

STATE OF NEVADA) July 18, 2012
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COUNTY OF HUMBOLDT)

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MINUTES, JULY 18, 2012

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, July 18, 2012 with Vice Chairman Rodd Stowell presiding.

2. Pledge of Allegiance.

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

Rodd William Stowell	Vice Chairman and Business Representative
Don Stoker	Treasurer and Motel Representative
Joyce Sheen	City Representative
Dan Cassinelli	County Representative
Bill Macdonald	Secretary and Counsel
Kendall Swensen	Board Administrator

Convention and Visitors Authority Board Officials Absent:

Terry Boyle	Chairman and Hotel Representative
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Staff Members Present:

Kim Petersen	Director
Shelly Noble	Administrative Clerk

Staff Members Absent:

None

Others Present:

Christine Chavez	Wmca Regional Raceway Assoc.
Melinda Roysdon	Wmca Regional Raceway Assoc.
KC Kubichek	Wmca Regional Raceway Assoc.
Darrel Field	WCVA – Run-A-Mucca
Shawn LaRaque	Wmca Regional Raceway Assoc.
Lowell Chichester	Winners Hotel Casino

4. Meeting Notice Report.

Vice Chairman Stowell reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday July 13, 2012 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 July 18, 2012 agenda, *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 unanimously, 4-0.*

6. Minutes.

Prior meeting minutes of June 20, 2012.

Joyce Sheen made a motion to accept the minutes of the June 20, 2012 meeting. Motion carried, 4-0.

7. Claims. The following claims were submitted for payment and approved on July 18, 2012:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	17442-17520	\$172,391.37

Don Stoker made a motion to approve all claims as submitted. The motion carried unanimously, 4-0.

8. General Business.

8.1 KC Kubichek, Winnemucca Regional Raceway Association, event update, for possible action

KC Kubichek and Mike Scott reported that this racing season has gone well so far. The weather has cooperated and the number of spectators is up. There are five remaining races this year: July 27, August 10 & 11, August 23 and September 21. One of the races that the WCVA helped to fund, the DCONN Race (dwarf cars) did not take place due to some scheduling conflicts. WRRRA presented this board with a check in the amount of \$5,000, which is the estimated portion of the funding that would have been allocated to this race. They may come back to this board and request these funds earlier next year so that they have more time to plan. The WRRRA also presented WCVA with a \$2,500 payment on the water truck loan.

8.2 Sean Marcinik, Daisy and Kinsey White Charity Poker Event, September 9, 2012, request for WH facility grant, for possible action

Mr. Marcinik is here tonight to request the use of the West Hall to host a poker tournament. The proceeds will go to the White Family who have two

daughters, ages 13 and 9, with a rare neurological disorder. They must make frequent trips to specialists for treatment. At this time, Sean has gotten commitments from 40-50 people to participate. ***Don Stoker made a motion approving the WH facility grant for the Daisy and Kinsey White Charity Poker Event, September 9, 2012. Motion carried unanimously, 4-0. Mr. Marcinik is responsible for any other Convention Center charges.***

8.3 Condition of WCVA billboard on US Highway 95/SR 140, for possible action

Board members have a picture of this billboard which shows its poor condition. Recently, high winds have caused the supports for the sign to collapse on the south-bound reader portion of the sign. The north-bound reader portion of the sign, behind it, appears to be in pretty good shape. Kim does not think it is salvageable. He would like some direction from this board on whether we should look into rebuilding, tearing it down, or other thoughts. ***Joyce Sheen made a motion authorizing Kim to arrange for the damaged billboard on US Highway 95/SR 140 be taken down and disposed of properly. Kim is authorized to contact YESCO and get the cost from them to re-build it or look into other locations on US Highway 95 for a billboard. Motion carried, 4-0.***

8.4 Accommodations tax 9-month refund requests, for possible action, Newmont Mining Corp. (\$1,707.60), Venable (\$405)
Dan Cassinelli made a motion to approve the accommodation tax 9-month refund requests for Newmont Mining Corp. (\$1,707.60) and James Venable (\$405). Motion carried unanimously, 4-0.

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 2012 Winnemucca Mule Races & Show, event report and update, discussion and possible action

Kim had hoped to have a final financial report to present to this board today but with all the recent events and activities at the fairgrounds, Sheree has not had time to finalize this report. Overall, the attendance and participation were way off. One of the main issues remains to be the difficulty in getting reliable volunteers to help out. A lot of the people who have helped over the years are tired and getting replacements is not easy. Kim brought up the possibility that this event has run its course and should be discontinued. Rodd suggested the addition of horse racing to the weekend's events as he believes that people bet more money on horses than they do on mules. Kim

tried to get horse racing included in this year's races but his contacts did not come through on this. Kim and WCVA board members all received a letter from Don Jacklin, President of the American Mule Racing Association, showing that organization's support for continuing the Mule Show and Races. Lowell Chichester, owner of Winners Hotel & Casino, also feels very strongly that this event should continue. This is a very good weekend for Winners. He suggested that the event may have to budget for paid staff instead of relying on volunteers. At this time, no decision will be made. Once the final report is completed, this decision will be placed on a future WCVA agenda.

9.3 2012 Run-A-Mucca, event report and update, discussion and possible action

Darrel reported that this year's event was down from previous years. The biggest impact on attendance at this event is the weather and this year the weather was cold and wet. This year's registered attendees was 498, compared to 640 last year. Darrel believes that when everything is accounted for the event will lose approximately \$1,000. Again, soliciting volunteers has become a major obstacle for putting on this event. RAM has started making donations to local groups in order to get their help. Lowell told the board that this is his best weekend of the year. He had nothing but praise for the volunteers, law enforcement and the entire community.

9.4 Winnemucca Hotel update, for possible action

Kim has received a report from the structural engineer and also drawings of the building prepared by the architect we hired. Copies of all reports were presented to board members. The bottom line is that to do basic structural repairs it is estimated that the cost will be between \$135,000 and \$180,000. This would be only the beginning of the costs involved to bring the building up to a standard that would allow it to be utilized in any capacity. Kim's opinion is that WCVA funds would be better spent on the addition to the Event Center that has been discussed. Board members agreed that room tax dollars should not be used to fund the restoration of this building. The reports we have funded will be made available to other organizations considering this project, and the WCVA may support other organizations who choose to invest in this project, but as of today the WCVA will not move forward to purchase the Winnemucca Hotel.

9.5 Silver State International Rodeo, event camping update, discussion and possible action

This year's event showed a large increase in participation. Things went pretty well overall. There are three years left on our contract with them. With the increase in participation, we ran out of camping sites at the Winnemucca Events Complex. To accommodate them, we need an additional 50 sites. Kim would like to put these in on the property along the freeway.

As an FYI...Don drove through the two RV parks near the fairgrounds and they were both completely full during this week. Something else that has come up is the possibility of hosting an additional week of youth rodeo. This would be for junior high age kids. The first week would be the SSIR high school participants. There would be a one day break and then there would be another SSIR with junior high participants. This is very tentative and Kim will keep this board informed as the SSIR organization looks into the viability of adding this event. Lowell commented that during last year's rodeo he saw very little impact in his hotel, restaurant and casino. This year's event was totally different. He experienced a big impact at Winners and strongly supports efforts to keep this event in Winnemucca and also to add the additional week of rodeo.

10. Secretary and Counsel, Monthly report.

10.1 Chamber of Commerce report

No report.

10.2 Review final form Resolution which adopted end of year budget actions at June meeting – for signing

No report.

10.3 Update on East Hall Carpet, for discussion and possible action

Bill and Kim continue to work on the specs for the carpet installation. Bill is in contact with the carpet manufacturer to ensure that the specs are written up correctly.

10.4 Report on East Hall Electronic Marquee and Awning Project, for discussion and possible action

No report.

11. Board Administrator.

11.1 June Financial Reports

Room taxes are down slightly. It's just another indication of the impact the pipeline had on collections last year.

11.2 Options to diversify cash investments, for possible action

No report.

11.3 Status of room tax audits, for possible action

No report.

12. Other Business.

12.1 TCF Concert update

Kim has started to do some advertising so tickets sales have increased a bit. We continue to be confident that the concert will be sold out.

12.2 Capital Improvement Budget

Kendall is preparing a Capital Improvement Budget and would like input from this board on projects they would like to fund this next year. After discussion, board members would like to consider:

- Visitor Center, \$500,000
- Melarkey intersection improvements, \$100,000
- Event Center addition, \$200,000
- WEC campground expansion, \$95,000
- Buckaroo Hall of Fame, \$200,000
- West Hall/East Hall remodel, \$100,000
- Covered Arena repairs, \$200,000

12.3 WEC Covered Arena

Kim has received a report on what is necessary to repair the Covered Arena and get it in compliance with insurance standards. He does not have a cost estimate yet.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, August 22, 2012, 4:00 pm.

14. Adjourn. *Don Stoker made a motion to adjourn this meeting. Motion carried, 4-0.* The meeting was adjourned at 5:50 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 _____, 2012

As written _____

As corrected _____

Winnemucca Convention & Visitors Authority Board

ABSENT

TERRY BOYLE
Chairman and
Hotel Representative

RODD WILLIAM STOWELL
Vice Chairman and Business Representative

DON STOKER
Treasurer and Motel Representative

JOYCE SHEEN
City Representative

DAN CASSINELLI
County Representative

Attest:

BILL MACDONALD
Board Secretary and Counsel

KENDALL SWENSEN
Board Administrator