

STATE OF NEVADA)
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 COUNTY OF HUMBOLDT)

March 23, 2016

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14. Adjournment

MINUTES, MARCH 23, 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, March 23, 2016 with Chairman Terry Boyle presiding.

2. Pledge of Allegiance.

3. Attendance. *Convention and Visitors Authority Board Officials Present:*

Terry Boyle	Chairman and Hotel Representative
Herb Ross	Vice Chairman and Business Representative
Jim Billingsley	City Representative
Bill Macdonald	Secretary and Counsel
Kendall Swensen	Board Administrator

Convention and Visitors Authority Board Officials Absent:

Ron Cerri	County Representative
Position Vacant	Motel Representative

Staff Members Present:

Kim Petersen	Director
Shelly Noble	Administrative Clerk

Staff Members Absent:

None

Others Present:

Dana Toth	Humboldt Museum
Judy Adams	Humboldt Museum
Todd Lewis	United Methodist Men
Brenda Heintz	Shooting the West/Friends of Wmca Air
Roberta Rothwell	Shooting the West
Rick Longhurst	Winnemucca Golf Course
Joey Dendary	Winnemucca Golf Course
Brian Stone	Winners Inn
Mike Allen	Humb Co Sheriff

4. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, March 18, 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 March 23, 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, 3-0.***

6. Minutes.

Prior meeting minutes of February 17, 2016.

Jim Billingsley made a motion to accept the minutes of the February 17, 2016 meeting. Motion carried, 3-0.

7. Claims. The following claims were submitted for payment and approved on March 23, 2016:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	20777-20857	\$309,621.94

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

8. General Business.

8.1 Dana Toth, Humboldt Museum, request funding for tourism smartphone app, for possible action

Dana is the Executive Director of the Humboldt Museum and would like to develop this app as another tool tourists could use to direct them to local points of interest while visiting Winnemucca. This app has been developed by a company called OnCell. The initial set-up fee is \$900 but Dana is confident that she can develop the app so there would be no set-up fee. After that, the monthly fee is \$199. She gave a demonstration to board members showing the types of information that would be available once individuals downloaded the free app from Google Play or Apple stores. It is GPS enabled and has the capability so that we could embed links (like to the WCVA website) or sell advertising. All of the board members agreed that this is the way a lot of travelers are getting their information and that this should be pursued. Director Petersen would like WCVA to enter into some type of agreement with the Humboldt Museum so that we would have input on the content of this app if we are going to be funding part of this project. ***Herb Ross made a motion to approve funding 50% of the \$199 monthly fee for the tourism app developed by OnCell for a period of 24 months and directed Mr. Petersen to work with the Humboldt Museum on the content of information that will be available on the app. Motion carried, 3-0.***

8.2 Joey Dendary, Winnemucca Golf Course Spring & Fall Pro-Ams, request for funding, for possible action

Joey and Rick Longhurst attended this meeting and make the request. This is an annual request that this board has supported for many years as it brings golfers to town for three different tournaments (2 Pro-Ams and a

Senior-Senior tournament) in May, July and August. The funding is used as added prize money. It is always well-attended but this year pro golfers will earn points for one of the Pro-Ams, which should bring even more pros to town. ***Jim Billingsley made a motion to approve a \$7,500 grant to the Winnemucca Golf Course to be used as added prize money for their two Pro-Am and one Senior-Senior tournaments. Motion carried, 3-0.*** Chairman Boyle reminded Joey and Rick that the WCVA is dependent on room taxes for tourism funding and that with the downturn in room tax collections, this level of funding may not be available in the future.

8.3 Todd Lewis, United Methodist Men Buckaroo Breakfast, Sept. 3 & 4, 2016, request for WH facility grant, for possible action

This breakfast is held every Labor Day weekend as a fundraiser for the Methodist Men. It is served on the Nixon Lawn in front of the West Hall but the cooking is done in the West Hall kitchen and Todd is here to request a facility grant for the use of the kitchen on these two days. This is another request that has been supported by this board for many years and board members were in agreement that they would continue this support. ***Jim Billingsley made a motion to approve a \$300 WH kitchen facility grant (2 days @ \$150) for the Methodist Men's Buckaroo Breakfast, September 3 & 4, 2016. Motion carried, 3-0.***

8.4 Brian Stone, Winners Inn, tourism advertising, for discussion and possible action

In an effort to boost attendance at Run-A-Mucca, and in particular the Little River Band concert on Sunday night of that weekend, Winners Inn has had a flyer designed for mailing to over 13,000 homes in local communities (Battle Mountain, Elko, etc.) in April. He presented the flyer to board members. It promotes the entire event and includes event sponsors. Brian is here today to request that WCVA/Run-A-Mucca fund half of the approximately \$5,000 cost, which includes the flyer and postage. For informational purposes, Kim presented board members with a list of current advertising and marketing outlets that Run-A-Mucca uses to promote the event and the approximate circulation of these various media. At this time Run-A-Mucca has spent its entire marketing budget for this year. After some discussion, Kim suggested that WCVA cover this expense out of its general marketing budget and Winners reimburse WCVA for half of this amount. Brian agreed. Kim asked Brian to get with Darrel Field just to double check the information on the flyer before it is finalized for printing.

8.5 Review and acceptance of bid for East Hall Parking Project, for possible action

Two bids were submitted for the work to the East Hall parking deck. They were from Michael Clay Corporation and Z7 Development. The low bid is from Z7 Development, \$85,181. In addition to this amount, there will be

additional expenses incurred for an inspector to insure that the work is done correctly and also for an xray of the structure so that no damage is done to the existing rebar during the repair process. ***Jim Billingsley made a motion to accept the low bid from Z7 Development in the amount of \$85,181 (\$68,381 base bid plus \$16,800 alternate bid for sealing) and proceed with the repairs to the East Hall parking deck. Motion carried, 3-0.***

8.6 Brenda Heintz, Friends of Winnemucca Airport/Shooting the West, request for funding, for possible action

For the past two years Shooting the West has worked with the Winnemucca Airport and hosted a Open House/Static Display at the airport on the last day of the Shooting the West Photography Symposium. The first year had an attendance of approximately 350. Last year's attendance grew to over 750, mostly community members. Brenda is here to request \$3,000 from this board that will be used for various expenses on this day. It should be a one-time request as they work to make this event self-funded. ***Jim Billingsley made a motion to approve a \$3,000 grant to the Friends of the Airport to cover various expenses for their Open House/Static Display during Shooting the West. Motion carried, 3-0.***

8.7 Sheriff Mike Allen, request for reimbursement of overtime costs associated with working future special events, i.e., Ranch Hand Rodeo, Run-A-Mucca, concerts, etc., for possible action

Sheriff Allen spoke with this board about funds he became aware of that this board pays to the City of Winnemucca to help offset increased overtime costs incurred during Run-A-Mucca and other events. He would like to make a similar request for his department since he also incurs overtime during these events. Chairman Boyle emphasized to Sheriff Allen that the city did not solicit this donation. This donation was made by the WCVA as a goodwill gesture that they (City of Winnemucca) could put to use as they saw fit. Even so, Sheriff Allen outlined his estimated overtime expenses for events at \$4,600 and would like to be reimbursed for this expense. This amount included the Labor Day concert, which is not an issue since it will no longer be part of the Tri-County Fair Weekend. It was noted that as with other funding requests, if room tax collections continue to decline all funding (including funds donated to the city) may have to be re-evaluated and reduced or eliminated. ***Herb Ross made a motion to approve a \$4,000 donation to the Humboldt County Sheriff's Office. Motion carried, 3-0.***

8.8 Kathryn Ataman, Bureau of Land Management, Transportation History Exhibit, for discussion and possible action

The BLM has funding for this exhibit which will display the history of transportation in the Winnemucca area and thought the Convention Center would be a good location. Kim met with Ms. Ataman and together they have

tentatively identified the hallway on the 3rd floor, which leads to the Comstock Room, as a location that would properly display this exhibit. Matching ‘in kind’ funding is required but this could be in the form of the building to house the exhibit, lighting, heat, marketing, etc. so no WCVA funds will be expended. It should be completed by mid-2017. Kim wanted to bring this before the board to see if they had any concerns that should be addressed before moving forward. There were none.

8.9 Request from Friends of the Farm, Inc. (501 (c)(3)) for use of a few of WCVA’s livestock panels and marketing support for the new Farm Baby Days, April 23 & 24, 2016 at the Lazy P Adventure Farm, Jen Anderson, President, for possible action

Lori Timko is here today representing Friends of the Farm, Inc. and make this request. This is a new event which will let children and their families the opportunity to get up close to baby farm animals. There will also be other activities, like hay wagon rides, bounce house, cow train and more, at the Lazy P Adventure Farm on these days. They would like to borrow 25 livestock panels, be included in WCVA marketing and be able to copy posters at the Convention Center that will be distributed around town. *Herb Ross made a motion to approve Farm Baby Days/Lazy P Adventure Farm, April 23 & 24, 2016, borrowing 25 livestock panels and also include this event in WCVA marketing efforts. Motion carried, 3-0.*

8.10 Accommodations tax 9-month refund requests, for possible action, Fennell (\$386.52), Fitzwater (\$426), Rigney (\$386.24), Karpyak (\$392.40), Simonette (\$281.61), Garrett (\$778.50)

Terry Boyle made a motion to approve the accommodation tax 9-month refund for Craig Fennell (\$392.40), Andrew Fitzwater (\$426), Chet Rigney (\$386.24), Joseph Karpyak (\$392.40), Bill Simonette (\$281.61), Ben Garrett (\$778.50). Motion carried, 3-0.

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 2017 Winnemucca Centennial prospective plans, for discussion

Kim asked that this item be included on this agenda to get the board thinking about the possibility of forming a committee with various entities to help plan events and activities for next year’s Winnemucca Centennial. It would be nice to work on a theme that will be carried out all year long for any local events including the Tri-County Fair parade, billboards, etc.

9.3 YESCO billboard renewals, for possible action

We have two YESCO billboard leases that expire in April, near McDermitt and Wendover. Before re-newing these leases Kim wanted to discuss it with this board. At one time, billboards were very effective but now with the use of smartphones, travelers have a lot more ways to get information. After some discussion, the board agreed to re-new these billboards for three years and want Kim to talk to the YESCO personnel about changing the copy more often. Maybe with something that would direct people to our website.

9.4 Purchase of new chairs for East Hall, for possible action

No report.

9.5 Status of WEC covered arena, for discussion and possible action

During the Ranch Hand Rodeo Barrel Bash we had some high winds and Kim noticed that one of the trusses on the west end of the arena had some damage, coming unattached from the cross-webs. He planned to contact someone to see if it could be welded back together. Then on March 21 we had more high winds and the arena sustained even more substantial damage. This time both ends had damage to the main truss, sagging 6-8 inches on the north end and screws that were ripped out. At that point, he contacted the Humboldt County Building Inspector, Bobby Thomas, who inspected the damage, closed it for safety concerns and provided Kim with “red tags” to officially close it from further use. At this point it will remain closed until further notice. This arena gets a lot of use by locals and visitors alike. Now that the addition to the Event Center is on hold, Kim would like this board to consider using those funds to tear down the existing arena and build a new structure. Ag #3 supports this idea. Kim will work with the county on how to handle this latest development and will keep this board informed.

9.6 West Hall upgrade to audio visual and sound system, for possible action

Kim presented a proposal from Vision Control Associates out of Reno for a retrofit of the West Hall audio visual system. We installed our current system in 2010 and it is now obsolete. This proposal would integrate the audio portion with speakers in the ceiling and new, high-end powerpoint projectors. Everything would be controlled by computers in the office which could also allow individual instructors control their systems in each room. We would also have monitors in the foyer area where we could have a schedule of events in the building and also run videos of our events. They would install the system and, since they're in Reno, are not too far away in case something goes down. The total amount for this proposal is \$131,297. This is a lot of money for technology that is continually changing. Still, Kim feels that by upgrading at this time we will be able to meet the needs of our customers for many years to come. This expenditure amount would usually require the formal bid process but there is a statue which outlines exceptions

to the bid process and Bill feels that this is one of these exceptions. NRS 332.115(1) lists contracts which are not adaptable to award by competitive bidding. Among other things, these include design of and equipment and services associated with systems of communications, hardware and associated peripheral equipment and devices for computers, software for computers, additions to and repairs and maintenance of equipment which may be more efficiently added to, repaired or maintained by a certain person. Since the system proposed is computer based, Bill is confident we do not have to follow the formal bid process on this project. ***Jim Billingsley made a motion to approve \$131,297 to upgrade the West Hall audio visual system as outlined in the proposal from Vision Control Associates. Motion carried, 3-0.***

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 Possible standardized delinquency procedure, timetable & forms, for discussion & possible action

No report.

10.5 Followup on possible solicitation of bids for West Hall electronic sign, on possible allocation of funds for items at Boys & Girls Club Complex not in current plans, on Joe Mackie Hall (East Hall) service elevator, for discussion & possible action

No report.

10.6 Communications from County Administrator re interest in succeeding Don Stoker as Motel Representative, for discussion

Included in Bill's packet are letters he has written to Administrator Mendiola noting the vacancy created by the unexpected death of Don Stoker. The county will fill this vacancy. Since this is the Motel Representative, there has been discussion about local motel owners who may be interested in this position. Terry has spoken to several motel owners he knows and none of them are interested. In order to have more applicants, it was suggested that Herb be moved from Business to Hotel Representative and Terry Boyle to

Motel Representative. This would open up this appointment to more people. Bill will write to the county explaining the situation and asking that they advertise the position as the Business Representative appointment.

10.7 Winnemucca Recreation project, Winnemucca Arts Center & Visitor Center, Events Complex riding arena, for discussion & possible action

No report.

11. Board Administrator.

11.1 February Financial Reports, for discussion

Room taxes continue to decline.

11.2 Room tax audit report

No report.

11.3 Approval of WCVA Tentative Budget, year ending June 30, 2017, for possible action

Kendall presented a spreadsheet which had tentative budget numbers entered. This is the same spreadsheet he presented last month except for two items. The first was how the 3/8% tax transfer to state and 2% tax transfer to county are reported on the audit. The second was to increase Capital Outlay from \$250,000 to \$1,000,000. ***Herb Ross made a motion to accept the resolution approving the WCVA tentative budget for year ending June 30, 2017. Motion carried, 3-0.***

11.4 Approval of response to audit exception, for possible action

Kendall read into the record his response written to Nevada Taxation regarding the audit exceptions that were cited in our audit report.

12. Other Business.

12.1 Joe Mackie Hall/East Hall service elevator

The parts required for the repairs to the elevator have been ordered but they are custom-made and Kim does not know how long it will be before the repairs are completed. The cost for these repairs is estimated at \$55,000.

12.2 McDermitt Motel

Bill reported that the McDermitt Motel is now closed but he has been unable to find out what is going on and when/if it will re-open.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, April 20, 2016, 4:00 pm.

14. Adjourn. *Herb Ross made a motion to adjourn this meeting. Motion carried, 3-0.*

The meeting was adjourned at 6:55 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
Hotel Representative

HERB ROSS
Vice Chairman and Business Representative

Position Vacant
Treasurer and Motel Representative

JIM BILLINGSLEY
City Representative

ABSENT
RON CERRI
County Representative
Attest:

BILL MACDONALD
Board Secretary and Counsel

KENDALL SWENSEN
Board Administrator