



## MINUTES, SEPTEMBER 16, 2015

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, September 16, 2015 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
Don Stoker	Treasurer and Motel Representative
Jim Billingsley	City Representative
Bill Macdonald	Secretary and Counsel

*Convention and Visitors Authority Board Officials Absent:*

Ron Cerri	County Representative
Kendall Swensen	Board Administrator

*Staff Members Present:*

Kim Petersen	Director
Shelly Noble	Administrative Clerk

*Staff Members Absent:*

None

*Others Present:*

None

4. **Meeting Notice Report.**

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, September 11, 2015 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 September 16, 2015 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, 4-0.***

6. Minutes.

Prior meeting minutes of June 17, 2015.

*Don Stoker made a motion to accept the minutes of the June 17, 2015 meeting. Motion carried, 3-0.* Herb Ross abstained because he was not present at that meeting.

Prior meeting minutes of August 19, 2015.

*Don Stoker made a motion to accept the minutes of the August 19, 2015 meeting. Motion carried, 3-0.* Terry Boyle abstained because he was not present at that meeting.

7. Claims. The following claims were submitted for payment and approved on September 16, 2015:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	20413-20483	\$131,282.43

*Jim Billingsley made a motion to approve all claims as submitted. The motion carried, 4-0.*

8. General Business.

**8.1 Accommodations tax 9-month refund requests, for possible action, Privett (\$660)**

*Terry Boyle made a motion to approve the accommodation tax 9-month refund for Steve Privett (\$660). 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 parking structure update, for discussion & possible action**

Kim and Bill are working to get bid specs together for this project. It looks like the project budget may exceed \$50,000 so we will have to go through the full bid process. Board members questioned this cost and amounts that have been previously approved. These were for engineering and structural testing and are not part of the actual repairs.

**9.3 WEC Indoor Event Center expansion update, for possible action**

Kim has received a memo from Kent Maher about the CMAR selection and what decisions need to be made at this time. Kim will work with him to get

this going. He is optimistic that the project will come in near our budget. The contractor that was awarded the Boys and Girls Club project is interested in bidding on this project too which may help a bit with our budget if they are already working here in Winnemucca.

**9.4 Silver State International Rodeo, sponsorship level in proposed contract, for possible action**

Kim has been contacted by SSIR representatives and they are interested in meeting to discuss this event and keeping it here. They will set a meeting date with Kim very soon.

**9.5 2016 Run-A-Mucca concert, for discussion & possible action**

Winners is still working on producing a concert for this weekend but there is no report tonight. This item will be placed on the October meeting agenda.

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

**10.1 Review monthly report, for discussion**

Bill reviewed his report.

Last week WCVA received a notice from YESCO (Young Electric Sign Company) that they were exercising their option for a 10-year extension of the lease on the two billboards located on our parking lots on Melarkey St. and Winnemucca Blvd. Kim asked Bill to review the contract to see what it would take to remove the billboards if this board decided to build on that lot. Per the original lease, YESCO must give us notice 60 days prior to the expiration of the original term. The question is when the original term began, since the lease states that the term begins when the billboards are completed. This could make a difference as to when the notice must be received and if they followed the lease. There is some question as to when the boards were completed. Bill will continue to investigate. At this time the WCVA has no building plans but we might at some point in the future and it would be nice to have these boards removed.

**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 Possible update on Intersection Beautification, Winnemucca Recreation project, Winnemucca Arts Center & Visitor Center, Events Complex riding arena, for discussion & possible action**

No report.

**11. Board Administrator.**

**11.1 August Financial Reports, for discussion**

Room tax revenues were up slightly but are still down compared to a couple of years ago.

**12. Other Business.**

**12.1 Tri-County Fair concert update**

Kim presented the board with a preliminary financial report on this year's concert and, as expected, it isn't good. The report shows this year's revenue and expenses compared to last year. So far our loss for this year's concert is over \$50,000 and there are still invoices we have not yet received. For whatever reason, the community did not show their support and the total number of tickets sold was 581, compared with 1,707 for last year. This board will not make any kind of decision tonight on the future of this event, but all agreed that we cannot continue to sustain a loss of this size. These concerts were added to boost fair attendance and give the community some good entertainment locally. It doesn't seem to be accomplishing this goal so future concerts will, most likely, not be booked during the fair. Kim noted that Pig Wrestling, the Bulls & Broncs Rodeo and the Truck Pulls were all down in attendance, participation and gate receipts.

**12.2 WCVA Interactions at a Glance**

Michelle prepared a short report on visitors, phone calls and website "hits" on social media. All agreed that the social media portion of our marketing is very important but very time consuming as well. We continue to work to keep our various outlets up-to-date and timely. Kim asked board members to review it and let him know if they have any questions

**13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, October 21, 2015, 4:00 pm.**

**14. Adjourn. *Don Stoker made a motion to adjourn this meeting. Motion carried, 4-0.*** The meeting was adjourned at 5:00 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 \_\_\_\_\_, 2015

As written \_\_\_\_\_

As corrected \_\_\_\_\_

Winnemucca Convention & Visitors Authority Board

\_\_\_\_\_  
TERRY BOYLE  
Chairman and  
Hotel Representative

\_\_\_\_\_  
HERB ROSS  
Vice Chairman and Business Representative

\_\_\_\_\_  
DON STOKER  
Treasurer and Motel Representative

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

ABSENT  
\_\_\_\_\_  
RON CERRI  
County Representative

Attest:

\_\_\_\_\_  
BILL MACDONALD  
Board Secretary and Counsel

ABSENT  
\_\_\_\_\_  
KENDALL SWENSEN  
Board Administrator