



- licensees & possible action
  - 10.4 Possible update on Intersection Beautification, Winnemucca Recreation project, Winnemucca Arts Center & Visitor Center, Events Complex riding arena, for discussion & possible action
  - 10.5 Annual report on Tax on lodging revenues by jurisdiction, for information and discussion
  - 10.6 Possible end of calendar year actions, for discussion & possible action
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  - 14. Adjournment
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## MINUTES, DECEMBER 21, 2016

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 10:00 am on Wednesday, December 21, 2016 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
Ron Cerri	County Representative
John Arant	Business Representative
Bill Macdonald	Secretary and Counsel

*Convention and Visitors Authority Board Officials Absent:*  
Kendall Swensen                      Board Administrator

*Staff Members Present:*

Kim Petersen	Director
Shelly Noble	Administrative Clerk

*Staff Members Absent:*  
None

*Others Present:*

Dale Owen	Silver State International Rodeo
Joyce Sheen	The Humboldt Sun
Andree Rose	LHS 2017 Drug-Free Grad Committee
Trent Weatherwax	Nevada Chukar Foundation

**4. Meeting Notice Report.**

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, December 16, 2016 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 December 21, 2016 agenda, and report by Counsel that he saw nothing in the Agenda requiring a business economic impact study or statement, ***Ron Cerri 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, 5-0.***

**6. Minutes.**

Prior meeting minutes of November 16, 2016.

***Jim Billingsley made a motion to accept the minutes of the November 16, 2016 meeting. Motion carried, 4-0.*** Ron Cerri abstained because he was not present at that meeting.

**7. Claims.** The following claims were submitted for payment and approved on December 21, 2016:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	21416-21474	\$143,083.51

***Jim Billingsley made a motion to approve all claims as submitted. The motion carried, 5-0.***

**8. General Business.**

**8.1 Andree Rose, LHS 2017 Drug-Free Grad Night Celebration, request for donation, for possible action**

This is annual request made by the parents that produce this very popular event after Lowry graduation each spring. Andree has provided a budget for this event and attended this meeting to answer any questions the board may have. Besides the donation requests that are made each year by this parent committee to various local entities, the Lowry seniors have other fundraisers they are participating in to help cover the cost of this event since there is a possibility that one of the major donations may not be available this year.

Board members are very familiar with this great event and have no problem continuing their financial support this year. ***Jim Billingsley made a motion to approve a grant in the amount of \$3,500 for the Lowry Drug-Free Grad Night Celebration, June 8, 2017. Motion carried, 5-0.***

### **8.2 Kevin Gallio, Nevada Chukar Foundation Annual Banquet, January 14, 2017, request for WH facility & fees grant, for possible action**

Trent Weatherwax attended this meeting as the Nevada Chukar Foundation representative and to make this request. They are requesting the West Hall facility fee of \$600 plus all other fees charged by the Convention Center, \$756, for a total grant request of \$1,356 for their annual banquet/fundraiser in January. For the past several years, this board has approved grants for the facility only but has required the event producer to pay for other expenses since there are out-of-pocket charges that the Convention Center must cover plus labor expenses involved in the extensive set-ups that are required. ***Jim Billingsley made a motion to approve a \$1,356 grant to the Nevada Chukar Foundation for their Annual Banquet to be held January 14, 2017. Motion carried, 5-0.***

### **8.3 Dale Owen & Kathy Gonzalez, Silver State International Rodeo, event update, for discussion**

Dale is here tonight to speak with the board about their 2016 event and the status of future events. Participation was down again significantly for this event in July. This, along with a dramatic increase in costs (especially stock and prizes) has put the long-term viability of this event in jeopardy. In an attempt to increase participation in 2017, SSIR will be adding junior high-age participants (6<sup>th</sup> – 8<sup>th</sup> grades). They are also looking at ways to reduce costs and increase sponsorship funding. Another incentive to attract additional participants that they are considering is to replace the horse trailers that are awarded to the high point boy and girl participants (the WCVA sponsorship) with a 2-year truck lease. The board requested that Dale and Kathy keep their members informed of these efforts and let them know if there's anything else that the WCVA can assist with to grow this event and make it successful.

### **8.4 Joe Mackie Hall (East Hall) exterior upgrades & improvements, For discussion & possible action**

Kim presented board members with a memo and packet showing some options for this project that he prepared for today's discussion. Included in this packet was a proposal prepared by YESCO in 2012. At that time, the cost for the East Hall exterior retrofit was over \$120,000. It will, most likely, be even more expensive now and require the formal bid process for the work to be completed. After review of some of the ideas presented, board members expressed their preference for the idea of large letters saying "Winnemucca Convention & Visitors Authority" along the Winnemucca Blvd. side of the

building with goose neck lights above and a reader board on each of the two building corners on Winnemucca Blvd. Whatever the end result, the remainder of the old façade needs to be removed before it falls down. It is rotting and rusting and our crew has been trying for quite some time to “band aid” it and keep it from coming down. The board also would like the entire exterior of the building painted, except the side where the mural is. There was some discussion about how to make this building more attractive or appealing by adding some doors or windows so that it feels inviting and more like it is a part of the downtown. Due to the type of construction of the building however, with rebar throughout, this would be very difficult to accomplish and very expensive. Kim will move forward with getting more information and determine how best to proceed.

#### **8.5 WEC covered arena update, discussion re: WCVA to take the lead in the facility replacement, for possible action**

Finally, a check on the insurance claim, in the amount of just over \$600,000, has been received by the county of behalf of the fairgrounds for the damage to the arena earlier this year. The next stop in this process will be to get the old structure down so that it can be replaced with a new, better, and larger structure. Kim estimates that it will cost approximately \$100,000 to remove the structure and its footings. He would like Michael Clay to be the “clerk of the works” on this so we can move forward. Mr. Cerri asked about offering it for sale to qualified persons who would take it down so we wouldn’t have to pay someone to remove it. Kim will look into this. Kim would also like to ask that the WCVA take the lead in this project so that it could move along at a faster pace than if the County were to be in charge. If board members are amenable to this, he will speak with Administrator Mendiola and Kent Maher about how to proceed. Kim does not expect the arena to be completed in time for Ranch Hand Rodeo in March, but does hope it will be available for use in the summer months since we have several events that utilize it. Board members all agreed to having WCVA take the lead on this and asked Kim to keep working on getting things started.

#### **8.6 Accommodations tax 9-month refund requests, for possible action, Ortivez (\$596.40), Corn (\$903), Karpyak (\$388.80), Raya (\$363.95), Stewart (\$360)**

*Jim Billingsley made a motion to approve the accommodation tax 9-month refunds for John Ortivez (\$596.40), Robert Corn (\$903), Joseph Karpyak (\$388.80), Felix Raya (\$363.95) and Jack Stewart (\$360). 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 Z 7 Development, proposal for additional drain in Mackie/East Hall parking structure, for possible action

The repairs completed by Z 7 earlier this year, at the direction of the engineers at Tectonics Design Group, all seem to be working well. However, there is still one area near the driveway on Bridge Street that collects water and could be a hazard as we move into the colder months. To alleviate this problem, Z 7 has submitted a proposal to install an additional drain in the structure at a cost of \$14,710. Board members were not real excited about spending more money on this project since they were under the impression that repairs already made would take care of the problem of standing water on this structure. They would like Kim to contact the engineer that provided direction for these repairs and find out why this area continues to collect water. At this time, Kim and the maintenance staff will work to keep this area clear as we monitor the amount of water that collects and plan on how to proceed. This item may be placed on a future agenda so that action can be taken.

### 9.3 Prospective Horseshoe Pitching Tournament, August 19 & 20, 2017, request for Cooperative Funding and approval to submit a bid to host the event, for possible action

Board members received a copy of the memo Kim prepared which provides some information about horseshoe tournaments and their requirements. He has prepared a letter to accompany the proposal he is making to The Horseshoe Tour. Along with the proposal, Kim will include area information for this committee to review. Kim is proposing to host the tournament for three years. This tournament attracts between 80-100 participants, plus their spouses. There is a possibility of hosting other, larger, tournaments if this goes well. The only obstacle he sees at this time is our distance from the Reno airport, but he is working on possible solutions to this concern. As part of his proposal, Kim would like to offer The Horseshoe Tour a funding grant in the amount of \$7,500. There would also be initial costs to the WCVA of approximately \$3,000 for twelve portable courts that would need to be constructed. These courts would then be available for other horseshoe pitching events. ***Jim Billingsley made a motion approving \$7,500 in grant funding for three years, plus \$3,000 for construction of portable horseshoe courts, and authorize Kim to submit his proposal to The Horseshoe Tour for the years 2017, 2018 and 2019. 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**

No report.

**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 Possible end of calendar year actions, for discussion & possible action**

No report.

**10.7 Annual counsel's rep letter for audit purposes, for review**

No report.

**11. Board Administrator.****11.1 November Financial Reports, for discussion**

No report.

**11.2 Room tax audit report**

No report.

**12. Other Business.****12.1 Archery event**

Kim continues to work with Kent and the Shooting Park to try to bring an indoor archery competition to town, which would be held in the Event Center this spring. The Elko club has volunteered to help out and provide targets. He will report back when he has more information.

**12.2 Trade shows**

Kim reported that WCVA staff will attend trade shows in Boise, Idaho and Reno this spring to promote this area and our events.

**12.3 Ranch Hand Rodeo**

Staff is gearing up for the 2017 Ranch Hand Rodeo. This continues to be one of our strongest annual events and next year's should continue this trend.

**13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, January 18, 2017, 4:00 pm.**

**14. Adjourn. *Terry Boyle made a motion to adjourn this meeting. Motion carried, 5-0.***

The meeting was adjourned at 11:40 am 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

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TERRY BOYLE  
Chairman and  
Motel Representative

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HERB ROSS  
Vice Chairman and  
Hotel Representative

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JIM BILLINGSLEY  
Treasurer and City Representative

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RON CERRI  
County Representative

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JOHN ARANT  
Business Representative

Attest:

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ABSENT  
KENDALL SWENSEN  
Board Administrator

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BILL MACDONALD  
Board Secretary and Counsel