



Center expansion; policies of support for tourist-encouraging events sponsored by government, or by non-profit organizations or by for-profit organizations or persons, which include by cash appropriation, by cost-underwriting by assisting with up-front financing, or by providing for use of its equipment at events on public or private property, including authorizing use of Convention Center equipment by the Chamber of Commerce for the Fall Farm Festival it sponsors at the Lazy P Adventure Farm; for discussion and possible action

10.6 East Hall parking deck repair specs, for discussion and possible action

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

11. Board Administrator

11.1 September Financial reports

12. Other Reports

13. Next Meeting Date

14. Adjournment

---

## MINUTES, OCTOBER 21, 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, October 21, 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

*Convention and Visitors Authority Board Officials Absent:*

Kendall Swensen	Board Administrator
-----------------	---------------------

*Staff Members Present:*

Kim Petersen	Director
Shelly Noble	Administrative Clerk

*Staff Members Absent:*

None

*Others Present:*

Roberta Rothwell	Shooting the West
Brenda Heintz	Shooting the West
Kathy Gonzalez	Silver State International Rodeo
Samantha Stine	Humboldt Sun

**4. Meeting Notice Report.**

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, October 16, 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 October 21, 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 September 16, 2015.  
***Don Stoker made a motion to accept the minutes of the September 16, 2015 meeting. Motion carried, 4-0.*** Ron Cerri abstained because he was not present at that meeting.

**7. Claims.** The following claims were submitted for payment and approved on October 21, 2015:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	20484-20547	\$151,286.49

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

**8. General Business.**

**8.1 Silver State International Rodeo, sponsorship level in proposed contract, for possible action**

Kathy Gonzalez, Secretary-Treasurer for the Silver State International Rodeo (SSIR), is here tonight to discuss the proposed 5-year contract for this event and to answer any questions the board may have. The proposed contract is very similar to the previous 5-year document. Kim has met with Kathy and other representatives of SSIR to make some minor changes on issues that have come up. In the previous contract, this board agreed to an annual grant in the amount of \$12,000 which was used to help offset the cost of a two horse

trailers that are given as prizes, along with payment by WCVA of facility fees at the Winnemucca Events Complex (WEC). Since the cost of these trailers has risen, SSIR is requesting an increase to \$13,000 annually from the WCVA and continued payment of WEC facility fees by the WCVA. In exchange, SSIR will locate and coordinate all arena help throughout the event. The 2015 event had 360 participants and their families attend, which have a major impact on area businesses. At its height, SSIR had 510 participants but over the years other youth rodeos have conflicted with their dates so participants have to choose which event to attend. Board members expressed their support of this event and encouraged Kathy to come back to them if there's anything more they can do to assist with increasing attendance. ***Jim Billingsley made a motion to approve the Silver State International Rodeo 2016-2020 contract as presented. Motion carried, 5-0.***

### **8.2 Brenda Heintz, Shooting the West, April 25 – May 1, 2016, request for funding, for possible action**

Brenda and Roberta Rothwell are here tonight to make this request. The committee changed the dates for 2016 so instead of holding the symposium during early March, they will hold it at the end of April. It is for this reason that they are requesting an underwriting in the amount \$5,000 along with a facility grant. They believe they have a realistic budget but with the change in dates they are concerned about attendance. No cash grant is being requested at this time. The committee is working to encourage attendees of all ages to attend one or several of their seminars. Over the past couple of years there has been a significant registration discount offered to anyone who is a student, no matter their age. Also, to encourage young people to attend, this year there will be two \$300 scholarships available to students 14-18 years of age. The board expressed their continued support of this event and their appreciation to Brenda who has done a great job of running this event like a business and working within a budget while, at the same time, making it more successful then ever. ***Don Stoker made a motion to approve a \$5,000 underwriting and East Hall/West Hall facility grant to Shooting the West, April 25 – May 1, 2016. Motion carried unanimously, 5-0.*** Shooting the West is responsible for any other customary Convention Center charges.

### **8.3 Marc Page, WSRRA National Finals Ranch Rodeo, October 29- November 1, 2015, request for funding, for possible action**

Marc was unable to be here tonight but this is an event that this board is familiar with and supports. It comes during a time of year that would otherwise be quite slow. Terry and Herb both expressed that their properties were almost sold out during these dates. Though there was no specific amount requested on the Cooperative Funding form, Terry informed the board that Marc would like, once again, to receive a \$10,000 grant and

\$10,000 underwriting for this year's event. *Herb Ross made a motion to approve Cooperative Funding for the WSRRA National Ranch Rodeo Finals, October 29 – November 1, 2015, in the amount of \$20,000 (\$10,000 grant, \$10,000 underwriting). Motion carried, 5-0.*

**8.4 Request for payment of WEC facility fees – Cody Louk Invitational Wrestling, December 11 & 12, 2015, for possible action**

This is great event that brings wrestlers from all over northern Nevada, and their families, each year to Winnemucca. It has a definite impact on the local economy. In addition to this high school tournament, the local Buckaroo Wrestling Club will be putting on a youth tournament Sunday, December 13, 2015, so more families will be staying an extra night. This request is for the Cody Louk Tournament only and is in the amount of \$3,400 (EC rental of \$1,600, floor installation/removal \$1,800). *Don Stoker made a motion to approve payment of the facility fees in the amount of \$3,400 for the Cody Louk Invitational Wrestling Tournament, December 11 & 12, 2015 at the Winnemucca Event Center. Motion carried, 5-0.*

**8.5 Accommodations tax 9-month refund requests, for possible action, Cercone (\$990), Ortivez (\$596.40), Bishop (\$406.44), Sharpe (\$1,035), Clifford (\$626.40), Schulze (\$610.70)**

*Terry Boyle made a motion to approve the accommodation tax 9-month refund for Seth Cercone (\$990), John Ortivez (\$596.40), Delbert Bishop (\$406.44), Mike Sharpe (\$1,035), Eric Clifford (\$626.40), Kurt Schulze (\$610.70). 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 East Hall parking structure update, for discussion & possible action**

Bill is working to get bid specs together for this project. He hopes to have them completed next week.

**9.3 WEC Indoor Event Center expansion update, for possible action**  
No report.

**9.4 2016 Run-A-Mucca concert, for discussion & possible action**

Winners is still working on producing a concert for this weekend but there is no report tonight. This item will be placed on the November meeting agenda.

## 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 Report on YESCO parking lot signs renewal request compliance; for discussion and proposed action approval renewal

After additional investigation, Bill has determined that YESCO's notice was given to us in a timely manner. This means that the additional ten years on the lease has been activated. After that time, the lease will run year-to-year, terminable on 60 days prior notice.

### 10.5 Report complaints regarding Board policies of support for Event Center expansion, policies of support for tourist-encouraging events sponsored by government, or by non-profit organizations or by for-profit organizations or persons, which include by cash appropriation by cost-underwriting by assisting with up-front financing, or by providing for use of its equipment at events on public or private property, including authorizing use of Convention Center equipment by the Chamber of Commerce for the Fall Farm Festival is sponsors at the Lazy P Adventure Farm; for discussion and possible action

Humboldt County commissioners, County Administrator Mendiola, WCVA board members and others have received several emails from local resident Laura Hummel expressing her concern about the inappropriate use of publicly owned equipment at for-profit events and questionable allocations of resources for projects at the Winnemucca Events Complex. After a brief discussion among the board (Ms. Hummel was not present to express her concerns in person), all agreed (and counsel confirmed) that there had been no wrong-doing or conflict of interest on the part of the WCVA or its director. The Winnemucca Convention & Visitors Authority supports many, many events in their attempt to promote tourism. Some are successful, some are not. This support is usually in the form of cash but equipment has also been loaned out if the board feels it will aid in the success of a project. The board directed Bill to draft a letter to Ms. Hummel for Terry's signature stating these facts. Bill was also directed to send copies of this letter to the commissioners and the county administrator.

**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 September Financial Reports, for discussion**  
No report.

**12. Other Business.**

**12.1 Regency Inn & Suites**  
The Regency Inn & Suites has been sold and the new owners will take over on November 2, 2015.

**13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, November 18, 2015, 4:00 pm.**

**14. Adjourn. *Don Stoker made a motion to adjourn this meeting. Motion carried, 4-0.*** Jim Billingsley was not present for this vote. The meeting was adjourned at 5:10 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

*Convention & Visitors Authority Board Meeting      October 21, 2015*

---

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

Attest:

---

BILL MACDONALD  
Board Secretary and Counsel

---

ABSENT  
KENDALL SWENSEN  
Board Administrator