

STATE OF NEVADA                    )  
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COUNTY OF HUMBOLDT        )

January 15, 2014

*Contents*

1. Time, Place and Date
2. Pledge of Allegiance
3. Attendance
4. Meeting Notice Report
5. Business Impact Determination
6. Minutes  
November 18, 2013 and December 17, 2013
7. Claims & Budget Review & Action  
Approval of checks (18849-18903)
8. General Business
  - 8.1 Lynda Sugasa, Safe Haven Rescue Zoo, WH facility grant request, May 17, 2014, for possible action
  - 8.2 Barbara Duncan Wmca FFA Alumni Scholarship Dinner, February 22, 2014, WH facility grant request, for possible action
  - 8.3 Mike Scott, Wmca Regional Raceway Association, request for funding, for possible action
  - 8.4 Jeremy Crosby, Winnemucca Balloons, April 25-27, 2014, request for funding, for possible action
  - 8.5 Nevada All-Around Cow Horse Championship, July 11 & 12, 2014, request for funding, for possible action
  - 8.6 Martin Bunyard, Winnemucca Summer Cutting, July 11-13, 2014, request for funding, for possible action
  - 8.7 Accommodations tax 9-month refund requests, for possible action Crawford (\$783), Mohr (\$579), Scow (\$585), Kilwein (\$450), Zamora (\$495)
9. Director's Report
  - 9.1 Financial reports on WCVA events
  - 9.2 East Hall marquee and awnings project, for possible action
  - 9.3 Special events update, for discussion only
10. Board Secretary & Counsel Report
  - 10.1 Review monthly report, for discussion
  - 10.2 Chamber of Commerce report, for discussion
  - 10.3 Report on status of Gaming application for Charitable lottery for 2014 Run-A-Mucca, for discussion
  - 10.4 Ethics Law update – for discussion

- 11. Board Administrator
    - 11.1 December Financial reports
    - 11.2 Approval of FY 2013 Audit Report or authority to gather approval by phone on or before January 29, 2014, for possible action
  - 12. Other Reports
  - 13. Next Meeting Date
  - 14. Adjournment
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## MINUTES, JANUARY 15, 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 Convention Center, East Hall, Winnemucca, Nevada at 4:00 pm on Wednesday, January 15, 2014 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
Jim Billingsley	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:*

Joyce Sheen	Humboldt Sun
Martin Bunyard	No Nev Reined Cow Horse Association
Dave Grashuis	G-M Productions
Meri Coury	Winnemucca Balloons
Kimberly Madrid	Winnemucca Balloons
Jeremy Crosby	Winnemucca Balloons
Brian Stone	Winners Inn
Ron Jenkins	Wmca Regional Raceway Association

Dave Jenkins	Wmca Regional Raceway Association
Nate Blanton	Wmca Regional Raceway Association
Mike Scott	Wmca Regional Raceway Association
Shawn LaRocque	Wmca Regional Raceway Association
Melinda Roysdon	Wmca Regional Raceway Association
R. Gardner	Wmca Regional Raceway Association
Michelle Urain	Wmca FFA Alumni Association

**4. Meeting Notice Report.**

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, January 10, 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 January 15, 2014 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. Jim Billingsley was not present for this vote.*

**6. Minutes.**

Prior meeting minutes, November 18, 2013.  
*Don Stoker made a motion to accept the minutes of the November 18, 2013 meeting. Motion carried, 3-0. Terry Boyle abstained since he was unable to attend this meeting. Jim Billingsley was not present for this vote.*

Prior meeting minutes, December 17, 2013.  
*Terry Boyle made a motion to accept the minutes of the December 17, 2013 meeting. Motion carried, 3-0. Dan Cassinelli abstained since he was unable to attend this meeting. Jim Billingsley was not present for this vote.*

**7. Claims.** The following claims were submitted for payment and approved on December 17, 2013:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	18849-18903	\$172,207.09

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

## 8. General Business.

### 8.1 Lynda Sugasa, Safe Haven Rescue Zoo, WH facility grant request, May 17, 2014, for possible action

Lynda was unable to be here tonight and requested that this item be postponed until the February meeting. After a short discussion, board members agreed that this was a worthwhile event that they have supported for several years and there was no reason that they couldn't go ahead and take action on this agenda item. ***Dan Cassinelli made a motion approving the WH facility grant in the amount of \$800 (\$600 for the building, \$200 to be used for other expenses) for the Safe Haven Rescue Zoo's Annual Fundraising Event to be held on May 17, 2014. Motion carried 4-0. Jim Billingsley was not present for this vote.***

Jim Billingsley arrived.

### 8.2 Barbara Duncan, Wmca FFA Alumni Scholarship Dinner, February 22, 2014, WH facility grant, for possible action

Since its inception, the Winnemucca FFA Alumni Association has been actively raising funds that are used for student scholarships and continuing education. This event is their largest fundraiser each year. ***Don Stoker made a motion approving the WH facility grant in the amount of \$750 (\$600 building rental and \$150 kitchen rental) for the Wmca FFA Alumni Scholarship Dinner to be held February 22, 2014. Motion carried, 5-0.***

### 8.3 Mike Scott, Wmca Regional Raceway Association, request for funding, for possible action

Mike and Nate Blanton came before the board tonight to discuss their 2013 season and plans for 2014. They had a good racing season last year and were grateful for the support from this board for various projects. With their success in 2013 they were able to re-pay the loan made to them by WCVA before the end of the season. Last season's success is due, in large part, to the intermission entertainment that they provided. They found that people were coming for the entertainment and staying for the races. In 2014, WRRRA is planning to host 2-day racing events with intermission entertainment. They have their dates set and entertainment is booked. They worked hard to make sure that these race dates don't conflict with other racing events in the area. An outline of these dates and the intermission entertainment was provided to board members. Tonight they would like to request funding in the amount of \$22,000. These funds would be used for radios, event advertisement and entertainment. Intermission entertainment would be motocross stunt performers and monster trucks. ***Don Stoker made a motion approving Cooperative Funding for the Winnemucca Regional Raceway Association in the amount of \$22,000. Of this amount,***

***\$11,000 will be a grant and \$11,000 will be a 5-year, no interest loan. Motion carried, 5-0.***

Rodd William Stowell had to leave the meeting.

**8.4 Jeremy Crosby, Winnemucca Balloons, April 25-27, 2014, request for funding, for possible action**

Beginning in 2012, Winnemucca Balloons has produced a small hot air balloon event at the Winnemucca Sports Complex. During each of these two years the event had five hot air balloons participate. To attract the pilots here, Winnemucca Balloons must provide a motel room, propane and \$500 to each pilot. They have been able to cover these expenses by selling sponsorships locally. In addition to sponsors, the committee also raises funds with tethered balloon rides and the sale of related merchandise. For 2014, Winnemucca Balloons has been asked by the Nevada Sesquicentennial Committee to be one of the celebration events for our state's 150<sup>th</sup> birthday. As an official sesquicentennial event, they expect to attract 20 hot air balloons to their event in April. They do not have the funding necessary to cover motel rooms, propane and cash paid to pilots and are requesting \$10,000 (\$5,000 grant, \$5,000 underwriting) from the board tonight. To date, they have five balloons committed to come in April. The committee is confident that they can cover the majority of their expenses with the support of sponsors, etc. but are in need of funds right away in order to secure motel rooms for the pilots. Board members were hesitant to fund this event at the level they are requesting since it is pretty much a local event and will not generate enough room taxes to justify this amount. Even so, they praised this committee for their efforts in producing the event and their willingness to expand the event this year in hopes of attracting out-of-town visitors, in addition to locals, to enjoy the beauty of these balloons. ***Don Stoker made a motion approving Cooperative Funding in the amount of \$10,000 for the Winnemucca Balloons hot air balloon event to be held April 25-27, 2014. \$3,000 of this amount will be a grant and \$7,000 is an underwriting. Motion carried, 4-0.***

**8.5 Dave Grashuis, Nevada All-Around Cow Horse Championship, July 11 & 12, 2014, request for funding, for possible action**

Dave and Martin Bunyard, who is listed on the next agenda item, are here together tonight to make their requests as they plan to produce their events on the same weekend in July. Initially, Dave had planned to produce the Nevada All-Around Cow Horse Championship that, in the past, was put on by Liz Younger. But since this agenda was posted, this has changed. He will be putting on a reined cow horse show but it will be different than Ms. Younger's event and is expected to attract more participants. It will be held in the outdoor arena at the Winnemucca Events Complex. Mr. Bunyard's cutting will be held in the indoor Event Center. By utilizing the entire facility, they

hope to bring more people to town, plus their families and spectators. Dave is requesting \$8,000 and Martin is requesting \$10,000. All funds will go in to added money, which is a big factor that participants look at when they determine which events to attend. *Jim Billingsley made a motion to approve Cooperative Funding for G-M Productions event, a reined cow horse show (name of the event to be determined), to be held at the Winnemucca Events Complex July 11 & 12, 2014, in the amount of \$8,000. \$4,000 of this amount will be a grant, \$4,000 will be an underwriting. In addition to funding this event, Jim made a motion to approve Cooperative Funding for the Winnemucca Summer Cutting to be held July 11-13, 2014, at the Winnemucca Events Complex, in the amount of \$10,000. \$5,000 of the amount will be a grant, \$5,000 will be an underwriting. Motion carried 4-0.*

#### **8.6 Martin Bunyard, Winnemucca Summer Cutting, July 11-13, 2014, request for funding, for possible action**

See item 8.5.

#### **8.7 Accommodations tax 9-month refund requests, for possible action, Crawford (\$783), Mohr (\$579), Scow (\$585), Kilwein (\$450), Zamora (\$495)**

*Terry Boyle made a motion to approve the accommodation tax 9-month refund requests for Kevin Crawford (\$783), Rufus Mohr (\$579), Tracy Scow (\$585), Leroy Kilwein (\$450), John Zamora (\$495). Motion carried, 4-0.*

### **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 East Hall marquee and awnings project, for possible action**

Kim would like to move forward with the improvements to the exterior of the East Hall, which were discussed several months ago. Since that time when new awnings over the sidewalk were discussed, Kim has become concerned that after a few months these awnings would become just one more location for pigeons to roost and make a mess with their droppings. This is exactly the problem we have now with the current façade. He has discussed his concerns with the YESCO representative and is now in favor of looking at installing lights on the side of the building facing Winnemucca Blvd., and possibly a continuation of the mural that is painted on the west side of the building. This is just one idea, but he would like to look at other options before moving forward with the awnings. The board agreed that Kim should

move forward with securing proposals for the improvements to the exterior of the East Hall, which would include new marquees as well as the lighting/awnings mentioned above. Once Kim has some proposals, he will put this project on a future agenda for discussion and possible approval by this board.

### **9.3 Special events update, for discussion only**

- Ranch Hand Rodeo – This year is the 25<sup>th</sup> anniversary of the Ranch Hand Rodeo and this will be promoted in our advertising. 3<sup>rd</sup> Street Bistro will be providing concessions at this year's event. The owner, Lori Ann Taylor, has some experience with concessions since she has provided concessions at the Sports Complex for the past couple of years but this will be a larger event than she is used to. Kim is helping her plan her food orders, personnel, etc.
- Tri-County Fair Concert – Kim still has not received a contract on the entertainer that has verbally committed to our event. As soon as this is finalized, an announcement will be made.
- Mule Show & Races – The Ag #3 Board has made the decision to no longer produce this event.
- Labor Day Rodeo – As was reported last month, the Ag #3 Board was looking at alternatives to the rodeo due to increasing costs and continued decreasing attendance. At their meeting earlier this month this topic was, once again, discussed and no decision made since there still are those that do not want to lose the tradition that this rodeo represents. Kim hopes a decision will be made, one way or the other, at the February meeting.

## **10. Secretary and Counsel, Monthly report.**

### **10.1 Review monthly report, for discussion**

Report for December was reviewed by Bill.

### **10.2 Chamber of Commerce report, for discussion**

December 2013 Report was included in Bill's report.

### **10.3 Report on status of Gaming application for Charitable lottery for 2014 Run-A-Mucca, for discussion**

The application for a charitable lottery held as part of 2014 Run-A-Mucca has been submitted to the state and we should be receiving a response soon.

### **10.4 Ethics Law update, for discussion**

Bill's written report included the comment that that Board members remain exempt from annual Disclosure filing as public officials because they are not eligible to receive compensation over the \$6,000 Ethics Commission threshold. Actually, Fair & Rec Board members in counties with populations

under 100,000 are not authorized by state law to receive any compensation other than reimbursement of expenses. Additionally, the Board members' duty to file the Ethics acknowledgement is unchanged – the acknowledgement the business, hotel and motel reps filed at the beginning of their 2 year term on this Board in January 2013 is good for their entire 2 year term.

## 11. Board Administrator.

### 11.1 December Financial Reports, for discussion

Room tax amounts continue to decrease.

### 11.2 Approval of FY 2013 Audit Report or authority to gather approval by phone on or before January 29, 2014, for possible action

The final audit package is not ready for this meeting but Kendall can provide a copy to each member later in the month and can discuss the audit with board members by phone and get their verbal approval of the report prior to the January 29, 2014 date that the audit is due to the state. Then in February a representative from Steele & Associates will present the audit in more detail to this board. ***Don Stoker made a motion authorizing Kendall Swensen to call and confirm that WCVA board members have a copy of the WCVA FY 2013 audit report, have had their questions answered and accept this report. Motion carried, 4-0.***

## 12. Other Business.

### 12.1 Nevada State Bank Investment of LGIP funds

The transfer of funds from the LGIP to the NSB investments was completed. Kendall should have a report on this at the next meeting.

### 12.2 WCVA 2015 Budget

The tentative 2015 WCVA budget must be discussed and approved at next month's meeting. Kim and Kendall will work to prepare this tentative budget and present it to the board. If there are any items that a board member would like included in this budget, please contact Kim or Kendall.

### 12.3 Meeting to discuss possible performing arts venue

Jim was notified by Mayor Putnam that there will be a meeting tomorrow at 5:00 pm to discuss an artist's rendering of a performing arts/cultural center on the parking lot currently owned by WCVA on Melarkey Street, across from the Convention Center.

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



**14. Adjourn. Dan Cassinelli made a motion to adjourn this meeting. Motion carried, 4-0.** The meeting was adjourned at 5:40 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

\_\_\_\_\_  
JIM BILLINGSLEY  
City Representative

\_\_\_\_\_  
DAN CASSINELLI  
County Representative

Attest:

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BILL MACDONALD  
Board Secretary and Counsel

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KENDALL SWENSEN  
Board Administrator