

STATE OF NEVADA)
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 COUNTY OF HUMBOLDT)

August 28, 2013

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MINUTES, AUGUST 28, 2013

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 28, 2013 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
Dan Cassinelli	County Representative
Bill Macdonald	Secretary and Counsel
Kendall Swensen	Board Administrator

Convention and Visitors Authority Board Officials Absent:

Jim Billingsley	City Representative
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Staff Members Present:

Kim Petersen	Director
Shelly Noble	Administrative Clerk

Staff Members Absent:

None

Others Present:

Joyce Sheen	Humboldt Sun
Brenda Heintz	Shooting the West
Debbie Stone	Humb Co Chamber of Commerce

Bob Shaw	Humb Co Chamber of Commerce
Todd Lewis	United Methodist Men
Sharon Barton	Humb Co 4-H
Jessica Ponte	UNCE 4-H Youth Program
Sandy Wallis	UNCE 4-H State Program
Mike Scott	Performance Computing

4. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, August 23, 2013 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 28, 2013 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, 3-0.*

6. Minutes.

Prior meeting minutes of July 15, 2013 and July 17, 2013. There was not a quorum present tonight that was also present at these meetings so approval will be postponed until the September meeting.

7. Claims. The following claims were submitted for payment and approved on August 28, 2013:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	18454-18550	\$305,336.19

Rodd William Stowell made a motion to approve all claims as submitted. The motion carried, 3-0.

8. General Business.

8.1 Debbie Stone, Humb Co Chamber of Commerce, request for funding, Color the Mucc, September 14, 2013, for possible action Debbie and Chamber Vice President Bob Shaw came before the board to make this request today. This run/walk will be a 3k and 5k here in Winnemucca. There are several local sponsors helping with expenses but the color packets that will be tossed on the runners are pretty expensive and the Chamber is looking for additional financial assistance. Funds raised will go towards the purchase of a new electronic marquee free-standing sign for the corner of Winnemucca Blvd. and Melarkey Street. *Don Stoker made a motion approving a \$500 grant to the Humboldt County Chamber of*

Commerce in support of their Color the Mucc 3k and 5k fun run on September 14, 2013. Motion carried, 3-0.

Debbie also asked if it was possible to borrow the wrestling time clock that is used at the Indoor Event Center at the finish line. Board members did not think that would be a problem. She will work with Kim to arrange this.

8.2 Debbie Stone, Humb Co Chamber of Commerce, request for equipment usage, Fall Farm Festival, October 2013, for possible action

The Chamber is sponsoring the Fall Farm Festival this October, to be held at The Lazy P Adventure Farm (owned and operated by Mr. Kim Petersen). The Chamber feels that this will be a very good event for the community and has the potential to attract visitors from out of the area. There will be many family-friendly activities at this event which will run every weekend in October. These activities include: a corn maze, haunted maze and house, educational exhibits, entertainment, food and more. The Chamber is requesting the use of the following equipment purchased by WCVA: one restroom trailer unit, one special event tent, a small quantity of tables and chairs, electrical distribution boxes and cords, livestock panels, portable sound system. They are also asking that this event be included in any tourism marketing that the WCVA engages in this fall. The Chamber will be responsible for transporting and maintaining the equipment while it is being used for this event. ***Rodd William Stowell made a motion approving the use of WCVA equipment (listed above) at the Fall Farm Festival (operated by Lazy P Adventure Farm) this October. Motion carried, 3-0.***

Chairman Boyle expressed his opinion that this could be a great destination for visitors and would like to see it featured heavily in WCVA's marketing efforts.

Dan Cassinelli arrived.

8.3 2013 Jessica Ponte, 4-H Leaders Forum, request for WH facility grant , February 28 & March 1, 2014, for possible action

This forum is an annual event that rotates between locations. It was held here a couple of years ago. It will include 4-H leaders, students and staff from around the state of Nevada, approximately 100 people. ***Don Stoker made a motion approving a \$1,400 Convention Center West Hall facility grant (2 days @ \$600/day, kitchen 2 days @ \$100/day) for the 4-H Leaders Forum to be held February 28 & March 1, 2014. Motion carried, 4-0.***

8.4 Todd Lewis, United Methodist Men, request for WH facility grant for Buckaroo Breakfast, Aug 31 & Sept 1, 2013, for possible action

The Buckaroo Breakfast is an annual event held each Labor Day weekend on

the Nixon Lawn. The United Methodist Men utilize our kitchen to prepare some of the breakfast items and are requesting a facility grant for the kitchen. ***Don Stoker made a motion approving a \$100 WH facility grant (kitchen, 2 days @ \$50/day) for their annual Buckaroo Breakfast to be held August 31 & September 1, 2013. Motion carried, 4-0.***

8.5 Kent Arrien, Humb Co Shooting Park, request for funding, for possible action

Kent gave the WCVA Board an update on the shooting facility and the improvements that have been added recently. These include an expansion to the shotgun area and the addition of an archery area. The number of visitors keeps increasing as word gets around on what a nice facility this is. Kent is here tonight to request \$1,500 to assist with annual facility maintenance and also help with funding necessary to receive a grant from NDOW for additional restrooms. The total for the restroom project is \$34,590.78. The grant amount is \$25,943.09. The Humb Co Shooting Park's portion is \$8,647.70. Board members asked if he was going to go to other entities and ask for help with this grant funding. Mr. Arrien said he plans to do this. ***Terry Boyle made a motion approving a \$1,500 grant to be used by the Humboldt County Shooting Park for annual facility maintenance expenses. Motion carried, 4-0. Rodd William Stowell made a motion authorizing a \$5,000 grant to be used toward the portion required by NDOW for the restroom grant funding. Motion carried, 4-0.***

8.6 Brenda Heintz, Shooting the West Committee, request for funding, March 5-9, 2014, for possible action

Ms. Heintz is the new Executive Director of the Shooting the West Photography Symposium. She replaces Stuart Schofield who has moved out of the area. Since taking over the event she has made some changes and identified other areas that may require attention. She has applied for grants from the mines, local banks and the railroad. In 2014 there will be an additional day of events, Tuesday, March 4. In the past the STW Committee has been telling this board that they expect to be self-sufficient but, so far, this has not come to fruition. This board again asked this question of Ms. Heintz. She informed the board that she has cut some advertising, will be utilizing social media since it's free and will be raising some of the prices for the seminars at next year's event. Mr. Swensen met recently with Ms. Heintz and spoke in support of the changes she is striving to make in working towards self-sufficiency and reducing the amount of funding they request from WCVA. Ms. Heintz is requesting an increase in their funding for 2014 but board members were hesitant to increase this funding. ***Rodd William Stowell made a motion approving Cooperative Funding for the 2014 Shooting the West Photography Symposium at the 2013 level. This funding is: \$10,000 grant, \$5,000 underwriting, \$7,000 Facility***

Grant. The Shooting the West Committee will be responsible for any other customary Convention Center charges. Motion carried, 4-0.

8.7 Mike Scott, Performance Computing, possible purchase of band width for EH, WH and WEC, for possible action

Mike has been attempting to purchase additional band width for local businesses and residences but has not been successful until recently. He now has the capability to provide a substantial amount of band width to the Convention Center and Events Complex which will be faster and more reliable than the current DSL. He has up to 20 Mb available to these entities. This board can authorize any portion or all of that amount at a cost of \$150/month per Mb. It was the board's opinion that even though the only event that requires this amount of band width at this time is Superior Livestock, there may be others in the future. Also, with the explosion of hand held devices, each requiring internet access and speed, it probably won't be too long before this band width will be required, but may not be available.

Dan Cassinelli made a motion to approve the installation and purchase of 20 Mb of band width from Performance Computing at a cost of \$150/month per Mb (\$3,000 per month) for use at the Convention Center East Hall, West Hall and the Winnemucca Events Complex. Motion carried, 4-0.

8.8 2013 Winnemucca Mule Races & Show, event report and update, discussion and possible action

The past few years have been quite challenging for this event. As a reminder, in 2011 the races were cancelled due to the equine virus outbreak. Since there were no races there was no pari-mutuel monies available for 2012. The 2012 pari-mutuel monies were minimal so to ensure that the 2013 races were held the owners of the racing mules gave the event additional money. This, along with funds from WCVA funded our event in June. It appears that this event may have run its course. The show did not attract anywhere near the participants necessary even to break even so, at this time, Kim and Sheree are recommending we do not hold a Mule Show in the future. Sheree presented a financial spreadsheet of these events from 2008 to 2013. This shows how integral the WCVA funding is to these events. Rodd supports the idea of trying to bring horse racing to Winnemucca in conjunction with the Mule Races. This has been done in the past with mixed results. Rodd will look into this further. ***Rodd William Stowell made a motion approving the discontinuation of the Winnemucca Mule Show. Motion carried, 4-0. Rodd William Stowell made a motion to table the discussion of the Winnemucca Mule Races at this time. Motion carried, 4-0.***

8.9 Accommodations tax 9-month refund requests, for possible action, Summers (\$446.47), Wray (\$495), Lynch (\$405), Bruckler (\$281.61), Harber (\$381.40), Corn (\$819), Smirnes (\$658.20), Thomas (\$405), Reeder (\$363.60)

Terry Boyle made a motion to approve the accommodation tax 9-month refund requests for Joshua Summers (\$446.47), Jason Wray (\$495), Jim Lynch (\$405), Michael Bruckler (\$281.61), Michael Harber (\$381.40), Robert Corn (\$819), Andrew Smirnes (\$658.20), Allen Thomas (\$405), Carol Reeder (\$363.60). 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 Purchase of 200 folding chairs for Convention Center, for possible action

Kim is requesting this board purchase additional chairs for use at our events. We have quite a few already but still have to borrow chairs from the Events Complex for some of the larger events. Brenda did some research online and we will be able to purchase 200 chairs and 6 carts for \$2,547.94. The amount may be a little different depending on the shipping expense. *Don Stoker made a motion approving the purchase of 200 folding chairs and 6 carts for use at the Convention Center at a cost not to exceed \$2,600. Motion carried 4-0.*

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 Update on Indoor Event Center electronic sign replacement, for discussion & possible action

Bill has been working on the specs and will get with Kim to finalize the bid requirements after Labor Day.

10.4 Review of East Hall LED Video Marquee specs for bidding, for discussion & possible action

No report.

10.5 Report on delinquencies

No report.

10.6 Report on annual debt management report, for discussion

Bill prepared this report last month. Kendall will be making adjustments to account for long-term plans to possibly fund a new Visitor Center, covered arena and basketball floor.

11. Board Administrator.

11.1 July Financial Reports, for discussion

Room tax amounts are holding even with last year.

11.2 Status of room tax audits, for possible action

No report.

12. Other Business.

None.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, September 18, 2013, 4:00 pm.

14. Adjourn. *Don Stoker made a motion to adjourn this meeting. Motion carried, 4-0.* The meeting was adjourned at 6:25 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 _____, 2013

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

ABSENT
JIM BILLINGSLEY
City Representative

DAN CASSINELLI
County Representative

Attest:

BILL MACDONALD
Board Secretary and Counsel

KENDALL SWENSEN
Board Administrator