

STATE OF NEVADA)
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COUNTY OF HUMBOLDT)

January 18, 2017

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MINUTES, JANUARY 18, 2017

1. **Swear in new or re-appointed representatives named by County**
Terry Boyle, John Arant and Herb Ross were sworn in as members of the WCVA Board by WCVA Secretary and Counsel, Bill Macdonald.
2. **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, Joe Mackie Hall (East Hall), Winnemucca, Nevada at 4:00 pm on Wednesday, January 18, 2017 with Chairman Terry Boyle presiding.
3. **Pledge of Allegiance.**
4. **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
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:

Lynda Sugasa

Safe Haven Wildlife Sanctuary

Maureen Macdonald

Winnemucca Basque Festival

Michelle Hammond

Wmca FFA Alumni

Dave Mendiola

Humb Co Administrator

5. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Thursday, January 12, 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.

- 6. Business Impact Determination.** After review of the January 18, 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, 5-0.***

- 7. Reorganization: Elect Chairman, Vice-Chairman, Treasurer, Secretary, Appoint Board Administrator, Counsel, Appointment of representatives to other Boards, Committees or functions sponsored or supported by WCVA**

After a brief discussion, ***Jim Billingsley made a motion that board officers for 2017 & 2018 remain as they were the past two years. These are: Terry Boyle, Chairman, Herb Ross, Vice-Chairman, Jim Billingsley, Treasurer, Kendall Swensen, Board Administrator and Bill Macdonald, Board Secretary and Counsel. Motion carried, 5-0.***

8. Minutes.

Prior meeting minutes of December 21, 2016.

Jim Billingsley made a motion to accept the minutes of the December 21, 2016 meeting. Motion carried, 5-0.

9. **Claims.** The following claims were submitted for payment and approved on January 18, 2017:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	21475-21540	\$194,040.06

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

10. **General Business.**

10.1 Lynda Sugasa, Safe Haven Wildlife Sanctuary, May 20, 2017, request for WH facility grant, for possible action

This is annual request made each year in support of Safe Haven's fundraising efforts. They continue to expand and house more animals each year. At this time, their facility is full with 36 animals, including 10 tigers, 2 cougars and 2 black bears. This will be their 10th fundraiser and as part of the celebration, Lacey J. Dalton will be performing. She has agreed to donate her performance so the only expense will be for hotel rooms. Lynda will be soliciting donations to cover this expense. ***Jim Billingsley made a motion to approve an \$800 facility grant (\$600 for West Hall, \$200 for other expenses) for the Safe Haven Wildlife Sanctuary Annual Fundraiser, May 20, 2017. Motion carried, 5-0.*** Safe Haven Wildlife Sanctuary is responsible for any other customary Convention Center charges.

10.2 Maureen Macdonald, Winnemucca Basque Festival, June 9-11, 2017, request for WH facility grant, for possible action

Maureen came before this board in October to give an update on last year's festival, which was quite successful. She is here tonight to make their request for the 2017 event. They are requesting use of the West Hall for two days, use of the kitchen for one day, as well as a \$1,200 grant. ***Jim Billingsley made a motion to approve a \$1,300 facility grant (West Hall for 2 days @ \$600/day and kitchen use for one day @ \$100/day), along with a \$600 grant and \$600 underwriting for the 2017 Winnemucca Basque Festival, June 9-11, 2017. Motion carried, 5-0.*** Winnemucca Basque Club is responsible for any customary Convention Center charges.

Maureen reminded the board that in 2018 Winnemucca will host the national NABO (North American Basque Organization) Festival so the event will be much larger, attracting participants from all over the country. Members of the Winnemucca club will be attending this year's NABO Festival in Buffalo, Wyoming and start their planning.

10.3 Michelle Hammond, FFA Alumni Scholarship Dinner, February 25, 2017, request for WH facility grant, for possible action

This is another annual fundraiser that this board has supported for several years. Members of the Winnemucca FFA Alumni raise funds to support local FFA students, both graduating high school seniors and those continuing their education in college or trade school. Last year they awarded over \$30,000 in scholarships and hope to continue these awards for many years to come. As in the past, they are requesting use of the West Hall and kitchen for their event. ***Ron Cerri made a motion to approve a \$750 facility grant (\$600 West Hall, \$150 kitchen) for the FFA Alumni Scholarship Dinner, February 25, 2017. Motion carried, 5-0.*** Winnemucca FFA Alumni are responsible for any customary Convention Center charges.

10.4 Kathy Breckenridge, Winnemucca Summer Cutting, July 14-16, 2017, request for Cooperative Funding, for possible action

Kathy was unable to attend to this meeting and make this request in person so Kim is presenting their information. This is an equine event that has been produced here for many years. In reviewing the P & L from their 2016 event that was included with the funding request, there was some confusion about the underwriting payment they have deducted from their show proceeds. The only event recovery payment we have received from them was in 2015 for their 2014 event. Shelly has been in contact with Kathy regarding this mix-up, but has not received a response. Without this deduction, the 2016 Summer Cutting shows a profit of \$10,786.30 so, as stated in the signed underwriting agreement, they are required to repay the 2016 \$5,000 underwriting. They are requesting a \$10,000 grant for 2017. ***Jim Billingsley made a motion to approve a \$5,000 grant and \$5,000 underwriting for the 2017 Winnemucca Summer Cutting, July 14-16, 2017. This funding is contingent upon receiving their 2016 underwriting repayment of \$5,000. Motion carried, 5-0.***

10.5 Conrad Stitser, Cow Country Classic, July 20-23, 2017, request for Cooperative Funding, for possible action

Conrad was also unable to be here today to make his funding request. This is another annual equine event. This year Conrad has partnered with another producer, Legacy Penning and Sorting Championships, in an effort to acquire broader exposure and “grow” his event. Attendance at these events are dependent upon prize money so he is hoping this will attract additional participants. Conrad is requesting a \$10,000 grant. ***Terry Boyle made a motion to approve a \$5,000 grant and \$3,000 underwriting for the Cow Country Classic, July 20-23, 2017. Motion carried, 5-0.***

10.6 Dave Grashuis, Winnemucca Stock Horse Classic, June 23-25, 2017, request for Cooperative Funding, for possible action

Kim is also presenting this event information for Dave since he could not attend this meeting today. This is another of our annual equine events held at the fairgrounds. After some discussion, the board agreed that they are willing to award funding for this event, but the information presented on the P & L for last year's event is not itemized and they would like to see this information. Without it, the financial information is incomplete. For his 2017 event, Dave is requesting a \$16,000 grant. *Jim Billingsley made a motion to award a \$8,000 grant and \$4,000 underwriting for the Winnemucca Stock Horse Classic, June 23-25, 2017. Before this funding is released, the board would like to see an itemized Profit & Loss Statement from the 2016 event. If possible, they would like Dave to attend their February meeting. Motion carried, 5-0.*

10.7 Accommodations tax 9-month refund requests, for possible action, Peters (\$388.80), Baker (\$355.53), Mendoza (\$329.94)

Terry Boyle made a motion to approve the accommodation tax 9-month refunds for Steve Peters (\$388.80), Corwin Baker (\$355.53) and Uriel Mendoza (\$329.94). Motion carried, 5-0.

11. Director's Report.

11.1 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.

11.2 Event updates – Horseshoe Pitching Tournament, August 2017 & Archery Tournament, March 2017, for discussion

Kim reported that we were successful in securing both of these events. He doesn't have a lot to report on the Horseshoe Pitching Tournament at this time, but he handed out a flyer promoting the Archery Tournament, March 11 & 12, 2017 at the Indoor Event Center. The Elko archery enthusiasts will be providing their mailing list and are also willing to loan us the targets for this first tournament. We will be mailing out information to those on Elko's mailing list in the next few days. We will also be promoting this event with NDOW and at archery shops throughout northern Nevada. Kim wants to try to encourage novices to participate since there will be classes for all levels of competition.

11.3 Update on Joe Mackie Hall (East Hall) exterior upgrades & improvements, for discussion & possible action

Kim presented some additional drawings prepared by YESCO which showed the lettering and lighting on the Winnemucca Blvd. exterior wall of Joe

Mackie Hall. Board members approved of the concept and asked about doing the same thing on the Bridge Street side of the building. Kim will contact YESCO about adding this to their concept drawings. The next step would be to prepare the bid specs for these upgrades. We will also need to get proposals to paint the exterior of the building. Kim will move forward with getting these specs prepared.

11.4 WEC covered arena update, for discussion

Kim prepared some preliminary bid specs for the demolition of the arena but is waiting on the Ag #3 board chairman to review and finalize them. He will continue to try to move this along or we will not have our new facility completed by the summer.

12. Secretary and Counsel, Monthly report.

12.1 Review monthly report, for discussion

Bill reviewed his report.

12.2 Chamber of Commerce report, for discussion

This was included in Bill's report.

12.3 Update on delinquencies, possible request for authorization of disclosure of confidential information of one or more licensees & possible action

No report.

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

No report.

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

No report.

13. Board Administrator.

13.1 December Financial Reports, for discussion

November turned out to be a fairly good month for room tax. Board members felt that this was due, in part, to the fact that the WSRRA Ranch Rodeo Finals took place in this month. Some years they are partly in October.

13.2 Room tax audit report

No report.

14. Other Business.

14.1 Centennial coins

Kim passed around one of the silver centennial coins purchased by WCVA to be sold this year as part of the Winnemucca centennial activities. They turned out really well. The city has already purchased 100 to sell and the WCVA will be selling them as well. The cost for each one is \$30. They will be sold for \$40. Details for the sale of the coins has not been worked out yet.

14.2 Ranch Hand Rodeo

Kim reported that coordination of all the events is well under way. The Cow Dog Trials are full, the vendors are full, consignments for the Horse Sale are coming in and the draw to fill the remaining team spots in the rodeo will take place on Friday from the applications we have received. The Barrel Race continues to be the biggest question. Hopefully by next month's meeting Kim can report on the status of this event.

14.3 Joe Mackie Hall parking structure drainage

The maintenance staff has been diligent in keeping the drains clear of ice and debris and this has helped to keep the ice from forming. Kim will continue to monitor this as we move through our wet winter weather.

14.4 Agenda software

Terry asked about moving toward electronic board agenda and backup packet information, similar to what the county does. Mr. Mendiola said that he would give WCVA one of the Humboldt County licenses so we could utilize this software. Shelly and Kim will do some research on this.

14.5 Pickel ball

John Arant mentioned that he has recently become aware of the popularity of Pickel Ball and the tournaments that are held around the country. Pickel Ball is a court-game played on a badminton size court with net 34 inches off the ground, using a perforated plastic ball about 3 inches in diameter and a wooden paddle about double the size of a ping pong paddle. This may be another event we could pursue and bring to our community.

14.6 NACO Conference

The 2017 Nevada Association of Counties (NACO) Conference will be held here in Winnemucca in September. There will be approximately 180 participants from all over Nevada that will attend. Mr. Mendiola is looking for ideas for activities during the time they are not in their sessions. A few mentioned were a golf tournament, mine tour, Safe Haven visit. He will be soliciting other ideas as the event gets closer.

15. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, February 15, 2017, 4:00 pm.

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

The meeting was adjourned at 5:30 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 _____, 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