

- for discussion & possible action
- 10.5 Update on LED Video Marquee specs for bidding, for discussion & possible action
11. Board Administrator
- 11.1 August Financial reports
- 11.2 Status of room tax audits, for possible action
12. Other Reports
13. Next Meeting Date
14. Adjournment
-

MINUTES, SEPTEMBER 18, 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, September 18, 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
Jim Billingsley	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

Staff Members Absent:

None

Others Present:

Joyce Sheen	Humboldt Sun
Debbie Stone	Humb Co Chamber of Commerce
Bobby Fagundes	Nevada FFA
Ethan Marshall	Nevada FFA
Dee Holzel	Silver Pinyon Journal

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2013*

Steve West
Curtis Calder
Daralee Millikan

City of Winnemucca
Gold Diggers Motorcycle Club
Lowry Key Club

4. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, September 13, 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 September 18, 2013 agenda, *Rodd William Stowell 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.* Don Stoker and Dan Cassinelli were not present for this vote.

6. Minutes.

Prior meeting minutes of July 15, 2013, July 17, 2013, August 28, 2013. *Don Stoker made a motion to accept the minutes of the July 15, 2013 meeting. Motion carried, 4-0. Terry Boyle abstained because he was unable to attend this meeting.*

Don Stoker made a motion to accept the minutes of the July 17, 2013 meeting. Motion carried, 3-0. Terry Boyle and Dan Cassinelli abstained because they were not able to attend this meeting.

Rodd William Stowell made a motion to accept the minutes of the August 28, 2013 meeting. Motion carried, 4-0. Jim Billingsley abstained because he was unable to attend this meeting.

7. Claims. The following claims were submitted for payment and approved on September 18 2013:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	18551-18642	\$170,868.27

Rodd William Stowell made a motion to approve all claims as submitted. The motion carried, 3-0. Don Stoker and Dan Cassinelli were not present for this vote.

8. General Business.

8.1 Heather Dye, Nevada FFA, request for EH facility grant,

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February 10 & 11, 2013, for possible action

Bobby Fagundes and Ethan Marshall are current Nevada FFA officers. They are here to make this request and answer any questions the board may have. This request is for their annual leadership training. FFA students and leaders from all over the state of Nevada will be attending. They will be in town two days, spending one night in local motels. This board has granted this request in the past. They come to Winnemucca every other year. During the odd number years they go to Carson City for their training to take advantage of the legislative session and the opportunity to speak with policy makers for the state. ***Rodd William Stowell made a motion approving an EH facility grant(2 days @ \$1,000/day) for the Nevada FFA Leadership Training, February 10 & 11, 2014. Motion carried, 4-0.*** Dan Cassinelli was not present for this vote.

8.2 Debbie Stone, Humb Co Chamber of Commerce, request for funding, corner electronic marquee, for possible action

The Chamber has been trying to raise funds to purchase a new free-standing marquee sign to replace the one at the corner of Winnemucca Blvd and Melarkey Street. Since the city, county and WCVA are now moving forward with the beautification project at this intersection, the Chamber thought it would be a good time to replace the sign but do not have all of the funding needed. They estimate that at the end of September they will have \$31,000 available for this project but the total estimate for the sign replacement is \$51,500. They are requesting a \$25,000 loan to fund the balance and get this project under way. They plan to re-pay this loan in two annual installments of \$12,500 in October 2014 and October 2015. They will do this with proceeds from their wine walks which typically raise \$3,000 per event. ***Jim Billingsley made a motion approving a \$25,000 loan to the Humboldt County Chamber of Commerce to be used for the purchase of a new electronic marquee. This loan is to be repaid in two years. There will be no interest on this loan. Motion carried unanimously, 5-0.***

8.3 Debbie Stone, Humb Co Chamber of Commerce, funding of billboards for Fall Farm Festival & future events, for possible action

At last month's meeting Chairman Boyle expressed his opinion that WCVA should promote the Fall Farm Festival with one of our billboards along I-80. Kim presented the WCVA board with a design for this billboard. We have a billboard along the freeway on property owned by Humboldt Drilling that we do not pay for so Kim has been working with Saunders Outdoor Advertising to get an estimate on the cost for new vinyl promoting this event. The cost for a new vinyl on that board is approximately \$1,500 and could be removed and used again in future years. ***Don Stoker made a motion approving \$1,500 for the purchase of a vinyl overlay on the billboard at***

Humboldt Drilling promoting the Fall Farm Festival. Motion carried, 5-0.

8.4 Curtis Calder, Gold Diggers Motorcycle Club Winnemucca GP 2013, November 9 & 10, 2013, for possible action

This year's race will be held only 5 miles north of town, near Winnemucca Mountain. It's a course that has been used before, but not since about 2003. Curtis expects 200 participants plus family members. Since the event is being held so much closer to town than last year's (which was at Bottle Creek) he expects a lot of people will be staying in local motels. He is requesting \$1,500 to cover the cost of the ambulance for the weekend. This is less than last year since the ambulance doesn't have to go as far out of town. ***Dan Cassinelli made a motion approving a \$1,500 grant to the Gold Diggers Motorcycle Club for their Winnemucca GP 2013 motorcycle race to be held November 9 & 10, 2013. Motion carried, 5-0.***

8.5 Daralee Millikan, Lowry Key Club, request for WH facility grant, American Dream Gun Show, Sept 21 & 22, 2013, for possible action

In the past, the producer of this event sold a few food items during the gun show. This year she offered the opportunity to Lowry Key Club to run a food concession as a fundraiser. Mrs. Millikan is here tonight to request a facility grant for the WH kitchen during the gun show. ***Don Stoker made a motion approving a WH kitchen facility grant (2 days @ \$100/day) for the Lowry Key Club to run a food concession during the American Dream Gun Show, September 21 & 22, 2013. Motion carried, 5-0.***

8.6 New Vision Development-E. Winnemucca Blvd., Accommodation Tax status update, for possible action

This item is on the agenda for information purposes only. Recently, the manager at New Vision Development filled out the application for room tax license that is required by WCVA in order to rent their spaces to the public on a nightly basis. She hopes to be ready to open to the public this week.

8.7 Accommodations tax 9-month refund requests, for possible action, York (\$407.40), Oscarson (\$582), Burton (\$945), Melton (\$413.64), McRae (\$1,160.70), McDonald (\$405)

Terry Boyle made a motion to approve the accommodation tax 9-month refund requests for David York (\$407.40), Jared Oscarson (\$582), Michael Burton (\$945), Micky Melton (\$413.64), Donald McRae (\$1,160.70), Chris McDonald (\$405). Motion carried, 5-0.

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 City's request to relinquish driveway access located on Winnemucca Blvd., corner of Winnemucca Blvd and Melarkey Street, for possible action

Steve West is here today to update the WCVA board on the intersection beautification project and make this request. He has been working to get the appropriate permits from Nevada Department of Transportation (NDOT). The permit is close to being issued but NDOT is requiring driveway relinquishments from the three entities with driveway cut outs at this intersection. Winners and Sundance have already relinquished their driveways. Once the driveways are gone, there will be new curbing and sidewalks installed as part of this project. There are three driveway cut outs on the WCVA parcel that will need to be relinquished in order for the permit to be issued. After some discussion, the WCVA board agreed that they would agree to this but they would like Steve to ask about making the driveway in the middle of the block (on Melarkey Street) larger to accommodate vehicles better. They would also like him to inquire about a mid-block crosswalk.

Dan Cassinelli made a motion relinquishing the driveway cut outs on the WCVA parcel at the corner of Winnemucca Blvd and Melarkey Street, as shown on the drawings presented at tonight's meeting. Kim will draft a letter to NDOT notifying them of this decision by the WCVA. Motion carried, 5-0.

10. Secretary and Counsel, Monthly report.

10.1 Review monthly report, for discussion

Report for September was reviewed by Bill.

10.2 Chamber of Commerce report, for discussion

September 2013 Report was included in Bill's report.

10.3 Review Room Tax Report to State

We are required to fill a report out and provide the information to the state. Kendall stated he has never seen this form before but will make sure that it is filed in the future. Bill completed this year's report.

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

Bid notice for this project has appeared the The Humboldt Sun twice. Bids are due October 11 and will be opened at the WCVA meeting on October 18. Action will be taken to accept one of these bids at that time.

10.5 Update on LED Video Marquee specs for bidding, for discussion & possible action

No report.

11. Board Administrator.

11.1 August Financial Reports, for discussion

Room tax amounts are up over last year.

11.2 Status of room tax audits, for possible action

No report.

12. Other Business.

12.1 TCF Concert

We are still in the process of paying bills from the concert as they are received but we do know that this year's concert lost money. Clay Walker put on a great show but just did not attract the crowd that Jake Owen did last year. Kim is already working on securing someone for next year's concert.

12.2 TCF Truck Pulls

The truck pulls were very popular and a good addition to the fair weekend. The grandstand was full but, even so, this event did not quite break even. Still, it brought people to the fair on Sunday night and the vendors seemed to do well.

12.3 Labor Day Rodeo

The rodeo continues to be a challenge. Going to a one-day event was a gamble this year. Attendance continues to drop. The Rodeo Board will be discussing possible changes for next year.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, October 16, 2013, 4:00 pm.

14. Adjourn. *Don Stoker made a motion to adjourn this meeting. Motion carried, 5-0.* The meeting was adjourned at 5:25 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

JIM BILLINGSLEY
City Representative

DAN CASSINELLI
County Representative

Attest:

BILL MACDONALD

KENDALL SWENSEN

*Convention & Visitors Authority Board Meeting September 18,
2013*

Board Secretary and Counsel

Board Administrator