

STATE OF NEVADA)
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 COUNTY OF HUMBOLDT)

April 19, 2017

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MINUTES, APRIL 19, 2017

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, April 19, 2017 with Chairman Terry Boyle presiding.
2. **Pledge of Allegiance.**
3. **Attendance.** *Convention and Visitors Authority Board Officials Present:*

| | |
|-----------------|--|
| Terry Boyle | Chairman and Motel Representative |
| Herb Ross | Vice Chairman and Hotel Representative |
| Jim Billingsley | Treasurer and City Representative |
| John Arant | Business Representative |
| Ron Cerri | 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:

Maggie Williams

Humb Hospital Auxiliary

Susan Harrer

Humb Hospital Auxiliary

Joey Dendary

Wmca Golf Court

Mike Sheppard

Michael Clay Corp.

Kent Maher

Ag District #3

Debbie Hummel

Superior Livestock Art & Craft Show

Jace Edwards

Nomadic Broadcasting

Wolfgang Velasco

Nomadic Broadcasting

Jill Stepper

Full Focus Crossfit

4. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, April 14, 2017 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 April 19, 2017 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, 3-0.*** Ron Cerri and John Arant were not present for this vote.

6. Minutes.

Prior meeting minutes of March 15, 2017.

John Arant made a motion to accept the minutes of the March 15, 2017 meeting. Motion carried, 4-0. Terry Boyle abstained because he was not present at that meeting.

Prior meeting minutes of March 22, 2017.

Jim Billingsley made a motion to accept the minutes of the March 22, 2017 meeting. Motion carried, 3-0. Ron Cerri and John Arant were not present for this vote.

7. **Claims.** The following claims were submitted for payment and approved on April 19, 2017:

| <u>BANK ACCOUNT</u> | <u>CHECK NUMBERS</u> | <u>AMOUNT</u> |
|---------------------|----------------------|---------------|
| Nevada State Bank | 21691-21766 | \$206,996.11 |

Jim Billingsley made a motion to approve all claims as submitted. The motion carried, 3-0. Ron Cerri and John Arant were not present for this vote.

8. **General Business.**

8.1 Maggie Williams, Humboldt General Hospital Auxiliary Awards Banquet, May 16, 2017, request for West Hall facility grant, for possible action

Maggie and Susan are here today to make the request for the facility for their annual awards banquet which recognizes the hard work of their volunteers throughout the year. The request is for 2 rooms in the West Hall (\$240) and the kitchen (\$150). *Herb Ross made a motion to approve a \$390 facility grant for the Humboldt General Hospital Auxiliary Awards Banquet, May 16, 2017. Motion carried, 3-0.* HGH Auxiliary is responsible for any other customary Convention Center charges. Ron Cerri and John Arant were not present for this vote.

8.2 Massey Mayo, Wmca Goldrush Softball Tournament, request for Cooperative Funding, for possible action

There was no representative present to make this request. No action taken.

8.3 Lyle Avey, Rocky Mountain Elk Foundation Banquet, March 18, 2017, request for West Hall facility grant, for possible action

Mr. Avey was not present at this meeting. However, *Jim Billingsley made a motion to approve a West Hall facility grant (\$600) for the Rocky Mountain Elk Foundation Banquet that was held March 18, 2017. Motion carried, 3-0.* Ron Cerri and John Arant were not present for this vote.

8.4 Debbie Hummel, Superior Livestock Art & Craft Show, August 2-4, 2017, request for Joe Mackie Hall facility grant, for possible action

Debbie has coordinated this show for the past few years on the Main Floor, Joe Mackie Hall. It is a nice addition to the Superior Livestock Auction and gives locals, as well as those attending the auction, a chance to purchase a variety of art and gift items. The board has supported her with this show in the past. *Jim Billingsley made a motion to approve a \$1,800 Joe Mackie Hall facility grant (3 days @ \$600) for the Superior Livestock Art & Craft Show, August 2-4, 2017. Motion carried, 3-0.* Mrs. Hummel is responsible for any other customary Convention Center charges. Ron Cerri

and John Arant were not present for this vote. Debbie asked if the plastic banquet tables that are used outside and stacked by one of the exits could be placed somewhere besides that portion of the Joe Mackie Hall when the vendors move in. Kim explained that we really do not have any other location to leave the tables so that we can get them placed for Thursday night's bar-be-que on Nixon Lawn, but he will try to come up with a solution.

8.5 Joe Dendary, Wmca Golf Course, Wmca Spring & Fall Pro Ams, request for Cooperative Funding, for possible action

This year Joey is requesting the same amount of funding but it will be used to increase the purse in two tournaments instead of three. He is confident that with additional prize money at these two Pro-Am tournaments he can attract additional pros to attend. With more pros, more amateurs will participate too. These events have proven successful as rooms are filled and participants, as well as spouses, eat out and shop locally. *Jim Billingsley made a motion to approve a \$7,500 grant to the Winnemucca Golf Course to be used as additional prize money during the Spring and Fall Pro-Am Golf Tournaments (May 22 & 23, 2017 and September 16 & 17, 2017). Motion carried, 5-0.*

8.6 Savannah Talbott, 2017 Mucc Town Throwdown, May 20, 2017, request for Cooperative Funding, for possible action

Savannah could not be here today. Jill Stepper is here again to request that the facility fee at the Event Center be paid by WCVA. At last month's meeting, this board approved a \$2,500 grant for this event. It was to cover the facility fee as well as to give Savannah and Jill some additional funding to use as they needed. Since that time, there has been some confusion as to the funding amount that was approved last month. Savannah and Jill thought that this board would pay the facility fee in addition to the \$2,500 grant. Plus, they have run into some unexpected expenses to make sure that all of their equipment is properly secure at the Event Center for the competition. Board members are curious about this event and feel it could grow in the future. *Jim Billingsley made a motion to approve an \$800 grant to be paid to the Winnemucca Events Complex by WCVA to cover the facility fee (non-profit rate) for the 2017 Mucc Town Throwdown, May 20, 2017. Motion carried, 5-0.*

8.7 McDermitt Rodeo Board, request for Small Community Grant funding, for possible action

The McDermitt Community Board has approved their 2017 allocation of \$5,000 in Small Community Grant funding to be utilized by the McDermitt Rodeo Board for repairs to the rodeo grounds. Included in this request were the minutes from the McDermitt Community Board's March 20, 2017 meeting where they approved this request from the McDermitt Rodeo Board. *Terry Boyle made a motion approving the Small Community Grant*

funding request from the McDermitt Rodeo Board for \$5,000 to be used for repairs to the McDermitt Rodeo Grounds. Motion carried, 5-0.

8.8 Change of May meeting date, for possible action

In the past, this board has changed their May meeting date to the 3rd Thursday in May since that was the date they were required by state law to have their public budget hearing on. In the last Nevada legislative session this requirement was changed so that the budget hearing can be any day not earlier than the 3rd Monday in May until the last day of the month. Due to this change in the statute, there is no reason to move the May meeting day. The budget hearing can take place on the regular meeting day. No action taken.

8.9 Accommodations tax 9-month refund requests, for possible action, Rhodes (\$648), Privett (\$660), Blakely (\$511.20)

Terry Boyle made a motion to approve the accommodation tax 9-month refunds for Brian Rhodes (\$648), Steve Privett (\$660), Steve Blakely (\$511.20). Motion carried, 5-0.

9. Director's Report.

9.1 Financial reports on WCVA events

The bank reconciliations for the Ranch Hand Rodeo and Tri-County Fair were included in the board packets for review.

9.2 Winnemucca Events Complex covered arena project update, approve engineering contract and construction plan, authorize Director to act on behalf of WCVA, for discussion & possible action

Mike Sheppard and Kent Maher are here today to be part of this discussion. The previous covered arena structure demolition went smoothly and quickly. The bid came in under our estimate. Now there are several different "packages" that have their own jobs in order for the whole project to come together. The design team of Tate Snyder Kinsey Architects will be the lead on this and have presented to this board a draft of a standard agreement for the work to be done. Also at this time, there is civil design/dirt work being completed on site. The next bid package will be to supply and erect the building. After the bid has been awarded and while the building is being manufactured, the foundation will be completed. Once the building is erected, the fire, ventilation and electrical systems will be installed. Mike and Kent believe that by following this progression, it will expedite the process and save money on the overall project. There will be decisions that need to be made throughout this process, so Mike and Kent would like Kim to have the authority to act on behalf of WCVA so that they don't have to wait for the monthly meeting to move on some of these tasks. *Herb Ross made a*

motion authorizing Kim Petersen to act on behalf of Winnemucca Convention & Visitors Authority for decisions that need to be made to expedite the process of the new covered arena building on the Winnemucca Events Complex. Motion carried, 5-0.

In February, this board approved Michael Clay Construction to act as clerk of the works on this project. Mike Sheppard has prepared an agreement outlining the terms of this arrangement. It has been reviewed by Bill Macdonald and signed by Chairman Boyle.

9.3 Update on conversion of WCVA agenda and backup materials to electronic format, for discussion

The laptops have arrived and Kim has been trying to coordinate a time to meet with Abel to get the agenda software that the county utilizes.

9.4 Disposition of old Joe Mackie Hall chairs, for possible action

The new Joe Mackie Hall chairs have arrived and the old chairs will be used this weekend at the Nevada Muleys Banquet, to be held at the new Boys and Girls Club. Members of Nevada Muleys will return the chairs to us after this event. Kim would like this board to acknowledge that these old chairs will be retained by WCVA, stored in the Joe Mackie Hall basement and then may be made available for use by area organizations if they agree to transport them to and from the Convention Center. Board members agreed to this.

9.5 Purchase of horseshoe pitching courts, mats, for possible action

At last month's meeting, Kim had an informal proposal for 20 horseshoe pitching courts, mats and miscellaneous supplies along with a trailer to transport everything in for \$23,000 from a gentleman named Jerry LaBrosse in Minnesota who builds these courts for many large tournaments. After that meeting Mr. LaBrosse decided he did not want to sell this set-up, but made another proposal to the build courts for us and assist with marking the mats with the correct foul lines, etc. The proposal was included in the board packets. The cost for 36 courts, mats and shipping is \$14,800. As a side note, Kim is planning to attend the 2017 World Horseshoe Pitching Tournament in St. George, Utah in July to learn how to set up the pits and assist with the event. Once we have these courts and the rest of the set-up, we should be in a good position to host several tournaments each year. ***Jim Billingsley made a motion to approve the purchase of 36 horseshoe pitching courts and mats, along with paying for these items to be shipped here as outlined in the proposal from Mr. Jerry LaBrosse. The total cost is \$14,800. Motion carried, 5-0.***

10. Secretary and Counsel, Monthly report.

10.1 Review monthly report, for discussion

Bill reviewed his report.

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

We still have five delinquencies that Bill has sent notices to. In order for this board to discuss the individuals and their delinquencies, per the Open Meeting Law, notice must be given to these individuals that they will be discussed at our next regularly scheduled meeting. *Jim Billingsley made a motion authorizing Bill Macdonald to give notice to the individuals that own/manage the Humboldt County properties with delinquent room taxes due that they and their properties will be discussed at the May 17, 2017 WCVA Board meeting. Motion carried, 5-0.*

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

No report.

10.5 Annual report on Tax on lodging revenues by jurisdiction, for information and discussion

No report.

10.6 Annual counsel's rep letter for audit purposes, for review

No report.

11. Board Administrator.

11.1 March Financial Reports, for discussion

Room taxes are steady but still down from a couple of years ago.

11.2 Room tax audit report

No report.

11.3 Tentative board meeting for acceptance of audit report, May 3, for possible action

Kendall is requesting a special meeting be scheduled on May 3 so that the audit report can be presented by our auditor, Steele & Associates. After some discussion, board members agreed to meet at noon on May 3 to hear the audit

presentation.

12. Other Business.

12.1 Radio promotions

Jace Edwards from Nomadic Broadcasting spoke with the WCVA board about promotional opportunities with the local radio stations. He owns two local radio stations, ROCK 94.3 FM and MIX 102.7 FM. As an introduction to the possibilities, Jace will be converting ROCK 94.3 to “Run-A-Mucca Radio” for four days during the event. There will be live broadcasts from the event as well as pre-recorded broadcasts. They will be announcing upcoming events, various event announcements as well as Public Service Announcements (if necessary). People will also be able to opt-in and receive text messages throughout the weekend. To build a data base of people who opt-in for text messages about Run-A-Mucca and other event updates throughout the year, Nomadic Broadcasting may be requesting WCVA funding to form the Winnemucca Text Club. It would be \$300/month with a one year commitment. There will be no charge for this year’s “Run-A-Mucca Radio”. ROCK 94.3 is looking to be recognized as the official radio station of Run-A-Mucca. Another event that may utilize these services is the Tri-County Fair. Jace would like to come back to this board and make a formal proposal.

12.2 Additional advertising opportunities

John Arant expressed an interest in including our meeting space opportunities when promoting Winnemucca. Kim will do some research on this and work to incorporate this into future ads.

12.3 Mackie Hall facade

John asked about the progress on removing and replacing the façade on Joe Mackie Hall. Kim explained that the specs are quite complex but he will make it a priority to get with Bill and hammer these out.

12.4 July meeting date

Bill notified the board that he will be out of town on our July 19 meeting date. Board members may choose to go ahead and meet that day or move the meeting date. The board will discuss this at a future meeting.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, May 17, 2017, 4:00 pm.

14. Adjourn. *Ron Cerri 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 _____, 2017

As written _____

As corrected _____

Winnemucca Convention & Visitors Authority Board

TERRY BOYLE
Chairman and
Motel Representative

HERB ROSS
Vice Chairman and
Hotel Representative

JIM BILLINGSLEY
Treasurer and City Representative

RON CERRI
County Representative

JOHN ARANT
Business Representative

Attest:

KENDALL SWENSEN
Board Administrator

BILL MACDONALD
Board Secretary and Counsel