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MINUTES, MARCH 26, 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, March 26, 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:

Mary Ann Hammond	Humb Co/CFOA
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Tami Rae Spero	Humb Co/CFOA
Sunny Johnson	Frontier Community Coalition
Amanda Johnson	Frontier Community Coalition
Joey Dendary	Winnemucca Golf Course
Rick Longhurst	Winnemucca Gold Course
Ken Tipton	Tips Western Wear
Joe Scott	Scott Shady Court
Bob Hooft	Hooft Architecture
Norm Sweeney	
Ginger Gabiola	
Les Harmon	Amer Mule Racing Association
Bob Shaw	Humb Co Chamber of Commerce
Roger Downey	Amer Mule Racing Association
Julianne Montero	Humb Co H S Rodeo Club
Savannah Montero	Humb Co H S Rodeo Club
Shaylee Robertson	Humb Co H S Rodeo Club
Fred Stewart	Humb Co H S Rodeo Club
Sam Nobles	GPJAM
John Arant	The Martin Hotel
Daralee Millikan	Key Club of Lowry
Colter Ruttenbur	Key Club of Lowry

4. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, March 21, 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 March 26, 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, 5-0.*

6. Minutes.

Prior meeting minutes, February 19, 2014.

Jim Billingsley made a motion to accept the minutes of the February 19, 2014 meeting. Motion carried, 5-0.

Prior meeting minutes, March 3, 2014.

Jim Billingsley made a motion to accept the minutes of the March 3, 2014 meeting. Motion carried, 5-0.

7. **Claims.** The following claims were submitted for payment and approved on March 26, 2014:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	18983-19076	\$236,828.35

Don Stoker made a motion to approve all claims as submitted. The motion carried, 5-0.

8. **General Business.**

8.1 Glynn Montero, Humb Co High School Rodeo Club, request for Cooperative Funding, May 2-4, 2014, for possible action

Savannah Montero and Shaylee Robertson came before this board to request funding for this year's high school rodeo to be held at the Winnemucca Events Complex in May. They expect 200 contestants and their families to be in town for the weekend. There will be high school and junior high school rodeo events this weekend. They are making a request for \$7,500. For the past couple of years, this board has given them a grant in the amount of \$5,000.

Rodd William Stowell made a motion to approve a grant in the amount of \$6,000 to the Humboldt County High School Rodeo Club for their event at the Winnemucca Events Complex, May 2-4, 2014.

Motion carried unanimously, 5-0.

8.2 Mary Ann Hammond, County Fiscal Officers Association Conference, request for funding, September 9-11, 2014, for possible action

Mary Ann Hammond and Tami Spero are requesting a grant from this board to help offset the expenses that will be incurred for this conference in September. There will be county officers (clerks, treasurers, recorders) from all 17 Nevada counties attending, along with their spouses, as well as vendors. The committee is planning many activities, both educational and recreational. The location of this annual conference rotates around the state and Winnemucca is always one of the favorite locations. *Don Stoker made a motion to approve a \$5,000 grant to the County Fiscal Officers Association Conference, September 9-11, 2014. Motion carried, unanimously.*

8.3 Pauline Salla-Smith, Cultural Diversity Dinner, request for WH facility grant request, April 26, 2014, for possible action

Sunny Johnson is here tonight to make this request on behalf of the Frontier Community Coalition for their annual dinner and fundraiser. This will be the 3rd year for this event, which has become very popular and has provided much-needed funds for local programs. 100% of funds raised stay in the local communities. *Don Stoker made a motion to approve a WH facility and*

kitchen grant (\$750) for the Frontier Community Coalition's Cultural Diversity Dinner, April 26, 2014. Frontier Community Coalition is responsible for any other customary Convention Center charges. Motion carried unanimously, 5-0.

8.4 Kriston Pointon, American Red Cross Real Heroes Banquet, request for EH facility grant, September 6, 2014, for possible action

This event has been going strong for many years and the WCVA has supported it by providing the building at no charge. They are here tonight to, once again, make their request. All board members felt this was a very worthwhile event they would like to continue supporting. *Jim Billingsley made a motion to approve an EH facility and kitchen grant (\$700) for the American Red Cross Real Heroes Banquet, September 6, 2014. American Red Cross is responsible for any other customary Convention Center charges. Motion carried unanimously, 5-0.*

8.5 Lowry Key Club, request for WH kitchen grant, American Dream Gun Show, March 29 & 30, 2014, for possible action

The producer of this gun show has offered the Key Club the opportunity to do some fundraising by selling snacks and drinks throughout the show. The club is hoping to raise enough funds throughout the year to provide one or two scholarships for Lowry Key Club members. In order to offset some of the expense of their fundraising efforts, they are requesting a facility grant for the WH kitchen. *Don Stoker made a motion to approve a WH kitchen grant (\$150) for the Lowry Key Club during the American Dream Gun Show, March 29 & 30, 2014. Motion carried, 5-0.*

8.6 Joey Dendary, Winnemucca Golf Course, Spring/Fall Pro-Ams, request for Cooperative Funding, for possible action

Joey is the new golf pro at the local golf course and is here today to make this year's request with Rick Longhurst, Winnemucca Gold Director, who is the former golf pro and has made this request the past few years. Their request will help support three tournaments: Spring Pro-Am in May, Senior Tournament in July and Fall Pro-Am in September. It looks like all of these tournaments will be full with many of the participants coming from out of town. *Rodd William Stowell made a motion to approve a grant in the amount of \$7,500 for the Winnemucca Golf Course and their Spring Pro-Am, Senior Tournament and Fall Pro-Am. Motion carried, 5-0.*

8.7 Bob Hooft, Hooft Architecture, EH/WH restroom remodel, for discussion & possible action, and short-term & long-term concepts for Winnemucca Visitors Center project in relation to proposed joint 3 party Community Arts Center project, for discussion & possible action

Kim would like to get a proposal from Mr. Hooft for the badly needed restroom remodels in both buildings. Board members asked about the possibility of putting restroom facilities on the first floor of the East Hall. Mr. Hooft thought that this would be possible but would need to see the building plans. Kim also would like to get some ideas for better utilizing space in the East Hall as well as some thoughts on improvements to the exterior of the building.

As far as a visitors center, this board wants to continue discussions to move forward with plans for a facility on the lot purchased by WCVA on the Melarkey St/Winnemucca Blvd corner. With recent presentations made by a local committee for a Community Arts Center at this location, the board hopes to incorporate both entities if that is the direction the community wants to go. But they also do not want to wait too long as it may take many years to finalize plans and funding for an arts center. Mr. Hooft explained to the board that before talking about design and the size of the Visitor Center, they would need to decide what would be included in it and what it would be used for. Would it contain just brochures and other local information? Would there be some kind of video/internet services? Display areas? Bill suggested that if a committee is formed to get ideas together that Chamber Director, Debbie Stone or a member of the Chamber board be included on this committee too. Kim will get a copy of the East Hall building plans to Mr. Hooft who will put together one or more proposals for these improvements that the board can vote on. He will also put together some thoughts for a visitor center. All of these will be presented at a future WCVA meeting.

8.8 Update on Winnemucca Mule Races, for possible action

When this item was included on the agenda Kim had planned to inform this board that the races had been cancelled for this year since he had received no response from the letter he sent in November to mule owners and members of the American Mule Racing Association asking for suggestions to make this event more viable (a copy of this letter and a list of recipients was included in the meeting packet). Without funding from the WCVA, this event would not have been possible for the past several years since all of the weekend events have more expenses than revenue as sponsorships, participants and spectators have declined. In February Kim and Terry attended a meeting of the mule racing organization and were confronted with members that claimed surprise at this decision and requested that it be reversed. Since all deadlines for approval from the state and BLM have passed and there has been no advertising, Chairman Boyle stated that he did not think it was realistic that Ag District #3 could successfully produce the event this year. Mr. Downey spoke with the board and presented figures calculated by Don Jacklin showing the economic impact of this event (there was some discussion as to whether or not these figures were reasonable). Mr. Downey would like the Ag District #3 to reconsider and move forward with the races. He pointed out that last year when this event was struggling, mule owners infused

several thousand dollars into it. He also said he could commit enough mules to assure that there would be six races each day (the minimum required for a sanctioned mule racing event). There was also some discussion about the letter Kim sent out in November, since no one in the racing association remembered receiving it, yet Mr. Harmon was in possession of a copy that he shared with management at Winners Hotel Casino. Mr. Harmon was not on the list of letter recipients, but he must have received it from someone in the association. Once again, Kim reiterated that he sent that correspondence in hopes that a group would come forward with suggestions for the 2014 races so that they could continue and when there was no response, the Ag District #3 Board felt they had no option but to cancel the event. The possibility of having some kind of time trials instead of races was one option discussed by those present, with no pari-mutual betting. Local business owners Ken Tipton, John Arant and Brian Stone spoke in support of this event as it has a very positive impact on their businesses. In the end, Terry again reminded those in attendance that it is the Ag District #3 that produces this event and they are the ones that this discussion should be with. WCVA provides the funding. In the end, Kim committed to investigating the possibility of a time trial, non-sanctioned mule race event for this year by the end of next week. For racing in 2015 to happen, Ag District #3 and those working to produce the event need to start planning this fall.

8.9 Accommodations tax 9-month refund requests, for possible action, Munro (\$382.50), Jackson (\$540), Watkins (\$297), Venable (\$405)

Rodd William Stowell made a motion to approve the accommodation tax 9-month refund requests for Kevin Munro (\$382.50), Steve Jackson (\$540), Kevin Watkins (\$297), James Venable (\$405). Motion carried, 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 2014 Labor Day Rodeo, August 30, 2014, request for funding, for possible action

This year the Ag District #3 has approved going with a "specialty" rodeo during the Tri-County Fair. They have entered into an agreement with a contractor for a Saturday performance of bucking bulls and broncs, along with some kid events and barrel racing. It is hoped that by offering a performance with the kind of events that appeal to more people we can attract a larger crowd. Kim is requesting a \$20,000 underwriting. **Dan**

Cassinelli made a motion to approve a \$20,000 underwriting for the 2014 Labor Day Rodeo, August 30, 2014. Motion carried, 4-0. Don Stoker was not present for this vote.

9.3 Status of East Hall parking structure, proposal for consultation and inspection, for possible action

Kim presented the board with a proposal from Alan DuVall and a structural engineer he works with in Reno. Since concerns about the integrity of the ground floor outside deck of the parking structure have come up, Kim would like to hire a professional to perform an inspection and report on the extent of the damage and what repairs are necessary to ensure that the structure is sound. The cost for this consultation is \$1,740. *Jim Billingsley made a motion to approve moving forward with the proposal made by Alan DuVall to contract with a structural engineer he works with in Reno to perform an inspection of the East Hall parking structure and report on the repairs that are necessary. The cost is not to exceed \$1,740. Motion carried, 5-0.*

9.4 Renewal of YESCO outdoor advertising contracts, billboards near Wendover and McDermitt, NV, for possible action

Our contracts with YESCO for the billboards near Wendover and McDermitt will expire at the end of April. Kim wanted to get the board's input as to whether or not they wanted to renew these contracts. The contracts included in the packets are for 24 months at a cost of \$800 per month for Wendover and \$600 per month for McDermitt. If we do re-new, Kim would like to expend additional funds and change the copy more often. Board members agreed that changing the copy periodically is a good idea. *Jim Billingsley made a motion to approve the YESCO billboard contracts, as presented, for a period of 24 months. Motion carried, 5-0.*

9.5 West Hall exterior stucco, paint and repair bid, for possible action

As discussed at past meetings, the exterior of the West Hall is in need of repairs where the stucco is missing and damaged. Also, the entire building needs to be re-painted. Kim has a bid from Pinnacle Painting out of Reno to do the work at a cost of \$21,720. Since this is below the amount required by NRS for a second bid this board could authorize Kim to proceed with this bid. *Dan Cassinelli made a motion approving the repairs and painting of the exterior of the West Hall at a cost not to exceed \$22,500. Motion carried 5-0.*

9.6 Removal and replacement of trees near West Hall, for possible action

A couple of years ago we had some concern about the condition of the trees outside the West Hall. At that time, the local tree expert determined that

they had exceeded their expected life and that some were in danger of coming down since their trunks were extremely damaged and hollow. At that time, half of the trees were removed and replacements were planted. Last month, Rodd expressed his concern that it may be time to look at removing the remaining trees before they do damage to someone or to the building since they appear to be in similar condition as the ones removed. Kim would like approval from this board to move forward with a consultation with the tree expert again on moving forward with removing them. The board agreed that this needs to be done soon.

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

February 2014 Report was included in Bill's report.

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

Bill has spoken with the property owners/managers that are currently delinquent on their room taxes. They have all said they are working to get them caught up. He will continue to follow up on them. It may become necessary to put a lien on the Denio Junction Motel since they have not paid their room tax for many months and the board believes that they are renting rooms.

11. Board Administrator.

11.1 February Financial Reports, for discussion

Room tax amounts continue to decrease and Terry believes this trend will continue.

11.2 Approval of WCVA Tentative Budget, FY 2015, for possible action

After the discussion last month, Kendall prepared a spreadsheet showing the proposed tentative WCVA 2015 budget. Even with a decrease in room tax revenue, the board felt it was important to move forward with some needed capital improvements to the buildings (WH exterior, heat and a/c) so these are included in this budget. Future funding requests made by groups and individuals may come under closer scrutiny as funds continue to decline.

Dan Cassinelli made a motion to accept the tentative 2015 WCVA budget as presented and authorizing Bill to prepare a resolution to accept the FY 2015 WCVA tentative budget and present this resolution at the April 2014 WCVA meeting. Motion carried, 5-0.

12. Other Business.

12.1 2014 Ranch Hand Rodeo

Kim reported that this year's event was a great success. The final numbers are not in, but all the feedback we have received has been very positive.

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

14. Adjourn. *Jim Billingsley made a motion to adjourn this meeting. Motion carried, 5-0.* The meeting was adjourned at 6:15 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:

BILL MACDONALD
Board Secretary and Counsel

KENDALL SWENSEN
Board Administrator