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MINUTES, OCTOBER 19, 2011

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, October 19, 2011 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
Joyce Sheen	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:

Kathleen Schlicht	Humb General Hospital Auxiliary
Ed Partee	Winnemucca FFA Alumni
Randy Sellers	American West 4D
Larry Gunter	American West 4D
Darrel Field	Staff/Fifties Fever Committee

4. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, October 14, 2011 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 October 19, 2011 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, 5-0.*

6. Minutes.

Prior meeting minutes of August 17, 2011 and September 28, 2011 were reviewed.

Don Stoker made a motion to accept the minutes of the August 17, 2011 meeting. Motion carried, 3-0. Terry Boyle and Rodd William Stowell abstained because they did not attend this meeting.

Don Stoker made a motion to accept the minutes of the September 28, 2011 meeting. Motion carried, 4-0. Dan Cassinelli abstained because he did not attend this meeting.

- 7. Claims.** The following claims were submitted for payment and approved on October 19, 2011:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	16784-16838	\$114,023.29

Joyce Sheen made a motion to approve all claims as submitted. The motion carried unanimously, 5-0.

8. General Business.**8.1 Darrel Field, Fifties Fever Committee, event report and funding request, for possible action**

Darrel reported that, overall, this event went pretty well this year even

though car registrations were down slightly. This may have been due to the confusion with Reno's Hot August Nights and the dates of their event. Overall, the event lost approximately \$5,000 due largely to the fact that instead of contracting with a t-shirt vendor we had to buy the shirts outright and were left with a lot of shirts that did not sell. For the 2012 event the committee is hoping that the Reno dates remain firm and that we can find a t-shirt vendor to work with. Fifties Fever still brings people to town for a couple of days whether they are going on to Hot August Nights or not.

8.2 Ed Partee, Winnemucca FFA Alumni Scholarship Dinner, February 25, 2012, request for WH facility grant, for possible action

Mr. Partee is before this board to make their annual request for use of the West Hall for their fundraising dinner in February 2012. Funds raised go to Lowry students for academic scholarships and grants so that students can attend FFA Nationals and other competitions.

Don Stoker made a motion approving a West Hall facility grant to the Winnemucca FFA Alumni for their annual Scholarship Dinner to be held on February 25, 2012 in the amount of \$750 (\$600 West Hall rental, \$150 kitchen rental). Winnemucca FFA Alumni is responsible for any other customary Convention Center charges. Motion carried unanimously, 5-0.

President Boyle noted that the number of requests for Convention Center facility grants has greatly increased over the past few years and this board may need to work on implementing a policy on how these grants are awarded. The requesting organizations all raise money for a variety of very good causes but the volume of these requests is getting to a point where there needs to be some parameters for awarding these grants. This subject will be added to the November WCVA agenda for discussion and possible action. Don advised Mr. Partee to be aware that a new policy on facility grants may be in effect when the FFA Alumni make their request for 2013.

8.3 Kathleen Schlicht, HGH Auxiliary, December 6, 2011, request for EH facility grant, for possible action

This request is for the use of the Lounge on December 6, 2011 for the Auxiliary's Christmas Party. This is a wonderful organization and in past years this board has supported them by providing the Convention Center for their annual banquets. But after some discussion, the board was in agreement that they do not want to set a precedent of awarding facility grants for Christmas parties and so denied this request.

8.4 Nicole Maher, Lions Club Health & Safety Fair, March 17, 2012, request for EH facility grant, for possible action

Nicole was unable to attend tonight's meeting but the request form was included in the board packets. This event returns every year and provides a

service to the community by offering low and no-cost health screenings and information. ***Joyce Sheen made a motion approving an East Hall facility grant in the amount of \$600 for the Lions Health & Safety Fair to be held March 17, 2012. Winnemucca Host Lions Club is responsible for any other customary Convention Center charges. Motion carried unanimously, 5-0.***

8.5 Juan Gonzalez, Tournament Charro, future funding, for possible action

Through a translator, Kim explained to Juan that before any decisions on future funding are made, this board wanted to express their concerns about the negative publicity generated after last May's event. The individuals that made the video and false claims of animal cruelty are sure to attend this event in 2012 and we want to make sure that there isn't another accidental incident. Board members agreed that if funding for Tournament Charro is authorized again and another incident occurs, this board may withdraw its support. Juan (again, through the translator) assured the board that this was an isolated incident and that all the horses used for this event in the future will be properly trained. ***Don Stoker made a motion approving the 2012 Cooperative Funding for the Tournament Charro, May 5 & 6, 2012. This will be a grant in the amount of \$3,000 and facility fees of \$1,600 paid by WCVA. Motion carried unanimously, 5-0.***

8.6 Randy Sellers, American West 4D Barrel Racing, future funding, for possible action

Randy is here tonight with Larry Gunter representing American West 4D. They produce two events here and have requested funding for both. The first event is their Winnemucca Classic Barrel Race in June. This past June they were the first event to start up after many other annual events (including our Mule Show & Races) were cancelled due to the equine virus issue. Their entries were hit hard as a lot of participants chose to stay home and not compete this past summer. They are confident that they will have a much better turnout in years to come. For the American West 4D June Classic, Randy and Larry are requesting a \$10,000 grant and facility fees in the amount of \$2,400 paid by the WCVA.

Larry and Randy also produce their finals here in October. For 2012, Mr. Sellers and Mr. Gunter are requesting a \$30,000 grant and are interested in entering into a multi-year contract again if we can come to an agreement on the terms. When they moved this event here from Reno in 2009, the WCVA entered into a 3-year contract with American West which awarded them \$25,000 each year and WCVA paid the facility fees, up to \$10,000 each year. It was the opinion of this board that this cash grant amount is not justified since our hotels and motels have not seen an impact when this event is in town. The participants do eat out and buy fuel while they're in town, but they tend to stay in their horse trailers that have living quarters

incorporated in them instead of local properties that generate room tax. As a business decision, it would not seem logical for this board to keep funding an event at the current level that does not contribute to room tax generation. During the discussion, Chairman Boyle asked if annual funding in the \$12,000 to \$15,000 range would make it possible for them to continue producing this event here. Mr. Sellers and Mr. Gunter said they would have to run the numbers and make a decision. It was also suggested that they try to get some local sponsors to make up the difference in funding level. In past years they have not pursued sponsors due to the funding received from WCVA but this may be something that could be explored in the future. Also, it was suggested that they go before the County Commissioners since their event does generate a considerable amount of stall and camping fees for the county.

Terry Boyle made a motion approving a \$4,000 grant for the American West 4D June Classic Barrel Race to be held June 8-10, 2012. The motion carried unanimously, 5-0.

Funding for the American West 4D Finals in October 2012 was tabled and will be discussed more at a future meeting.

8.7 Jaime Deller, Silver State International Rodeo, event report and possible funding request, for possible action

Since our last meeting, Kim has spoken with Jaime and at this time the SSIR Committee is re-organizing and planning to produce the 2012 event. Jaime and her father do not want to be involved any longer. They had a hard time getting volunteers since it is for an entire week of performances during the day. Kim was requested to get some help for them but could never get information from them on the number of people they needed, or the dates and times which made arranging for volunteers difficult.

8.8 WCVA 2012 Cooperative Funding requests, for possible action

Board members received a binder with the requests we have received so far with their board packets. Tonight a spreadsheet was presented which included these requests and Kim's recommendations for 2012 funding. Overall, Kim has recommended similar funding levels as past years on most events. However, there are a few that he feels are overfunded when you look at the amount of room tax they generate. These include the 4D Finals discussed above and the WSRRA Ranch Rodeo Finals. There is no recommendation on this event since this board would like to see his event report after the rodeo in November. Also, Kim informed the board that the Mule Show & Races are still not sure exactly how this event will be produced for 2012. And serious consideration needs to be given as to the future of the Labor Day Rodeo. It is not attracting the crowds to justify the expense but as the longest running rodeo in Nevada, there may be some public outcry if it is

discontinued. All of these decisions by other boards may affect the funding this board is asked to contribute. ***Joyce Sheen made a motion to table 2012 Cooperative Funding approval until next month's meeting. Motion carried unanimously, 5-0.***

8.9 Accommodation tax 9-month refund requests, for possible action Clark (\$804), Trowbridge (\$827.10)
Don Stoker made a motion to approve the accommodation tax 9-month refund requests for Jason Clark (\$804) and Don Trowbridge (\$827.10). Motion carried unanimously, 5-0.

9. Director's Report.

9.1 Financial reports on WCVA events

These are included in the board packets.

9.2 Funding request, covered stalls at WEC, for possible action
 No report.

9.3 Electronic Convention Center marquees, for possible action
 No report.

9.4 WCVA policy re: Attendance reports and economic impact, for possible action

Kim presented a draft of a policy requiring people who rent our facilities to complete a short survey which would give us attendance figures we could use when completing usage reports and our annual report. Their deposit would not be refunded to them until this survey is received by the Convention Center. At this time, Shelly uses the estimate provided ahead of time by individuals when preparing the monthly attendance reports, but Kim felt that a short survey completed after the event would be more accurate. The board felt this was a lot of busy work that really wasn't necessary and so no policy will be finalized for our License Agreements.

9.5 Event Center Scoreboard sponsorship renewals update

Kim has secured agreements for two additional 5-year scoreboard sponsorship agreements with Les Schwab and Nevada State Bank beginning in January 2012. There are two more panels that he will be working to secure agreements for in the next few months.

9.6 Use of Melarkey Street parking lot, for possible action

The parking lot across the street that we acquired recently has really helped alleviate some of the parking issues at the Convention Center. However, it is also being used by those not attending events here and even some overnight parking. Kim would like to have some signs made stating "Convention

Center Parking Only” as well as “No Overnight Parking” and “Violators Will Be Towed”. He will get with Bill to include the appropriate NRS to include on the signage. The board agreed that this should be done. ***Joyce Sheen made a motion approving signs be made for the Melarkey Street parking lots across from the Convention Center. These are to say “Convention Center Parking Only”, “No Overnight Parking” and “Violators Will Be Towed”. Bill will get the appropriate NRS to include on the signs. Motion carried unanimously, 5-0.***

9.7 Ranch Hand Rodeo, Independent Contractor for Sponsorship Sales, for possible action

Kim has been in discussions with Dennis Ramasco as a possible contractor for sponsorship sales for the Ranch Hand Rodeo. This event has grown to a point where staff does not have adequate time to devote to increasing these sponsorships. Kim gave a draft of the contract with Dennis to each board member. It outlines each entity’s duties, responsibilities and expectations. Dennis will work on a commission basis paid by Ranch Hand Rodeo. A question was brought up as to whether this was a conflict of interest since Dennis is a member of the Ag District #3 Rodeo Board. Kim and Bill both agree that this is a WCVA event and run under WCVA’s tax ID number so there is no conflict. ***Don Stoker made a motion approving the Independent Contractor for Sponsorship Sales Agreement that was presented here tonight upon approval by Bill once he has reviewed it. Motion carried unanimously, 5-0.***

10. Secretary and Counsel, Monthly report.

10.1 Discussion of meeting procedures, for possible action

No report.

10.2 East Hall roof report, final inspection, for possible action

We should receive the bond from the roofing contractor tomorrow and work is scheduled to begin on Monday. There was some discussion about hiring an independent inspector at the end of the job to make sure that the work was done correctly. Our insurance may require this additional assurance on the new roof. The board questioned the need for this additional cost so Bill will check to see if it is required.

10.3 Report on delinquencies and possible action on liens

See Bill’s report.

10.4 East Hall carpet bids update, for possible action

The specs are prepared and we need to select a color. Kim suggested bright, vibrant colors to offset the darkness of the building. Don and Rodd will look at sample colors and bring the board 2 or 3 choices at a future meeting.

10.5 Monthly report including compliances

No report.

10.6 Chamber of Commerce Report

Included in Bill's report.

10.7 2012 Run-A-Mucca gaming application, for possible action

Bill will prepare and submit this application on behalf of WCVA for the 2012 motorcycle raffle.

10.8 Counsel's 2011 liability report

Bill will be contacting board members to ask if they know of any liabilities that could result in us having a loss.

11. Board Administrator.**11.1 September Financial Reports**

No report.

12. Other Business.**12.1 East Hall Dance, October 15, 2011**

A local restaurant put on a Hispanic dance last Saturday night in the East Hall. Around 11:15 there was a small fire in the men's room and the alarm was pulled. The dance was closed down and the mess cleaned up. Damage was minimal since it was in the men's room. Kim just wanted this board to be aware of the problems with some of these dances.

12.2 Capital projects

Kendall will be preparing the 2013 WCVA budget in the coming months and will be asking this board for capital projects suggestions that he will be including in this budget.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, November 16, 2011, 4:00 pm.**14. Adjourn. *Joyce Sheen made a motion to adjourn this meeting. Motion carried unanimously, 5-0.***

The meeting was adjourned at 6:45 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 _____, 2011

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