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 - 10.1 Review monthly report, for discussion
 - 10.2 Chamber of Commerce report, for discussion
 - 10.3 Update on delinquencies, for discussion, possible request for authorization of disclosure of confidential information of one or more licensees & possible action
 - 10.4 Annual report on Tax on lodging revenues by jurisdiction, for information and discussion
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 - 10.6 Possible update on Intersection Beautification, Winnemucca Recreation project, Winnemucca Arts Center & Visitor Center, Events Complex riding arena, for discussion & possible action
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 - 11.1 September Financial reports
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 - 12. Other Reports
 - 13. Next Meeting Date
 - 14. Adjournment
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MINUTES, OCTOBER 19, 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, October 19, 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
Ron Cerri	County Representative
John Arant	Business 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:

Brian Stone	Winners Hotel Casino
Debi Bell	Downtown Business Association
Maureen Macdonald	Winnemucca Basque Club
Debbie Stone	Humb Co Chamber of Commerce

4. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, October 14, 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 October 19, 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.*** Ron Cerri was not present for this vote.

6. Minutes.

Prior meeting minutes of September 21, 2016.

Jim Billingsley made a motion to accept the minutes of the September 21, 2016 meeting. Motion carried, 4-0. Ron Cerri was not present for this vote.

7. Claims. The following claims were submitted for payment and approved on October 19, 2016:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	21304-21360	\$114,221.93

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

8. General Business.

8.1 Patricia Setzer, Wmca Host Lions Club Health Fair, March 19, 2017, request for EH facility grant, for possible action

Patricia Setzer was not at today's meeting but the board agreed that this is an event that they have supported for many years and would like to continue to do so. The Lions Club always have a very robust turnout as community members take advantage of a variety of health screenings that are offered at a reduced cost. There are also many different local organizations who have booths and provide information about the services that they provide. The Lions Club works with Humboldt General Hospital to produce this event. As in past years, the Lions Club is requesting the use of the Mackie/East Hall Main Floor for their annual health fair on March 19, 2017. *Jim Billingsley made a motion to approve a \$600 facility grant for the use of the Mackie/East Hall Main Floor for the Winnemucca Host Lions Club Annual Health Fair, March 19, 2017. Motion carried, 4-0.* Ron Cerri was not present for this vote. The Winnemucca Host Lions Club is responsible for any other customary Convention Center charges.

8.2 Debi Bell, Downtown Business Association Santa's Village, December 10, 2016, request for EH facility grant, for possible action

Debi is here today to request the use of the Main Floor of the Mackie/East Hall for this holiday event. This will be the second year they have held a Santa's Village. Last year they held it in the old fire hall but since that building is no longer available, they are making the request here today. This is a fundraiser for the Downtown Business Association (DBA) and all of the personnel that work at the Santa's Village are volunteers. There will be various activities available for local children, as well as a visit from Santa and a hay ride. Last year they had 400 gift bags prepared and at the end of the day there were only 4 or 5 left, so it was very well attended. *Jim Billingsley made a motion to approve a \$600 Mackie/East Hall facility grant for the DBA Santa's Village on December 10, 2016. Motion carried, 4-0.* Ron Cerri was not present for this vote. The DBA is responsible for any other customary Convention Center charges.

8.3 Louis Mendiola, Winnemucca Basque Festival, 2016 event update, for discussion

Louis was unable to be here today so Maureen Macdonald attended to give an update on this annual event. This year's event was very successful. The Basque Club added a couple of events to their festival along with the live video feed into the West Hall showing what was going on outside. This was a big hit with everyone. Only a few years ago it looked like this event would be discontinued but the club members have stepped up and reinvigorated it to the point that they have begun to make plans to host the national NABO Festival in 2018. As with a lot of organizations, one of the main issues with

planning a festival is the lack of volunteers but they are hopeful they can get locals, both Basque and not, to help out in future years. For 2017 they are looking to build on their successes and, possibly, have a kickoff event on Friday. Maureen is here to express thanks to the WCVA from the Basque Club for their support over the years and is looking forward to many future festivals.

8.4 Marc Page, WSRRA National Finals Ranch Rodeo, November 3-6, 2016, request for funding, for possible action

Marc could not be here tonight but the board agreed that this was a good event that takes place at a time in our community that is, otherwise, very slow. While there are participating teams from several western states and Canada, drawing spectators continues to be a challenge for this event. ***Herb Ross made a motion approve a \$10,000 grant and \$10,000 underwriting for the WSRRA National Finals Ranch Rodeo, November 3-6, 2016. Motion carried, 5-0.***

8.5 Future of Winnemucca Mule Races, for discussion and possible action

After being contacted by Don Jacklin about the possibility of having mule racing here again, Terry opened this discussion by relating to the board his research into the viability of bringing these races back to the fairgrounds in June. Overall, the mule and horse racing industry has been declining for many years. In the 1990s, we would have 10 races on both Saturday and Sunday and have 10 mules in each race. At our last racing event in 2013 we had only 6 races on Saturday and 5 on Sunday. Most of those races had only 5 or 6 mules racing. Spectators expect more mules to make the races more compelling and be able to place a variety of bets. Tracks in this part of the country (Boise, for example) have closed all together and Elko had problems attracting enough horses for their races this past September. The issue of a reduced number of racing mules is the main problem but there is also the issue of the condition of our track, which is very poor at this time. According to Kim, the railing was installed in 1994 or 1995 and is now brittle and disintegrating. Pieces that break off easily are a safety hazard and the cost estimate he got for just a portion of the railing (without installation) was over \$36,000. Board members were provided with pictures which showed the condition of portions of the railing. Additionally, over the years sand and dirt have blown in so that at some spots on the track the railing is only a foot or two above the ground. The issues with the railing do not take into account the track itself which would need some major overhauling to make it acceptable for racing. Then there is the problem of attracting volunteers to help out. A minimum of 45 volunteers are needed to successfully produce a racing weekend. Sheree and Kim have attempted to contact people that have helped in the past and they are not interested in helping out at this time. Having experienced and conscientious personnel is vital for the safety and

success of this event. The board members have a copy of an email that Don Jacklin sent to Terry and a few other community members on Monday. In it he cites the WCVA staff's lack of support as the reason he will not continue to pursue these races. Both Terry and Kim felt that the tone of the email was accusatory in nature and did not accurately reflect the WCVA's position on the viability of reviving the mule races. Terry will respond to this email and make sure that board members received a copy.

8.6 Request for payment of WEC facility fees – Cody Louk Invitational Wrestling, December 9 & 10, 2016 and 3A Regional High School Basketball Tournament, February 16-18, 2017, for possible action

The wrestling tournament is an annual event that this board has supported for many years and brings to town high school wrestlers and their families. The basketball tournament is an event we haven't hosted in a while but it will also bring in high school athletes and their supporters as well. The total cost for the rental of the Event Center and the installation/removal of the plastic floor for these two events is \$5,800. The board all agreed that these were the types of events that were good for the entire community. *Jim Billingsley made a motion approving a \$5,800 grant for payment of WEC facility fees for the Cody Louk Invitational Wrestling Tournament, December 9 & 10, 2016 and the 3A Regional Basketball Tournament, February 16-18, 2017. Motion carried, 5-0.*

8.7 Accommodations tax 9-month refund requests, for possible action, Fait (\$383.40), Barber (\$475.20), McDonald (\$784.80), Coe (\$323.01), Venable (\$432), Mackman (\$495.56)

Terry Boyle made a motion to approve the accommodation tax 9-month refunds for James Fait (\$383.40), Austyn Barber (\$475.20), Tommy McDonald (\$784.80), Kendall Coe (\$323.01), James Venable (\$432) and Jeff Mackaman (\$495.56). Motion carried, 5-0.

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 Financial reports and updates on 2016 events – Run-A-Mucca, Fifties Fever, Tri-County Fair, for discussion

Reports for these three events were included in the board packets for review. The bottom line on all three is not good. As this board is aware, Fifties Fever is in the process of re-vamping with a change of name (Winnemucca Wheels)

and a change of date. The committee has been able to attract more members and they are working hard to turn this event around. Run-A-Mucca is planning a similar re-organization.

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

Kim and Michelle have been attending the meetings with the City, Chamber and Humboldt Museum to discuss plans for the upcoming centennial celebrations in 2017. Bill pointed out that the celebrations will be of the city's incorporation in 1917 after merely being a "town" for more than 60 years. The city had planned to produce a coin commemorating the event. Kim is exploring a silver centennial coin as well. He got a couple of price quotes and would like this board to approve an expenditure for 500 coins that would be sold to recoup the initial outlay. There was some discussion about the city's intent to also produce a silver coin. This board does not want to have any duplication. In his discussions with the city Kim said they did not express an interest in silver coins, which is why he proceeded with the idea of having WCVA produce a coin. It was his understanding that the City had another material in mind for their coin that was less expensive. The board members were in favor of this project but directed Kim to meet with city officials to make sure they are not planning to produce a silver coin. If that is the case, they will discuss approving this at a future meeting.

9.4 WCVA Annual Report, FY 2015, for discussion

Kim handed out preliminary copies of the 2015 WCVA Annual Report. Board members briefly went through it as Kim pointed out some of the information it contains including WCVA revenues and expenditures, room tax receipts, event economic impacts and Cooperative Funding recipients over the years. Kim is planning to present this report to the City and County at some time in the future.

9.5 Winnemucca Centennial Celebration plans, for discussion & possible action

See item 9.3 above.

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

The county has received notification from the insurance company that the cost to repair the covered arena is approximately \$600,000. They (the insurance company) do not feel it is worth spending that amount on repairs so have offered the county a settlement of approximately \$400,000. Dave Mendiola and Kent Maher questioned why the settlement amount was so much below the repair amount and have challenged this settlement amount. At this time, negotiations are taking place and once an amount is agreed upon we will be able to move forward with demolition of the old arena and

the building of a new facility to replace it. We know that this new building will not be completed in time for the 2017 barrel race held in conjunction with the Ranch Hand Rodeo. Kim had thought that this barrel race would have to be cancelled for a year but in discussions with the local barrel racing organization it has now been decided to hold it in the outdoor arena, weather permitting. Kim and the local barrel racers who coordinate this event will keep an eye on the expected weather 7 to 10 days before Ranch Hand Rodeo starts and if it looks like there will be stormy and cold weather they will cancel the barrel race and Ranch Hand Rodeo will issue refunds for entry fees they have received. There will have to be some work done on the dirt that is in the outdoor arena as it is not conducive to barrel racing, but Kim is confident that the fairgrounds staff can get it into acceptable condition.

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

No report.

10.5 Silver State International Rodeo contract changes, discuss possible changes

No report.

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

Room taxes were up slightly for the fiscal year through September although Terry pointed out that for the calendar year January through August they are still down by about 3%.

11.2 Room tax audit report

No report.

12. Other Business.**12.1 Event recruitment**

Herb asked Kim if it would be possible to receive a list of prospective events that he is working to bring to Winnemucca. Kim said he would get a list together to present to the board.

12.2 WEC staffing changes

Kim announced that WEC Supervisor, Sheree Tibbals will be retiring February 3, 2017. Sheree works alone and does a multitude of different tasks each day, along with coordinating the Ranch Hand Rodeo and the Labor Day Rodeo, among other events. It is for these reasons that Kim is going to be going before the County Commission on November 15 to request a waiver to the county attrition policy and also make a request to hire her replacement by January 1, 2017 to help make the transition as smooth as possible. Sheree has been in her position for 27 years so it is imperative for the success of our events that this request be approved.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, November 16, 2016, 4:00 pm.

14. Adjourn. *John Arant made a motion to adjourn this meeting. Motion carried, 5-0.*

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

RON CERRI
County Representative

JOHN ARANT
Business Representative

Attest:

KENDALL SWENSEN
Board Administrator

BILL MACDONALD
Board Secretary and Counsel

Convention & Visitors Authority Board Meeting October 19, 2016