

13. Next Meeting Date

14. Adjournment

MINUTES, APRIL 16, 2014

1. **Time, Place and Date.** The Winnemucca Convention and Visitors Authority met in regular session in full conformity with the law at the Winnemucca Inn, Humboldt Room, Winnemucca, Nevada at 4:00 pm on Wednesday, April 16, 2014 with Chairman Terry Boyle presiding.
2. **Pledge of Allegiance.**
3. **Attendance.** *Convention and Visitors Authority Board Officials Present:*

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|----------------------|---|
| Terry Boyle | Chairman and Hotel Representative |
| Rodd William Stowell | Vice Chairman and Business Representative |
| Don Stoker | Treasurer and Motel Representative |
| Bill Macdonald | Secretary and Counsel |

Convention and Visitors Authority Board Officials Absent:

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|-----------------|-----------------------|
| Jim Billingsley | City Representative |
| Dan Cassinelli | County Representative |
| Kendall Swensen | Board Administrator |

Staff Members Present:

| | |
|--------------|----------------------|
| Kim Petersen | Director |
| Shelly Noble | Administrative Clerk |

Staff Members Absent:

None

Others Present:

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|------------------|----------------------------------|
| Joe McIntyre | Cowboy Country & Bluegrass Assoc |
| Dawn Baldwin | Cowboy Country & Bluegrass Assoc |
| Carmen Kofoed | Winnemucca Publishing |
| Joyce Sheen | Humboldt Sun |
| Joseph L. Gough | Humb Hospital Auxiliary |
| Roberta Rothwell | Shooting the West |
| Brenda Heintz | Shooting the West |
| Todd Lewis | United Methodist Men |
| Norm Burnett | United Methodist Men |
| Chad Peters | Lowry High School |
4. **Meeting Notice Report.**

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, April 11, 2014 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 April 16, 2014 agenda, and report by Counsel that he saw nothing in the Agenda requiring a business economic impact study or statement, *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, 3-0.*

6. **Minutes.**
Prior meeting minutes, March 26, 2014.
Rodd William Stowell made a motion to accept the minutes of the March 26, 2014 meeting. Motion carried, 3-0.

7. **Claims.** The following claims were submitted for payment and approved on April 16, 2014:

| <u>BANK ACCOUNT</u> | <u>CHECK NUMBERS</u> | <u>AMOUNT</u> |
|---------------------|----------------------|---------------|
| Nevada State Bank | 19077-19134 | \$154,580.84 |

Don Stoker made a motion to approve all claims as submitted. The motion carried, 3-0.

8. **General Business.**

8.1 Brenda Heintz, Shooting the West, event update, for discussion only

Brenda and Roberta Rothwell are here today to express their thanks to the WCVA for the support of their event. They also presented WCVA with a check in the amount of \$5,000 to re-pay the underwriting portion of their funding. Board members could not remember Shooting the West ever returning any of their underwriting and thanked the committee for all their hard work.

8.2 Todd Lewis, United Methodist Men, request for WH facility grant, Public Safety Appreciation Banquet, April 24, 2014, for possible action

Todd is before the board today to request the use of the West Hall of the Convention Center for their annual event. He expressed his appreciation for WCVA’s past support. Previously, it was the Peace Officers Banquet but this year, besides law enforcement, they are inviting HGH emergency personnel, BLM personnel and members of the rural and city fire departments. WCVA has supported this event for many years and members agreed that they would like to continue to do so. *Don Stoker made a*

motion to approve a WH facility grant (\$360) and kitchen grant (\$150) for the United Methodist Men's Public Safety Appreciation Banquet, April 24, 2014. United Methodist Men are responsible for any other customary Convention Center charges. Motion carried, 3-0.

8.3 Todd Lewis, United Methodist Men, request for WH kitchen grant, Buckaroo Breakfast, August 30 & 31, 2014, for possible action
 This event is another long-time, annual event that the United Methodist Men produce as a fundraiser for their organization. The breakfast is on the Nixon Lawn during Tri-County Fair weekend, but they do the cooking in the West Hall kitchen. ***Rodd William Stowell made a motion to approve a WH kitchen grant (\$300) for the United Methodist Men's Buckaroo Breakfast, August 30 & 31, 2014. United Methodist Men are responsible for any other customary Convention Center charges. Motion carried, 3-0.***

8.4 Chad Peters, NIAA Nevada State Wrestling Tournament, February 13 & 14, 2015, request for funding, for discussion and possible action

Chad wanted to speak to this board about the upcoming state high school wrestling tournament in February 2015. All divisions will be competing, 1A through 4A. The NIAA has been in contact with schools from the south who want specific guarantees about availability of rooms for the teams traveling to Winnemucca. All of these rooms need to have two beds. They want 100 rooms at one property (not possible) and they want a room rate guarantee. Schools from the Reno area need approximately 50 rooms and the remaining teams from around the state will need an additional 50 rooms. Chad is here today to discuss the possibility of going to local properties to try to reserve blocks of rooms for these teams. Obviously, we do not have a property with 100 rooms containing two beds, but our properties are close together so arranging the bus transportation shouldn't be a problem. As far as the rates charged, WCVA does not get involved with negotiating room rates, but Chad offered to speak with individual owners. Another suggestion was to have a meeting with the owners/managers of the larger properties to let them know that this was coming up and ask them to work with Chad when he approaches them. This past February showed room taxes down significantly so if they would hold a block at an agreed upon price for the wrestling teams, they could then charge their standard rate for the remaining rooms which would be used by family members traveling to support their teams. Most of the rooms in town should be filled for at least one night, possibly two. Kim will work with Chad and Terry to set up a meeting and then Chad will speak with property management one-on-one. This is a great event and comes at a time of the year that is slow so everyone is hopeful that an arrangement can be worked out.

8.5 Holly Rudy James, Winnemucca Publishing, request for WH facility grant, Primary Election Candidate Night, May 13, 2014, for possible action

Holly is out of town so Carmen Kofoed is here today to make this request. Winnemucca Publishing would like to hold a small candidate's night before the Primary Election on May 13, in the West Hall. The Hospital Board and the open position for judge in the 6th Judicial District are the two main races that are contested in this primary, but the candidates that will be on the ballot in November will also be invited. They would like to request the use of two rooms for this event. *Don Stoker made a motion to approve a WH facility grant (\$240) to Winnemucca Publishing for a Primary Election Candidate Night, May 13, 2014. Motion carried, 3-0.*

8.6 Joe Gough, HGH Auxiliary, request for WH facility grant, Auxiliary Awards Banquet, June 17, 2014, for possible action

This Awards Banquet is another annual event that the WCVA board has supported as a way to recognize the Auxiliary's contributions to our hospital and community. *Don Stoker made a motion to approve a WH facility grant (\$240) and kitchen grant (\$150) for the HGH Auxiliary's Award Banquet, June 17, 2014. HGH Auxiliary is responsible for any other customary Convention Center charges. Motion carried, 3-0.*

8.7 Joe McIntyre, Cowboy Country & Bluegrass Association, request use of Convention Center tents, June 13 & 14, 2014, for possible action

Mr. McIntyre would like to request use of the event tents purchased by WCVA a few years ago. They would be used during the bluegrass festival, on June 13 & 14, for shade up at Pioneer Park. Mr. McIntyre has contacted the Honor Camp to put the tents up, since they are the labor force that we use when we put them up for events. Kim explained to Mr. McIntyre that the Honor Camp, by themselves, are unable to put the tents up. They require constant supervision so he is always present when they are doing this work to make sure it is done correctly and that the tents are handled appropriately. Bill addressed issues that came up after this board agreed to lend the tents to the Humboldt County Chamber of Commerce last fall for use at the Fall Farm Festival at the Lazy P Adventure Farm. As everyone here knows, there was a freak snow storm right before Halloween and the tents collapsed due to the weight of the heavy, wet snow. It was fortunate that it happened at night so no one was near the tents or there could have been some serious injuries. Our insurance company was not happy that they were off county property. As a result, Bill's recommendation would be that the WCVA does not lend or rent these tents out to anyone and that the use of these tents be limited to our events on the Nixon Lawn, in front of the West Hall of the Convention Center, and at the Winnemucca Events Complex. The board

agreed so these tents will not be lent to anyone or any organizations. Mr. McIntyre now would like to request funding from this board so that he can rent tents out of Reno for shade during this festival. He will fill out the appropriate form and get on this board's meeting agenda in May.

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.

Besides the bank reconciliations, Kim handed out a preliminary Profit & Loss Statement for the Ranch Hand Rodeo. It currently shows a loss of approximately \$5,000 but there is income over \$12,000 that is in this WCVA check run from the sale of horses run through our credit card system, so there should be a small profit from this event. There are still a few outstanding bills coming in.

9.2 WEC Event Center building expansion update, for possible action

Early last year, this expansion was discussed by this board and they authorized Kim to hire an architect to come up with a conceptual drawing. When the preliminary cost came in at approximately \$1.5 million the board backed off. Kim would once again like to discuss this as he really feels it is needed and would be an asset to the facility. At large events it is hard to accommodate everyone, plus it could also be used separately for smaller events throughout the year. Kim would like to know if this board would support moving forward with a proposal to the county to see if they would be willing to be a partner in this venture. All agreed that this expansion would be very beneficial to increase use of the building. Initially, this board would like to see if the county would put up 1/3 of the cost, with the other 2/3 coming from WCVA and the reserve fund that the room tax payments have been going to. Kim will get a proposal together and then get on a future Commission agenda.

10. Secretary and Counsel, Monthly report.

10.1 Review monthly report, for discussion

Report for March was reviewed by Bill.

10.2 Chamber of Commerce report, for discussion

March 2014 Report was included in Bill's report.

10.3 Report on room tax delinquencies, for discussion & possible action

Bill will be mailing a package to Denio Junction Motel with paperwork so that they can get caught up on their room tax payments. They have not

made any payment for several months. Days Inn did not pay room tax for January 2014. Shelly sent the first late notice after the deadline had passed. When there was no response to that she asked Bill to send another notice, which he has done. If he does not have a response by next week he will start the procedure to go to the City Council and have their business license suspended.

11. Board Administrator.

11.1 March Financial Reports, for discussion

No report.

12. Other Business.

12.1 2014 Ranch Hand Rodeo

As reported earlier, this was a very good event that may have a small profit this year. The average prices for the bull and horse sale were up even though the number of horses in the auction was down.

12.2 Tree Removal

The remaining trees mentioned at last month's meeting are scheduled to be removed June 14 & 15. Other trees will be planted in their place.

12.3 Budget Resolution

At last month's meeting, this board accepted the 2015 Tentative Budget and authorized Bill to prepare a resolution reflecting this. Bill has the resolution ready to be signed tonight. The state has notified Kendall that this budget has been approved by State Taxation, with one minor correction that Kendall will take care of.

12.4 Lowry High School Athletic Uniforms

Bill brought up the fact that with the success that many of our local athletes have had in past years, we are missing out on valuable advertising and recognition for our school when "Lowry" is mentioned in articles and on video, instead of "Winnemucca" since many people have no idea where these young people are from. Many years ago this same line of thinking lead the WCVA (then Humboldt County Fair & Recreation Board) to pay for athletic uniforms for high school athletes as long as they said Winnemucca on them, instead of Lowry. It might be something to talk about again in the future.

12.5 Future Conventions

Bill asked if our staff has been actively seeking out new conventions to bring to Winnemucca. Kim said that with the other duties staff are responsible for, they have not been as active as they could be. Rodd brought up the fact that many conferences and conventions are being broadcast online so that doesn't

require participants to travel as much. This is another area that may need to be addressed at a future date.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, May 15, 4:00 pm.

14. Adjourn. *Rodd William Stowell made a motion to adjourn this meeting. Motion carried, 3-0.* 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 _____, 2014

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

ABSENT
JIM BILLINGSLEY
City Representative

ABSENT
DAN CASSINELLI
County Representative

Attest:

BILL MACDONALD
Board Secretary and Counsel

ABSENT
KENDALL SWENSEN
Board Administrator