

- authorization of disclosure of confidential information of one or more licensees & possible action
 - 10.4 Possible update on Intersection Beautification, Winnemucca Recreation project, Winnemucca Arts Center & Visitor Center, Events Complex riding arena, for discussion & possible action
 - 10.5 Annual report on Tax on lodging revenues by jurisdiction, for information and discussion
 - 10.6 2016 Run-A-Mucca lottery report, for review & action
 - 10.7 2017 Run-A-Mucca lottery gaming license application, for review & action
 - 10.8 Annual counsel's rep letter for audit purposes, for discussion
 - 11. Board Administrator
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 - 11.2 Room tax audit report
 - 12. Other Reports
 - 13. Next Meeting Date
 - 14. Adjournment
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MINUTES, NOVEMBER 16, 2016

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, 2016 with Chairman Terry Boyle presiding.
2. **Pledge of Allegiance.**
3. **Attendance.** *Convention and Visitors Authority Board Officials Present:*

Terry Boyle	Chairman and Motel Representative
Herb Ross	Vice Chairman and Hotel Representative
Jim Billingsley	Treasurer and City Representative
John Arant	Business Representative
Bill Macdonald	Secretary and Counsel
Kendall Swensen	Board Administrator

Convention and Visitors Authority Board Officials Absent:

Ron Cerri	County Representative
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Staff Members Present:

Kim Petersen	Director
Shelly Noble	Administrative Clerk

Staff Members Absent:
None

Others Present:

Brenda Heintz	Shooting the West
Roberta Rothwell	Shooting the West
Todd DeLong	Wmca Trap Club
Tammy Mariluch	Wmca Trap Club
Ben Garrett	Wmca Trap Club
Kent Arrien	Humb Co Shooting Park

4. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, November 10, 2016 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, 2016 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.*

6. Minutes.

Prior meeting minutes of October 19, 2016.
Jim Billingsley made a motion to accept the minutes of the October 19, 2016 meeting. Motion carried, 4-0.

7. Claims. The following claims were submitted for payment and approved on November 16, 2016:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	21361-21415	\$164,554.63

John Arant made a motion to approve all claims as submitted. The motion carried, 4-0.

8. General Business.

8.1 Jasmyne Herrera, Miss Rodeo Nevada, introduction and information, for discussion

Ms. Herrera did not attend this meeting.

8.2 High Desert Challenge, December 10 & 11, 2016, request for Cooperative Funding, for possible action

This is an annual youth wrestling event held at the Winnemucca Events Complex. It started as a weekend tournament that was held in February but now is held in conjunction with the Cody Louk Invitational High School Wrestling Tournament in December. This request is for one day's facility fee for the Event Center and kitchen. The board agreed that these athletic events are good events that they want to continue to support. ***John Arant made a motion to approve a \$950 grant for the High Desert Challenge youth wrestling tournament to be held in December. Motion carried, 4-0.***

8.3 Nevada State PITA Shoot, May 19-21, 2017, request for Cooperative Funding, for possible action

Tammy Mariluch, Ben Garrett and Todd DeLong are members of the Winnemucca Trap Club. They were successful in securing the 2017 Nevada State PITA (Pacific International Trapshooting Association) Shoot here in May and are requesting a grant along with the use of WCVA equipment to be used at the trap club throughout the weekend. They expect 130 participants (the maximum they can accommodate at this time) from the western U S and Canada, including up to 12 local participants. There will also be spectators who travel with the participants and they are all expected to stay in Winnemucca from Thursday until Monday. There are a lot of activities that will take place at the trap club, which is why they are making this request. They will be renting tents and other items and need seating, etc. for everyone involved. If this goes as well as they expect it to, the event could return to Winnemucca every 3 years or so. ***John Arant made a motion to approve a \$5,000 grant along with the use of the following pieces of WCVA equipment:***

- ***Tables and chairs***
- ***Sound system***
- ***Power cords and boxes***
- ***Shower/restroom trailer***

These will be used at the Nevada State PITA Shoot to be held May 19-21, 2017 at the Winnemucca Trap Range. Motion carried, 4-0.

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

The WCVA received a letter from Kent regarding his desire to complete the ADA access project, primarily at the Archery Range, at the Humb Co Shooting Park. In his letter, Kent estimates that \$3,500 in materials is necessary for this portion of the project. He is here tonight to let the board know that even though the letter was not real clear, he does not expect the WCVA (or any organization) to fund this entire amount. He is just requesting assistance from various entities to make these improvements.

The county has agreed to provide “in-kind” services. Other groups and individuals have expressed their interest but have not committed specific amounts. ***Jim Billingsley made a motion to approve a \$1,000 grant to the Humb Co Shooting Park to be used in the completion of the ADA accessibility at their facility. Motion carried, 4-0.***

8.5 2017 WCVA Cooperative Funding requests, for possible action

To date, we have only received 13 funding requests for 2017. All events that received funding in 2016 were mailed the funding form and asked to have it completed and returned to the Convention Center by November 8. Copies of the completed request forms we received and other event information were included in the board packets. Kim has made his recommendations and these are on a spreadsheet that board members were given today. Most of the requests are similar to previous years. Representatives from Shooting the West are present tonight to participate in the discussion for their event.

- Shooting the West Committee representatives Brenda Heintz and Roberta Rothwell, Shooting the West Photography Symposium, March 6-12, 2017

Brenda showed the board a time-lapse video taken in and around Winnemucca during the 2016 event. It was a lot of fun to watch. This event has, traditionally, been held in March but over the years there have been issues with the availability of motel rooms when the youth wrestling tournament was in town at the same time. For this reason, a couple of years ago Brenda planned the 2016 event to take place in April. This did not work well for a lot of people and they are returning to their March dates next year which should be no problem since the wrestling tournament is no longer being held here that month. Brenda presented a check to the board in the amount of \$2,500, which is half of the underwriting they were awarded for this year’s event. Due to decreased attendance at the event she was not able to return the entire amount at this time. She hopes to return the remaining \$2,500 in the upcoming months. For the 2017 event, Brenda and the committee are requesting a facility grant for the use of the Mackie/East Hall and the West Hall in the amount of \$7,000. No cash request was made. Brenda is confident that they will be able to produce a successful event without any funding from the WCVA other than the use of the facility. Kim asked about incorporating Winnemucca’s 100th Anniversary into their program for 2017 and Brenda agreed to work to do this. Brenda also announced to the board her intention to “retire” from Shooting the West after the 2018 event, which will be its 30th anniversary. She agreed that the word “retire” may not be totally accurate since her position is not a paid one, but she will no longer coordinate the event and the STW board will, most likely, discontinue their work with the event at the same time. WCVA board members complimented her work to get this event to its current

level of profitability and were sorry to hear that she will be leaving after 2018. Brenda said she would be willing to work with a replacement if anyone has a suggestion for someone who may be interested. ***Jim Billingsley made a motion approving a Mackie/East Hall and West Hall facility grant in the amount of \$7,000 for the 2017 Shooting the West Photography Symposium, March 6-12, 2017. Motion carried, 4-0.***

The remaining requests were discussed. Kim had concerns on a couple of the requests so these were not awarded at this time. These were:

- Cow Country Classic, July 20-23, 2017, request for \$10,000 grant. Kim would like to speak with Conrad Stitser, the producer, about his attempts to “grow” this event before a funding decision is made.
- Wmca Goldrush Softball Tournament, date tbd, request for \$7,000 grant.

Since their association doesn't set its summer tournament dates until January, they will not know if they have a summer tournament as part of a series of tournaments, or if they will be awarded the state tournament again. The level of last year's award was based on it being the state tournament and since it's unlikely that they will be awarded that tournament again, this board would like to postpone a funding decision until February and request that a representative from their organization attend that meeting. Also, they did not include a current bank statement with their back up materials, which this board requires.

Jim Billingsley made a motion to approve the 2017 WCVA Cooperative Funding recommendations made by Director Kim Petersen as presented. Approvals as follows:

<i>777 Barrel Racing, Hairy Horse Race</i>	<i>\$ 3,000</i>	<i>G</i>
	<i>\$ 2,000</i>	<i>U</i>
	<i>\$ 2,400</i>	<i>Fac</i>
<i>777 Barrel Racing, Play Day</i>	<i>\$ 1,000</i>	<i>G</i>
<i>Chamber of Commerce, Visitor Center</i>	<i>\$15,000</i>	<i>G</i>
<i>Labor Day Bulls & Broncs Rodeo</i>	<i>\$15,000</i>	<i>U</i>
<i>Winnemucca Wheels</i>	<i>\$ 5,000</i>	<i>U</i>
<i>Run-A-Mucca Motorcycle Rally</i>	<i>\$50,000</i>	<i>U</i>
<i>Tri-County Fair</i>	<i>\$ 2,500</i>	<i>G</i>
<i>Humb Co High School Rodeo</i>	<i>\$ 5,000</i>	<i>G</i>
<i>Winnemucca Balloon Festival</i>	<i>\$ 1,500</i>	<i>G</i>
<i>Nev Christian Motorcyclists State Rally</i>	<i>\$ 1,250</i>	<i>G</i>
<i>Superior Livestock Auction</i>	<i>\$15,000</i>	<i>G</i>

Motion carried, 4-0.

8.6 Accommodations tax 9-month refund requests, for possible action, Davey (\$864), Hicks (\$432)

Terry Boyle made a motion to approve the accommodation tax 9-month refunds for Charles Davey (\$864) and Randy Hicks (\$432). Motion carried, 4-0.

9. Director's Report.

9.1 Financial reports on WCVA events

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

9.2 Winnemucca Centennial Silver Coins, request for advance funding, for possible action

At last month's meeting, board members asked Kim to check with the city about their plans for centennial coins to make sure that they are not going to produce silver commemorative coins before the WCVA proceeds with this project. Kim stated tonight that he spoke with Steve West and that the city does not plan to produce a silver coin for the centennial so he would like to proceed with getting these produced. Kim still has the two quotes he presented to this board last month and would like approval for the production of 500 coins at an estimated cost of \$13,000. They will be sold at outlets around town so the funding will be recovered. *John Arant made a motion to approve up to \$14,000 for the production of 500 Winnemucca 100th commemorative coins. Motion carried, 4-0.*

9.3 Disposal of surplus copier, for possible action

Recently, WCVA entered into a lease for a new office copier. The old one still copies ok but some of the features we require for posters and booklets aren't working correctly. The new machine was installed a few weeks ago but we still have the old copier, which we own outright. Kim is asking for approval to see if he can find a new home for it, possibly with a non-profit or other organization around town. The only drawback is that it's quite large. *Jim Billingsley made a motion authorizing Kim Petersen to dispose of the old office copier. Motion carried, 4-0.*

9.4 WEC Covered Arena replacement plan, for discussion & possible action

Kim does not have any updates on this item. He (and the county) are still waiting to hear from the insurance company on the settlement amount.

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

No report.

10.5 Annual report on Tax on lodging revenues by jurisdiction, for information and discussion

No report.

10.6 2016 Run-A-Mucca lottery report, for review & action

Bill has prepared the required report for the Nevada Gaming Control Board on the 2016 motorcycle lottery (raffle). This is included in his packet. The proceeds were \$267 and, once again, were allocated towards the Lowry Drug Free Graduation Celebration. *Herb Ross made a motion to approve Resolution 8-4 and the 2016 Run-A-Mucca lottery report as presented. Motion carried, 4-0.*

10.7 2017 Run-A-Mucca lottery gaming license application, for review & action

Also included in Bill's report, was the application and backup materials for the Nevada Gaming Control Board for the 2017 Run-A-Mucca lottery. *Jim Billingsley made a motion to accept the 2017 Run-A-Mucca lottery gaming license application as presented. Motion carried, 4-0.*

10.8 Annual counsel's rep letter for audit purposes, for discussion

Each year the board is asked if they are aware of any pending liabilities or Litigation that he is required to report. If so, please contact Bill with this information.

11. Board Administrator.

11.1 October Financial Reports, for discussion

Room taxes are up slightly for the fiscal year but are still not as good as we would hope.

11.2 Room tax audit report

No report.

12. Other Business.

12.1 Archery event

Kim is working with Kent and the Shooting Park to try to bring an indoor archery competition to town, which would be held in the Event Center. He will report back when he has more information.

12.2 Silver State International Rodeo

SSIR has made a couple payments towards the NSF check that was written to WCVA a few months ago for stalls and camping during their event. Board members would like their representative to attend a future meeting to discuss changes they are planning to implement so that their event is profitable and they are able to cover their expenses going forward.

12.3 At-A-Glance sheets

This month's WCVA informational sheets were handed out to the board. In addition to the data on phone calls, etc. were copies of ads we have recently run in various publications and the circulation of these publications.

12.4 Mackie/East Hall exterior

Herb expressed his concern about the condition of the exterior of the Mackie/East Hall. He would like to discuss improvements that need to be made at next month's meeting.

12.5 WCVA board terms

Herb asked who/when the current board terms would be ending. Bill stated that Terry, John and Herb's positions would be ending at the end of the year. If they are interested in being re-appointed, they will need to write a letter to the commissioners.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, December 21, 2016, 4:00 pm.

14. Adjourn. *Herb Ross made a motion to adjourn this meeting. Motion carried, 4-0.*

The meeting was adjourned at 5:45 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 _____, 2016

As written _____

As corrected _____

Winnemucca Convention & Visitors Authority Board

TERRY BOYLE
Chairman and
Motel Representative

HERB ROSS
Vice Chairman and
Hotel Representative

JIM BILLINGSLEY
Treasurer and City Representative

ABSENT
RON CERRI
County Representative

JOHN ARANT
Business Representative

Attest:

KENDALL SWENSEN
Board Administrator

BILL MACDONALD
Board Secretary and Counsel