

- 11.3 Budget Hearing, review and approval of 2010-2011 WCVA Budget (file by June 1)
 - 11.4 Adopt 5 year capital improvement plan (file by June 1)
 - 11.5 Quarter Economic Survey for 3rd quarter (file by May 17)
 - 11.6 Publish annual fiscal report on or before July 1, 2010
 - 12. Other Reports
 - 13. Next Meeting Date
 - 14. Adjournment
-

MINUTES MAY 21, 2010

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, May 21, 2010 with Chairman Terry Boyle presiding.

2. 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
Joyce Sheen	City 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

Others Present:

Sarah Betteridge	LHS Music Boosters
Linda Betteridge	LHS Music Boosters
John Wells	Winnemucca RV Park
David Selesnick	Hi-Desert RV Park
Judy Adams	HGH Ladies Auxiliary
Helen Hurtado	HGH Ladies Auxiliary

3. Pledge of Allegiance.

4. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Monday, May 17, 2010 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. Minutes.

Prior meeting minutes of April 21, 2010 were reviewed. ***Don Stoker made a motion to accept the minutes of the April 21, 2010 meeting. Motion carried, 4-0. Mr. Cassinelli was not present.***

6. Business Impact Determination.

After review of the May 20, 2010 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 unanimously, 4-0. Mr. Cassinelli was not present.***

7. Claims.

The following claims were submitted for payment and approved on May 20, 2010:

CHECK NUMBERS	AMOUNT
15525-15594 Nevada State Bank	\$167,330.24

Don Stoker made a motion to approve all claims as submitted. The motion carried unanimously, 5-0. Warrants approved later in the meeting, out of order, when Mr. Cassinelli was present.

8. General Business.

8.1 Helen Hurtado, request for EH facility grant, HGH Ladies Auxiliary Dinner, May 11, 2010

This request is for the use of the Silver State Room for their annual Dinner and Awards Banquet. This event was held on May 11, 2010. ***Terry Boyle made a motion approving a \$175 EH facility grant for the Humboldt General Hospital Ladies Auxiliary Dinner & Banquet on May 11, 2010. HGH Ladies Auxiliary will still be responsible for the other customary Convention Center charges. Motion carried unanimously, 4-0. Mr. Cassinelli was not present.***

8.2 Linda Betteridge, request for EH facility grant, LHS Music Boosters Back to School Breakfast, August 28, 2010

The LHS Music Boosters have been active in raising funds which make it possible for Lowry musicians to perform and attend competitions throughout the school year. They also provide scholarships to Lowry students involved in the music program. This breakfast is another event they would like to

sponsor and are requesting the use of the Comstock Room and kitchen on August 28, 2010. ***Don Stoker made a motion to approve a \$400 facility grant (\$250 for Comstock Room, \$150 for kitchen) in the East Hall of the Convention Center for the LHS Music Boosters Back to School Breakfast on August 28, 2010. LHS Music Boosters are still responsible for the usual deposit and other customary Convention Center charges. Motion carried unanimously, 4-0. Mr. Cassinelli was not present.***

8.3 David Selesnick, Hi-Desert RV Park, discussion and possible recommendation to Humboldt County/Ag District #3. Mr. Cassinelli was present.

Bill received a letter from Mr. Selesnick explaining his perception that the WEC campground is in competition with his property and he is unhappy about this. A copy of this letter, and Bill's response, were included in Bill's packet to board members. Mr. Selesnick states that he watches the occupancy of the WEC campground closely, since he feels that we are taking business from his RV park. It was Mr. Selesnick's understanding that this campground would be available only to those people participating in our events and the majority of those would be horse trailers. He was also unhappy that the Good Sam event last fall was held at the Winnemucca Events Complex even though his park is a Good Sam Park with an excellent rating. Kim explained that this campground was built and made available to attract participants and spectators to events held at the Winnemucca Events Complex. For some events it's a requirement since these people will not stay away from their animals. These events make a significant financial impact on the community in and around Winnemucca. Kim explained that this facility is essential to keeping these events returning to our community. There is a large sign at the entrance to the WEC facility explaining our policy and promoting the two nearby RV parks, Hi-Desert RV Park and Winnemucca RV Park, and the additional amenities that they provide. The Good Sam event was held at the WEC because this group wanted to be together and the area parks could not accommodate them. However, there was some overflow of Good Sam campers to the two nearby RV parks. Mr. Cassinelli pointed out that this facility is not operated or owned by the WCVA. It is a county facility and so if Mr. Selesnick has complaints or issues regarding its operation, he needs to go before the Ag District #3 Board and/or the Humboldt County Commissioners. Mr. Selesnick stated that he would make a request to be placed on a future commission agenda. Another item that Mr. Selesnick wanted to discuss was the room tax requirement of mobile home parks that allow RVs to rent space. How does the WCVA define "transient" when determining who is required to collect and pay room tax? After much discussion it was agreed by the WCVA Board that if an RV can immediately connect to power and water when parking in a designated site, it will be required to pay room tax in addition to space rent.

If these RVs must contact the power and/or gas companies and the city in order to get power and water, and so receive a monthly bill from these entities, then they are exempt from room tax since they are considered a permanent residence. Kim will draft a follow-up letter to the mobile home parks making this distinction.

After Mr. Selesnick was done speaking, John Wells, the owner and operator of the Winnemucca RV Park asked if he could comment. Mr. Wells does not consider the WEC camping facility to be in competition with his property. He does not want to accommodate people with horse trailers plus he offers WIFI, cable, sewer, etc. at each individual site (Hi-Desert also offers these conveniences). These things are not offered at the WEC facility. He feels that he benefits from our events since there are a lot of people that want a park with grass, trees, and the additional amenities. Mr. Wells agreed to go to the County Commission meeting when Mr. Selesnick appears on the agenda so that he can give his opposing views.

Also, the WCVA will need to agendaize this commission meeting in case there is a WCVA quorum present to hear this information.

8.4 Public review and comment on FY 2011 WCVA Tentative Budget

There was no public comment on the FY 2011 WCVA Tentative Budget.

Mr. Cassinelli left meeting to attend another meeting at the Convention Center.

8.5 Chris Freed, Load 'Em in the Dark Cattle Company, request for funding

When Mr. Freed made a request to be placed on the agenda he did not let Kim know what he wanted to discuss. Today he contacted Kim to let him know that he is transferring control of the USTRC Finals in August to the USTRC organization. ***Rodd William Stowell made a motion recognizing the funding for the USTRC Finals to be held on August 26-28, 2010 at the Winnemucca Events Complex will now go to the USTRC organization. All future Cooperative Funding requests and event information will come from USTRC. Motion carried unanimously, 4-0. Mr. Cassinelli was not present.***

8.6 Accommodation tax 9-month refund request, Riley (\$291.50)

Michelle Riley (\$291.50) has submitted receipts and the proper paperwork to receive this room tax rebate. ***Terry Boyle made a motion to approve the 9-month accommodation tax refund for Michelle Riley. Motion carried unanimously, 4-0. Mr. Cassinelli was not present.***

8.7 East Hall repairs & upgrades

Allen and his crew have been working hard to complete the work on the boiler in the East Hall. They hope to be done in the next couple of weeks.

9. Director's Report.

9.1 Financial reports on WCVA events

The financial reports from the Tri-County Fair and Ranch Hand Rodeo were included in the board packets for review.

9.2 Senior Pro Rodeo Finals – possible contract extension

Kim wrote a letter to John South, General Manager of the Senior Pro Rodeo Finals. In it he outlined our proposal for their 2012 event. A copy of this letter was included in the board packets. To date, we have not had any response.

9.3 Possible future purchase of electronic billboard for Winnemucca Events Complex

Kim would like this board to consider purchasing an electronic billboard that would be placed along I-80 near the Winnemucca Events Complex. This board could promote our events and would be seen by thousands of cars each day. He will bring a proposal to this board at a later date.

10. Secretary & Counsel, Monthly Report.

10.1 Monthly report including compliances

Bill presented his report for May.

10.2 Chamber of Commerce report

This is included in Bill's packet.

10.3 Report on delinquencies

This is included in Bill's packet.

10.4 Propane car display documentation

No report.

10.5 Status of warm-up facility

No report.

10.6 WRRRA status update

No report.

11. Board Administrator.

11.1 April financial reports

Room taxes for April were up compared to last year.

11.2 Options to diversify cash investments

Kendall is still collecting information from area banks. At this time, to get the best rate we would have to tie up our funds for 6 months to two years. But even options ranging from 6 months to a year have an interest rate that is double to what we are currently receiving from the LGIP.

11.3 Budget Hearing, review and approval of 2010-2011 WCVA Final Budget

Kendall made only a couple of minor changes to the Tentative Budget for the Final Budget. The previous budget did not account for the 2% increase to room tax that we will be collecting beginning July 2010. 1% will go to the county for expenses related to the Winnemucca Events Complex. The remaining 1% will go to WCVA. Since there were no public comments on the FY 2011 WCVA Tentative Budget, *Joyce Sheen made a motion approving the FY 2011 WCVA Final Budget as presented. Motion carried unanimously, 5-0.*

11.4 Adopt 5 year capital improvement plan

Kendall presented a handout to this board outlining the WCVA 5 year capital improvement plan. There is one correction to be made on page 2. The purchase of chairs is listed for the East Hall. That should be corrected to read Convention Center. *Joyce Sheen made a motion approving the WCVA 5 year capital improvement plan with the correction noted above. Motion carried unanimously, 5-0.*

11.5 Quarter Economic Survey for 3rd quarter (file by May 17)

This survey has been completed and filed.

11.6 Publish annual fiscal report on or before July 1, 2010

Kendall will complete this report at the end of the month.

12. Other reports.

12.1 Scott billboard

Don asked about the status of the Scott Shady Court billboard on the parcel next to the fairgrounds that the county purchased last year. It is in poor condition and needs to be repaired or removed. At the very least, the Scott name and business need to be painted over. Kim has received a bid to upgrade it with new vinyl. He submitted this to the county but, so far, there has been no action taken. Kim will check into this again and report back next month.

12.2 Shooting Park Grand Opening

Don reminded everyone of the Grand Opening of the Shooting Park on June 6th from 10 am to 2 pm.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, June 16, 2010, 4:00 pm.

14. Adjourn. *Don Stoker made a motion to adjourn this meeting. Motion carried unanimously, 4-0. Mr. Cassinelli was not present.*

The meeting was adjourned at 6:30 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 _____, 2010

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

JOYCE SHEEN
City Representative

DAN CASSINELLI
County Representative

Attest:

BILL MACDONALD
Board Secretary and Counsel

KENDALL SWENSEN
Board Administrator