

STATE OF NEVADA)
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 COUNTY OF HUMBOLDT)

August 22, 2012

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MINUTES, AUGUST 22, 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, August 22, 2012 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
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:

Marlene Brissenden	Candidate for Humb Co Comm, Seat A
Joe McIntyre	Event organizer
Rudy Herndon	Humboldt Sun
Jamie Uhlig	Bella Grazia
Brick Uhlig	Bella Grazia
Kati Foster-Harmon	Bella Grazia
Christopher Harmon	Bella Grazia
John Arant	The Martin Hotel

Jim White	Candidate for Humb Co Comm, Seat D
Brenda Keating	WCVA
Sheree Tibbals	Winnemucca Events Complex
Cliff Ponsock	Winners Hotel Casino
Herb Ross	Winners Hotel Casino

4. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday August 17, 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 August 22, 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, 4-0. Dan Cassinelli was not present for this vote.*

6. Minutes.

Prior meeting minutes of July 18, 2012.

Joyce Sheen made a motion to accept the minutes of the July 18, 2012 meeting. Motion carried, 3-0. Terry Boyle abstained because he did not attend this meeting. Dan Cassinelli was not present for this vote.

7. **Claims.** The following claims were submitted for payment and approved on August 22, 2012:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	17521-17620	\$339,007.04

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

8. General Business.

8.1 Western Inn, status of property operations, for discussion only

When Shelly sent out the 2013 Room Tax License renewal forms, Tomas Gelsky of the Western Inn notified us that as of May 31, 2012 they would no longer be in business. This is just a FYI item so that board members are aware of this.

8.2 Joe W. McIntyre, concert promoter, Merle Haggard concert, December 14, 2012, request for funding, for possible action

Mr. McIntyre is working to bring Merle Haggard here in December for a concert at the Event Center. He is working to secure a contract with Mr.

Haggard for this date and should have a commitment next month. Mr. McIntyre is confident that he can sell 3,800 tickets, which would be a sell-out. Ticket sales would be the primary funding source for all expenses. Mr. McIntyre's estimated budget to produce this event is \$110,000. He is requesting a \$20,000 grant from this board. Board members expressed concern about the timing of the concert. Weather is a big concern. A lot of people won't travel at that time of year due to possible stormy weather and bad roads. Also, our community has not had a "big name" concert here in quite some time. With the Jake Owen concert (underwritten by WCVA) only a few days away, board members were hesitant to commit funding at this level when we do not even have data from our own concert available. Since this board's funding source is room tax, people filling hotel/motel rooms is a major consideration for requests and those attending this concert in December would, most likely, be local and so no room tax revenue would be generated. Even with these concerns, board members agreed to consider Mr. McIntyre's request at next month's meeting. At that time this board should have a preliminary financial report on the Jake Owen concert. ***Rodd William Stowell made a motion to table a decision on the funding request (\$20,000 grant) made by Joe McIntyre to help fund a Merle Haggard concert, December 14, 2012 until the September 2012 WCVA meeting. Motion carried unanimously, 5-0.***

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

Kim received a proposal from Young Electric Sign Co. (YESCO) for the removal of the billboard that is breaking apart and falling down on US Highway 95. The proposal also includes installation of iron prop rods for the remaining structure. Even with the iron reinforcements to the remaining billboard, YESCO is not confident that it would withstand a high wind. Kim feels that both billboards should be taken down and the area cleaned up. The board discussed possibly getting another bid for sign removal and clean-up. ***Joyce Sheen made a motion authorizing Kim to proceed with removal of the billboards on US Highway 95/SR 140 and the materials disposed of properly. Kim is to check into getting another bid for this removal to compare with the proposal from YESCO. Motion carried unanimously, 5-0.***

8.4 Accommodations tax 9-month refund requests, for possible action, Hooper (\$406.22), Zamora (\$450), Glass (\$481.77), Wray (\$540), Knight (\$428.90), Jones (\$489.12), Garcia (\$420), Zuza (\$438.84), Dean (\$402.60), Halousek (\$1,032), Ridenour (\$688.47)
Don Stoker made a motion to approve the accommodation tax 9-month refund requests for Bryan Hooper (\$406.22), John Zamora (\$450), Brady Glass (\$481.77), Jason Wray (\$540), Carol Knight (\$428.90), Paul Jones (\$489.12), Leroy Garcia (\$420), Shirley Zuza

(\$438.84), David Howard Dean (\$402.60), Tony Halousek (\$1,032), Danny Ridenour (\$688.47). Motion carried unanimously, 5-0.

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, for possible action

Sheree Tibbals prepared a report showing overall income and expenses for the Mule Show & Races for the years 2008, 2009, 2010 and 2012. Each year WCVA provides \$8,000 in funding. Out of the years included in this report, the WCVA has received their funds back only one time, in 2009. Each year income and expenses run very close. For 2012 there was a slight profit, \$238.

9.3 2013 Winnemucca Mule Show & Races, status of event, for possible action

As discussed previously, a big issue is getting enough people to run the event. At the Ag District #3 board meeting earlier this month, the community members that were present wanted to continue this event and said they would assist with getting volunteers. Moving the date of the event was also discussed, possibly to the following weekend in June so that it is not on top of Lowry graduation. After speaking with some of the mule racing officials in California, Sheree feels that moving the date would be advantageous to the event. We have another event that weekend but it may be possible to have both events at the Events Complex now that we have stalls and a campground at the east end of the facility. John Arant (The Martin Hotel) and Cliff Ponsock and Herb Ross (Winners) spoke in support of continuing this event. Both businesses see a definite increase in business when this event is in town. Again, Rodd spoke in favor of adding horse racing but Sheree and Kim are concerned about the condition of the track and feel it is not conducive to horse racing without a major investment in track improvements. The Ag #3 Board is in support of moving forward with the event for at least one more year. Kim will try to move the dates and find more help. The WCVA agreed with this decision.

9.4 West Hall restroom re-furbish, for possible action

Kim had hoped to have some cost estimates available for this board on updating the West Hall restrooms. These restroom have the original fixtures from 1979 when the building was constructed and are in need of replacement. When Kim has more information this item will be placed on a meeting agenda.

9.5 WEC campground expansion, for possible action

Last month Kim reported that during the Silver State International Rodeo we were unable to accommodate all of the people who wanted to utilize our campground. What was needed were large pull-through sites for the large horse/living quarter trailers. Kim would like to request \$3,000 from this board so that he can have an architect draw up a preliminary plan for 50 additional sites. Once this is done, he will take it to the county to ask for their assistance with funding for the construction. *Don Stoker made a motion authorizing up to \$3,000 for an architect's plan for 50 additional campsites at the Winnemucca Events Complex. Motion carried unanimously, 5-0.*

10. Secretary and Counsel, Monthly report.

10.1 Review monthly report, for discussion

No report.

10.2 Chamber of Commerce report, for discussion

No report.

10.3 Report on bid opening for installation of East Hall carpet, for discussion and possible award of bid

The bid deadline was 2 pm today. We received one bid, from Silegacy Floor Finishing out of Sparks, Nevada in the amount of \$47,500. *Joyce Sheen made a motion accepting the bid package from Silegacy Floor Finishing for the East Hall carpet project in the amount of \$47,500 contingent on Bill and Kim checking their references. Motion carried unanimous, 5-0.*

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

No report.

11. Board Administrator.

11.1 July Financial Reports

Room taxes were level compared to this month last year.

11.2 Options to diversify cash investments, for possible action

No report.

11.3 Status of room tax audits, for possible action

At a previous meeting, this board directed Kendall to prepare room tax audits for Budget Inn, Days Inn, Quality Inn @ Model T, Sawtooth Mountain Enterprises and Winnemucca RV Park. Kendall has prepared and sent out

letters to these properties requesting items for these audits, which will be scheduled in the next few weeks. Two of the properties have responded. This board will select additional properties for audits at next month's meeting.

12. Other Business.

12.1 TCF Concert update

Ticket sales continue to be strong for the concert. To date, ticket sales are at \$73,605. We continue to be confident that the concert will be sold out.

12.2 TCF Vendors

Jamie and Brock Uhlig approached the board wanting to discuss the Tri-County Fair vendors. They recently purchased Bella Grazia. For the past several years, Bella Grazia has been a fair vendor. Jamie tried to contact Darrel Field several times in the past few months to inquire about becoming a vendor again this year. He did not return her calls. Recently she found out that she would not be allowed to be a vendor because Darrel told the Lions Club they would be the only group selling beer. The Lions Club sells Bud, But Light, Coors, Coors Light. Jamie would sell wine and micro-brewed beer. She has made an effort not to duplicate products sold by other groups at the fair. Jamie is unhappy that this is a community event and her business has always participated and they are now being told they cannot. Those present felt that those people purchasing a Bud or Coors product would not be the same people who would purchase a micro-brew. Kim explained to the Uhligs that the fair is an Ag #3 event and this board does not control its events. But Kim will check into this situation and contact Jamie in the morning.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, September 19, 2012, 4:00 pm.

14. Adjourn. *Don Stoker made a motion to adjourn this meeting. Motion carried, 5-0.* The meeting was adjourned at 5:30 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

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