Christian Motorcyclists State Rally</i>	<i>\$ 1,250</i>	<i>G</i>

Motion carried, 3-0.

Board members discussed the difficulty in planning a budget when the Cooperative Funding requests trickle in all year, especially with dwindling room tax resources. Shelly will send out funding forms to those events that have become annual events and who have not submitted anything yet, along with a letter outlining the importance of returning these requests in a timely manner since less funding may be available later in the year.

8.7 Accommodations tax 9-month refund requests, for possible action, Mackaman (\$372.89), Burton (\$1,029.60), Harber (\$388.80)

Terry Boyle made a motion to approve the accommodation tax 9-month refund for Jeff Mackaman (\$372.89), Michael Burton (\$1,029.60) and Michael Harber (\$388.80). Motion carried, 3-0.

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 East Hall parking structure update, for discussion & possible action

See item 10.5 below.

9.3 WEC Indoor Event Center expansion update, for possible action

No report.

9.4 2016 Lowry High School graduation rehearsal week, for discussion only

Kim is working to bring a large cutting event to the Events Complex in June. They will run their event from Wednesday through Saturday the week before graduation. He has already secured Curtis Machinery and the Honor Crew to install the floor for Lowry graduation on Sunday and Monday after the event concludes, but Lowry grads will not be able to get into the building for rehearsal until Tuesday of that week. Kim has spoken with the Lowry representative and they have agreed that this will not be a problem.

9.5 2016 Run-A-Mucca concert, for discussion & 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 Review response to complaints regarding Board policies of support for events, for discussion

No report.

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

Bill has the specs completed and feels that the repairs will not exceed \$100,000 so this board could choose to solicit 3 informal bids instead of going through the full bid process. Still, it may be beneficial to go through the full bid process.

10.6 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 October Financial Reports, for discussion**

As everyone knows, room taxes are down, approximately 8%.

11.2 Room tax audit report

No report.

12. Other Business.**12.1 2015 Audit**

Kendall has delivered materials to our auditor to get this process going.

12.2 Silver State International Rodeo

At last month's meeting this board approved their contract for 2016 – 2020. Bill has prepared a resolution reflecting this action for the board's signatures.

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, 3-0.* The meeting was adjourned at 5:20 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

TERRY BOYLE
Chairman and
Hotel Representative

ABSENT
HERB ROSS
Vice Chairman and Business Representative

DON STOKER
Treasurer and Motel Representative

JIM BILLINGSLEY
City Representative

ABSENT

RON CERRI
County Representative

Attest:

BILL MACDONALD
Board Secretary and Counsel

KENDALL SWENSEN
Board Administrator