



- Show, Wmca Jr Rodeo, Wmca Mule Show & Races, for possible action
12. Board Secretary & Counsel Report
    - 12.1 Review monthly report, for discussion
    - 12.2 Chamber of Commerce report, for discussion
    - 12.3 Update on delinquencies, for discussion & possible action
    - 12.4 Report on standardized delinquency procedure, for discussion & possible action
    - 12.5 Update on renaming East Hall to Joe Mackie Hall, for possible action
    - 12.6 Corrected copy of Annual report on lodging tax revenues to Taxation, for discussion & possible action
    - 12.7 Update on 2015 Run-A-Mucca charitable lottery application to Gaming Control Board, discussion
    - 12.8 Update on Intersection Beautification, Winnemucca Recreation project, Winnemucca Arts Center & Visitor Center East Hall parking lot repairs, Events Complex riding arena, for discussion & possible action
  13. Board Administrator
    - 13.1 December Financial reports
  14. Other Reports
  15. Next Meeting Date
  16. Adjournment
- 

## MINUTES, JANUARY 21, 2015

1. **Swearing in new or re-appointed members named by the County**  
 At the January 20, 2015 Humboldt County Commission meeting Terry Boyle (Hotel Representative), Don Stoker (Motel Representative) and Herb Ross (Business Representative) were re-appointed to a 2-year term as members of the Winnemucca Convention & Visitors Authority Board. Earlier in the month, the Commission appointed Ron Cerri to replace Dan Cassinelli as the County Representative for the duration of his elected term. They were sworn in to their positions by Board Secretary, Bill Macdonald.
2. **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, East Hall, Winnemucca, Nevada at 4:00 pm on Wednesday, January 21, 2015 with Chairman Terry Boyle presiding.
3. **Pledge of Allegiance.**
4. **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:*

Greg Hubbard	Christian Motorcyclists Association
Nonna Hubbard	Christian Motorcyclists Association
Paige Brooks	Wmca Basque Club
Louis Mendiola	Wmca Basque Club
Maureen Macdonald	Wmca Basque Club
Joyce Sheen	The Humboldt Sun
Tim Connors	Lowry High School
Martin Bunyard	Nev Reined Cow & Cutting Horse Assoc
Dave Grashuis	Wmca Stockhorse Classic
Kent Arrien	Humb Co Shooting Park
Ray Parks	Lowry High School

## 5. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, January 15, 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.

6. **Business Impact Determination.** After review of the January 21, 2015 agenda, and report by Counsel that he saw nothing in the Agenda requiring a business economic impact study or statement, ***Jim Billingsley 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, 4-0.*** Don Stoker was not present for this vote.

## 7. Minutes.

Prior meeting minutes of December 17, 2014.

***Jim Billingsley made a motion to accept the minutes of the December 17, 2014 meeting. Motion carried, 3-0.*** Ron Cerri abstained because he was not present at this meeting. Don Stoker was not present for this vote.

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

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	19759-19840	\$154,306.19

*Jim Billingsley made a motion to approve all claims as submitted. The motion carried, 4-0.* Don Stoker was not present for this vote.

## 9. Reorganization

### 9.1 Elect Chairman, Vice-Chairman, Treasurer, Secretary

*Jim Billingsley made a motion nominating Terry Boyle as WCVA Chairman, Herb Ross as WCVA Vice-Chairman, Don Stoker as WCVA Treasurer and Bill Macdonald as WCVA Secretary for 2015 and 2016. Motion carried, 4-0.* Don Stoker was not present for this vote.

### 9.2 Appoint Board Administrator, Counsel

*Terry Boyle made a motion to appoint Kendall Swensen as WCVA Board Administrator and Bill Macdonald as WCVA Board Counsel for 2015 and 2016. Motion carried, 4-0.* Don Stoker was not present for this vote.

### 9.3 Appointment of representatives to other Boards, Committees or functions sponsored or supported by WCVA

Board appointments will be made at a future date.

## 10. General Business.

### 10.1 Greg Hubbard, Nev. Christian Motorcyclists Association State Rally, August 7-9, 2015, request for funding, for possible action

This will be the 3<sup>rd</sup> year that this organization has held a state rally. This will be the first time it will be held in Winnemucca. At the first rally their attendance was approximately 50, the second one had over 75 attend. They are hopeful that this year's rally will attract more than 100 participants. They operate on a very minimal budget and are requesting funds to cover the rental fee for the Exhibit Hall and kitchen at the Fairgrounds. At this time, all of the people attending this event are from out of town. *Terry Boyle made a motion approving a grant in the amount of \$1,250 for the Nevada Christian Motorcyclists Association Rally, August 7-9, 2015. Motion carried 4-0.* Don Stoker was not present for this vote.

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

Kent is here tonight to make his annual request for maintenance funding in the amount of \$1,500 for the shooting park. In addition, he is requesting funding for two shade structures at a cost of \$4,000 each. He was asked if he had made funding requests to other entities. Kent acknowledged that other requests are made to outdoor organizations, the city and county. He also writes grants for various projects at the shooting park. Terry commented that he gets a lot of positive comments from visitors that utilize the shooting park. Other board members acknowledged that this facility is used quite heavily by locals and visitors alike. *Jim Billingsley made a motion approving a grant in the amount of \$1,500 to be used towards maintenance at the Humboldt County Shooting Park and an additional grant in the amount of \$4,000 to be used for the construction of one shade structure at the shooting park. Motion carried, 4-0.* Don Stoker was not present for this vote.

**10.3 Maureen Macdonald, Wmca Basque Club, Basque Festival, June 13 & 14, 2015, request for funding, for possible action**

Maureen and Louis Mendiola are here tonight to make this request. After several years of operating their festival at a loss, organizers of last year's event worked diligently to tighten their budget and did come out ahead. It was only a \$12 profit, but it's a start that they are confident they can build on. Our festival is the first one of the summer and they already have been in contact with groups from Utah and Boise saying that they had a wonderful time at our festival last year and are looking forward to attending the 2015 event. The festival committee plan to work with the Chamber and the Downtown Business Association to increase local participation since all events are held at the Convention Center and are centered around the downtown area. The request to WCVA is for a facility grant and also a \$2,000 grant. *Jim Billingsley made a motion to approve a West Hall facility grant in the amount of \$1,300 (WH rental, 2 days @ \$600, kitchen rental of \$100), a \$1,000 grant and a \$1,000 underwriting to the Winnemucca Basque Club for their Annual Basque Festival, June 13 & 14, 2015. The Winnemucca Basque Club is responsible for any other customary Convention Center charges. Motion carried 4-0.* Don Stoker was not present for this vote.  
Don Stoker arrived.

**10.4 Dave Grashuis, Winnemucca Stock Horse Classic, July 10-12, 2015, request for funding, for possible action**

Dave is here tonight to answer questions and make his funding request. Martin Bunyard is before the board as well to request additional funding to what was awarded in November for the Winnemucca Summer Cutting. At that time, the Summer Cutting was awarded a \$5,000 grant for the 2015

event. These two events are held during the same weekend in July at the Winnemucca Events Complex utilizing the main outdoor arena and the Indoor Event Center. As the discussion progressed, the board had some questions about the financial information that was provided to them. It appears that the Winnemucca Stock Horse Classic had a net profit of approximately \$3,500. Under the terms of the \$4,000 underwriting that he was awarded for the 2014 event, this board should receive that profit before any other funding is awarded. Additionally, according to Mr. Bunyard's financial information, the Winnemucca Summer Cutting made a profit of \$11,000 which would require him to return the \$5,000 underwriting amount that he was awarded for 2014 before any additional funding will be awarded. They are both requesting substantial amounts of funding for 2015 (Wmca Stock Horse Classic - \$15,000, Winnemucca Summer Cutting - an additional \$5,000 for a total of \$10,000 for 2015). Kim feels these events are growing and having them on the same weekend is a benefit for everyone. Still, board members all agreed that they must require these underwriting amounts to be repaid before other funds may be dispersed. After a lengthy discussion, ***Jim Billingsley made a motion approving a \$5,500 grant and \$5,500 underwriting for the Winnemucca Stock Horse Classic to be held on July 10-12, 2015 at the Winnemucca Events Complex. Before these funds are released, the Winnemucca Convention & Visitors Authority must receive the underwriting recovery of \$3,500 from the 2014 Winnemucca Stock Horse Classic. Also included in this motion was approval for an additional \$6,000 in funding for the Winnemucca Summer Cutting to be held on July 10-12, 2015 at the Winnemucca Events Complex. With the \$5,000 that was awarded in November, this brings the total funding for this year's Summer Cutting to \$11,000 – \$5,500 is grant funding and \$5,500 as an underwriting. Before these funds are released, the Winnemucca Convention & Visitors Authority must receive the underwriting recovery of \$5,000 from the 2014 Winnemucca Summer Cutting. Motion carried, 5-0.***

**10.5 Martin Bunyard, Winnemucca Summer Cutting, July 10-12, 2015, request for additional funding, for possible action**  
See item 10.4.

**10.6 Ray Parks & Jim Billingsley, Winnemucca Recreation project update, for discussion**

When Mr. Parks left a message requesting to be on this meeting agenda, there was some confusion as to who would be attending with him and what the discussion would be. Mr. Tim Conners, Lowry Athletic Director, is here tonight with Mr. Parks to discuss funding for a "hospitality room" at the upcoming NIAA Nevada State High School Wrestling Championship Tournament, February 13 & 14, 2015 at the Winnemucca Events Complex.

As an NIAA event, the host school and community are required to provide many amenities but the NIAA does not provide funding for these amenities. One of these requirements is a hospitality room. Throughout this tournament Lowry must provide meals to approximately 300 coaches, officials and volunteers but has no way to pay for these meals. The request that was to be made tonight was for WCVA to fund this hospitality room. All agreed that this event has a major impact on our community as wrestlers from all over the state, and their families, stay in local motel rooms, eat at restaurants, purchase fuel and shop around town. No action may be taken tonight but board members agreed that they would be open to addressing this issue next month, even though it would be after the tournament. Mr. Parks and Mr. Connors estimated the cost would be no more than \$5,000 and were asked to fill out the appropriate funding request form and return it, along with receipts for hospitality room expenses, so that it may be added to the February agenda and the board could take action on it then.

#### **10.7 Terry Boyle, NCOT Tourism Grant proposal, 2015 Western State Ranch Rodeo Finals television commercial, for possible action**

Marc Page is interested in producing a commercial for his event and would like assistance from WCVA. He estimates the cost would be \$40,000. He would like to request \$20,000 from Nevada Commission on Tourism and \$20,000 from WCVA. This funding would be in addition to the Cooperative Funding he has been awarded by this board in the past. In 2014 WCVA Cooperative Funding for this event was \$20,000 (\$10,000 grant, \$10,000 underwriting). Board members were concerned that these amounts for one event were excessive but would be willing to work with Marc to explore other funding options. No action will be taken tonight. Kim and Terry are going to meet with Marc soon to discuss this in more detail.

#### **10.7 Accommodations tax 9-month refund requests, for possible action, Smirnes (\$432), Monson (\$465.34), Scow (\$540), Cassinos (\$383.40)**

*Terry Boyle made a motion to approve the accommodation tax 9-month refund requests for Andrew Smirnes (\$432), Willard Monson (\$465.34), Tracy Scow (\$540) and Bill Cassinos (\$383.40) Motion carried, 5-0.*

### **11. Director's Report.**

#### **11.1 Financial reports on WCVA events**

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

### **11.2 Closure of bank accounts on inactive WCVA events – Nev Open Horse Show, Wmca Jr Rodeo, Wmca Mule Show & Races, for possible action**

These are accounts for events we are not longer producing. We have kept them open for quite some time after we ceased producing the events in case they were started up again. But, at this time, we no longer need to keep these accounts open. The current balances in each account are: Nev Open Horse Show - \$9,971.17, Wmca Jr Rodeo - \$4,366.50 and Wmca Mule Show & Races - \$17,139.84. If they do start up again, the funds will be returned.

***Terry Boyle made a motion authorizing the closure of WCVA bank accounts for the Nev Open Horse Show, Wmca Jr Rodeo and Wmca Mule Show & Races. The funds will be deposited into the main WCVA bank account and will be returned if these events become active again. Motion carried, 5-0.***

## **12. Secretary and Counsel, Monthly report.**

### **12.1 Review monthly report, for discussion**

No report.

### **12.2 Chamber of Commerce report, for discussion**

This was included in Bill's report.

### **12.3 Update on delinquencies, for discussion & possible action**

Before this discussion can begin, ***Don Stoker made a motion waiving the confidentiality of the details regarding a local motel property so that this board can discuss their non-payment of room taxes. Motion carried 5-0.***

Days Inn has filed their room tax report for October 2014 but has not paid the room tax due. Shelly sent him the first notice after the due date and Bill has sent subsequent letters requesting payment of room tax plus penalties and interest. We have not had any response from them. According to Bill, the next step per NRS would be to ask the city council to initiate suspension or revocation of their business license. We must send a letter to the property owner 25 days before any administrative action such as this can be started. If the letter and request for payment was mailed tomorrow this period of time would be complete by our meeting in February and we could then make our request to the city council. ***Jim Billingsley made a motion authorizing Bill Macdonald to send the notice, as required by NRS, to the owner(s) of Days Inn notifying them of our intention to request that the Winnemucca City Council start the process to suspend or revoke their business license for non-payment of room tax. Motion carried, 5-0.***



**12.4 Update on renaming East Hall to Joe Mackie Hall, for possible action**

No report.

**12.5 Corrected copy of Annual report on lodging tax revenues to Taxation, for discussion & possible action**

At last month's meeting, there was a typo on this report so Bill has corrected it and included it in his packet for board members to review.

**12.6 Update on 2015 Run-A-Mucca charitable lottery application to Gaming Control Board, discussion**

We have been notified by Gaming Control that our lottery application for the Run-A-Mucca motorcycle has been approved.

**12.7 Update on Intersection Beautification, Winnemucca Recreation project, Winnemucca Arts Center & Visitor Center, East Hall parking lot repairs, Events Complex riding arena, for discussion & possible action**

Kim has tried to make contact with Michael Clay Construction to see where he is with getting a cost estimate for the East Hall parking lot repairs. So far, he has been unsuccessful. Kim will try to find someone else to work up these numbers as we need to get these repairs completed.

**13. Board Administrator.**

**13.1 December Financial Reports, for discussion**

Room tax revenue continues to decline.

**14. Other Business.**

None.

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

**16. Adjourn. *Terry Boyle made a motion to adjourn this meeting. Motion carried, 5-0.*** The meeting was adjourned at 6:15 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

\_\_\_\_\_  
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

---

KENDALL SWENSEN  
Board Administrator