

STATE OF NEVADA)
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COUNTY OF HUMBOLDT)

November 16, 2011

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MINUTES, NOVEMBER 16, 2011

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 16, 2011 with Chairman Terry Boyle presiding.

2. Pledge of Allegiance.

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

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
Bill Macdonald	Secretary and Counsel

Convention and Visitors Authority Board Officials Absent:

Kendall Swensen	Board Administrator
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Staff Members Present:

Kim Petersen	Director
Shelly Noble	Administrative Clerk

Staff Members Absent:

None

Others Present:

Kayla Doyle	LHS Grad Night
Shannon McEllan	LHS Grad Night
Brandon Eastman	LHS Grad Night
Deanna Eastman	LHS Grad Night
Heather Nelson	LHS Grad Night
Katrina Schaffner	LHS Grad Night
Lela Rinas	LHS Grad Night

4. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Thursday, November 10, 2011 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 16, 2011 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, 3-0. Rodd Stowell and Dan Cassinelli were not present for this vote.*

6. Minutes.

Prior meeting minutes of October 19, 2011.

Joyce Sheen made a motion to accept the minutes of the October 19, 2011 meeting. Motion carried, 4-0. Dan Cassinelli was not present for this vote.

- 7. Claims.** The following claims were submitted for payment and approved on November 16, 2011:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	16839-16898	\$112,895.54

Joyce Sheen made a motion to approve all claims as submitted. The motion carried unanimously, 4-0. Dan Cassinelli was not present for this vote.

8. General Business.

8.1 Butch Seals, Winnemucca Regional Raceway Association, event report, for possible action

Mr. Seals was not present so there was no discussion or action taken.

8.2 Deanna Eastman, LHS 2012 Drug-Free Grad Night Celebration, request for donation, for possible action

Mrs. Eastman provided the board with a tentative budget for this annual event. This party has been going strong, thanks to community support, for over 20 years. Senior parents plan and organize all the activities including music, games, food and prizes for each graduating senior. The board is very familiar with this event and has been a supporter since its inception. Last year this board increased their donation amount from \$2,500 to \$3,500.

Joyce Sheen made a motion approving a donation to the 2012 Lowry

High School Drug Free Grad Night Celebration, in the amount of \$3,500. Motion carried unanimously, 5-0.

8.3 Policy regarding convention Center facility grants, for possible action

No information was available so no action taken.

8.4 Jeff Dawson, Humb Co School District, request for Memorandum of Understanding re: HCSD use of Convention Center facility in the event of emergency, for possible action

Officer Dawson was not present so no action was taken. Board members spoke in support of the concept of this MOU and asked that it be placed on next month's agenda in hopes that Mr. Dawson can attend that meeting.

8.5 WCVA 2012 Cooperative Funding requests, for possible action

Besides the applications and other required documents that board members received last month for 2012 funding consideration, there was some additional information provided to board members tonight as they finalize these funding decisions. One of these is a letter from Jim Davis of Superior Livestock Auction. The 2012 auction will be their 20th anniversary of holding this event in Winnemucca. It started out as a relatively small auction that was 3 days in length and is now a full week of video auctions televised live on RFD-TV plus the Thursday night steak bar-be-que, serving approximately 1,000 people, with live music provided by several outstanding performers. For the past few years WCVA has awarded this event a \$15,000 grant along with the use of the West Hall at no charge for the entire week. Jim is requesting a grant in the amount of \$20,000 for 2012 so that he can fund additional entertainment at the bar-be-que. There was also a letter from the producers of the American West 4D Finals requesting a multi-year contract for their event at the \$15,000 annual funding level. *Joyce Sheen made a motion approving the 2012 Cooperative Funding amounts as recommended by Director Kim Petersen in the spreadsheet presented to board members with two exceptions: Jim Davis/Superior Livestock Auction will be awarded a \$20,000 grant and American West 4D Finals will be awarded a \$15,000 grant and a one year contract. This funding for AW4D includes WEC rental fees (\$3,200 facility fee for the Indoor Event Center, \$11,800 cash grant). Motion carried unanimously, 5-0.*

8.6 Accommodation tax 9-month refund requests, Scovil (\$492.30), Zuza (\$492.30), Garcia (\$504), for possible action

Rodd William Stowell made a motion to approve the accommodation tax 9-month refund requests for Kathy Scovil (\$492.30), Shirley Zuza (\$492.30) and Leroy Garcia (\$504). Motion carried unanimously, 5-0.

9. Director's Report.

9.1 Financial reports on WCVA events

These are included in the board packets.

9.2 Request for funding of shade cover for stalls at Winnemucca Events Complex, for possible action

As discussed previously, part of our contracted agreement with Silver State International Rodeo includes the availability of 400 shaded stalls for their participants. We were not able to provide that many for the 2011 event and Kim is working to have them for next year's rodeo. Initially, Kim had thought he would seek funding to build a pole barn-type structure that we could construct stalls in with the panels we bought from SSIR earlier this year. The cost (approximately \$100,000) and relatively small amount of stalls (50) we would get has Kim re-thinking other possible options. He is now proposing covering an additional 185-190 stalls with a mesh shade fabric designed to provide shade while allowing wind to pass through it so it will not be damaged. It would be installed each year in the spring and taken down each fall and stored in an effort to extend its use. Estimates Kim has received have come in between \$15,000-\$20,000 which includes the fabric, clips, cables, etc. WEC employees will be able to install and take down the cover. The board discussed bringing this matter before the County Commissioners to see if they would consider sharing in the expense, since the Winnemucca Events Complex is a county facility and receives the revenue from the stall rental fees, but members decided to vote on WCVA funding this project since there are other WEC projects on the horizon that we may want to work with the county on and are more expensive. ***Don Stoker made a motion approving funding, not to exceed \$18,000, for materials to cover additional stalls at the Winnemucca Events Complex. Motion carried unanimously, 5-0.***

9.3 Discussion and approval to solicit invitations for conceptual drawing of addition at Winnemucca Events Complex, for possible action

We have come to a point with a few of our larger events, Ranch Hand Rodeo the best example, where we need additional space for vendors and another concessions stand to avoid the back-up that is now a problem with the limited kitchen facilities at the Indoor Event Center. Kim would like to see an addition constructed on the east end of the Event Center that would accommodate vendors, additional food concessions, and include additional restrooms. When not in use for Event Center events, this room could be rented for meetings since there would be restrooms included in the structure. Kim envisions a roll-up door between this structure and the EC along with another roll-up door to the outside so that vendors and others could still drive

in to the building prior to events to set up and make deliveries. This is a project that we would need County support with but before going to the Commissioners Kim would like WCVA to fund a conceptual drawing of what this addition would look like to give the Commissioners a clear idea of what the project would involve. Initially, Kim was talking about a 40' x 40' addition but this board's opinion was that if you are going to this expense it should be a bit larger, maybe 40' x 60'. If approval for the drawing is approved by this board Kim would not contact anyone to start the drawings until Dan has a chance to discuss this idea informally with the other commissioners so that they are "in the loop" and see if they would consider supporting this addition. ***Joyce Sheen made a motion authorizing Kim to move forward with soliciting invitations for a conceptual drawing for an addition at the Winnemucca Events Complex, pending informal support from the Humboldt County Commissioners. WCVA will cover the total expense of this conceptual drawing. Motion carried unanimously, 5-0.***

9.4 Request for underwriting for Tri-County Fair concert, for possible action

For some time, the Tri-County Fair has struggled with low attendance and participation. The introduction of Pig Wrestling a few years ago has brought back some excitement, but only on Friday night. The spectators and participants alike truly enjoy this event and it has raised thousands of dollars for local non-profit organizations. The rodeo and other events, however, still do not attract the crowds they once did and Kim has been looking at ways to get some excitement back into fair weekend. Kim has been in contact with the agency that the organizers in Yerington use for their music festivals. They are able to attract top-notch entertainers and Kim thought this might be something that would work here too. After some discussions and suggestions from family and friends, the name Jake Owen has come up as a possible headliner for Saturday night, September 1, 2012. Kim showed the board (and our enthusiastic audience representing Grad Night) Jake Owen's music video of his hit song, "Barefoot Blue Jean Night". Kim also had prepared some information on Jake Owen, including the cost involved in bringing him to Winnemucca next year. Kim would like the WCVA to guarantee the cost of producing this show as an underwriting, approximately \$80,000. This includes the fee for Jake Owen, an opening act (TBD), production and advertising costs. He hopes that by generating some excitement for this show people will also attend the rodeo, take in the exhibits and spend money with the vendors. Since the concert will require the use of the Event Center, the rodeo will be moved back to the outside arena for afternoon performances on Saturday and Sunday. This will be the only appearance by Jake Owen in this region and Kim plans on advertising in Elko, Reno and all surrounding areas. He is hoping local motels will offer room packages but those details will have to be worked out later. For a first-

time event of this magnitude, a break-even on an estimated 2,500 tickets sold vs. the expenses will be considered a success and the basis to build on for future years. ***Dan Cassinelli made a motion to approve \$80,000 as an underwriting for a Tri-County Fair concert featuring Jake Owen and an opening act (TBD) on September 1, 2012. Motion carried unanimously, 5-0.***

The next phase will be to enter into an agreement with the agency putting together a series of dates for Jake Owen performances in 2012 in the western U.S. Kim will keep the board apprised of the details of the process.

10. Secretary and Counsel, Monthly report.

10.1 Discussion of meeting procedures, for possible action

No report.

10.2 Chamber of Commerce report

Included in Bill's report.

10.3 Report on delinquencies and possible action on liens

No report.

10.4 East Hall carpet update, bidding installation, handle stair and floor repair as time and materials items, for possible action

Carpet samples were shown to the board members. Staff has made a selection and this was shown to the board. Bill has done some research on going through the State Purchasing Agency to make this carpet purchase. This process includes utilizing a co-op of local governmental purchasing entities which advertises for bids and establishes a list of approved vendors and products through which we can make major purchases without having to go to individual bidding in a formal bid process. Once we have done that and ordered the carpet, we will be able to go out to bid for removal of existing carpet and installation of the new carpet. Because we cannot determine the extent of repairs which will be necessary to floors and stairs until the old carpet is removed, this portion of the project does not lend itself to competitive bidding, but will have to be done on a time and materials basis. ***Don Stoker made a motion to authorize Kim to proceed with participation in the State Purchasing procedure and cooperating agency and to order the selected carpet for the East Hall. Kim is also to proceed with the bid process for removal of old carpet and installation of the new carpet and to provide for making the necessary repairs to floors and stairs on a time and materials basis. Motion carried unanimously, 5-0.***

10.5 East Hall Roof Project status report, possible completion inspection, for possible action

Our insurance company has expressed that they require an inspection on the East Hall roof once it is completed in order to cover any possible future claims. Our cost for this would be approximately \$750. *Joyce Sheen made a motion approving the expenditure for an inspection of the East Hall roof once it is completed to make sure it complies with building standards.* There was some discussion about whether any changes required by an inspection would nullify the roof company warranty. Board members felt that any claims for damage may or may not be covered by our policy whether we proceed with the inspection or not. *Joyce Sheen revoked her motion. No action taken.*

10.6 Electronic Convention Center awning and marquees, for possible action

No report.

11. Board Administrator.

11.1 October Financial Reports

No report.

12. Other Business.

12.1 ACTRA Finals

Kim has been contacted by someone in the ACTRA organization who would like to enter into discussions about bringing the ACTRA Finals here once their contract in Reno has expired. If these discussions proceed and they appear serious about moving the finals here there will have to be a discussion with American West 4D producers about moving their event dates since the ACTRA Finals are the same weekend as the American West Finals in October. The ACTRA Finals would have a much larger impact on the community and would be a better event to fund for that weekend. Kim will keep the board informed if/when these discussions proceed.

12.2 Kim's upcoming surgery

Kim will be having surgery on Monday and will be out of the office for a couple of weeks after that.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, December 21, 2011, 4:00 pm.

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

The meeting was adjourned at 6:00 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 _____, 2011

As written _____

As corrected _____

Winnemucca Convention & Visitors Authority Board

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

ABSENT

KENDALL SWENSEN
Board Administrator