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MINUTES, MARCH 15, 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, March 15, 2017 with Vice Chairman Herb Ross presiding.
2. **Pledge of Allegiance.**
3. **Attendance.** *Convention and Visitors Authority Board Officials Present:*

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:

Terry Boyle Chairman and Motel Representative

Staff Members Present:

Kim Petersen Director
Shelly Noble Administrative Clerk

Staff Members Absent:

None

Others Present:

Stan Rorex	Wmca Ministerial Association
Karin Cooney	Wmca Gold Rush Softball
Lynda Sugasa	Safe Haven Wildlife Sanctuary
Darrel Field	WCVA/Run-A-Mucca
Gary Robbins	Wmca United Methodist Church
Brian Stone	Winners
Massey Mayo	Wmca Gold Rush Softball
Sunny Johnson	Wmca Host Lions Club
Rob Johnson	Wmca Host Lions Club
Steve Hess	Wmca Host Lions Club
Brenda Hess	Wmca Host Lions Club
Robin Armstrong	Wmca Regional Raceway Association
Kelly Scott	Wmca Regional Raceway Association
Shawn LaRocque	Wmca Regional Raceway Association
Melinda Roysdon	Wmca Regional Raceway Association
Cory Sample	Wmca Regional Raceway Association
Mike Scott	Wmca Regional Raceway Association
Cameron Echave	Wmca Regional Raceway Association
K C Kubichek	Wmca Regional Raceway Association
Brian Rorex	Wmca Regional Raceway Association
Savannah Talbott	Full Focus Crossfit
Jill Stepper	Full Focus Crossfit

4. Meeting Notice Report.

Vice Chairman Ross reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, March 10, 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 March 15, 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, 4-0.

6. Minutes.

Prior meeting minutes of February 15, 2017.

Jim Billingsley made a motion to accept the minutes of the February 15, 2017 meeting. Motion carried, 3-0. Ron Cerri abstained because he was not present at that meeting.

7. Claims. The following claims were submitted for payment and approved on March 15, 2017:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	21612-21690	\$284,563.66

Jim Billingsley made a motion to approve all claims as submitted. The motion carried, 4-0.

8. General Business.

8.1 Presentation and acceptance of FY 2016 audit report, Steele & Associates, for possible action

The audit report was not presented. This presentation will be made in April.

8.2 Stan Rorex, Wmca Ministerial Assn., Public Employees Safety Banquet, April 18, 2017, request for WH facility grant, for possible action

This is an annual event for our community. In years past, the Methodist Men put on a Peace Officers Banquet for law enforcement and EMS personnel. It was taken over by the Winnemucca Ministerial Association who have chosen to broaden the event to include all public servants and their families as a way to say thank you. Stan is here to request the use of the West Hall (3 rooms, \$360) plus the kitchen (\$150). ***Jim Billingsley made a motion to approve a \$510 West Hall facility grant to the Winnemucca Ministerial Association for their Public Employees Safety Banquet, April 18, 2017. Motion carried, 4-0.*** Winnemucca Ministerial Association is responsible for any other customary Convention Center charges.

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

Mr. Avey was not present at this meeting. No action was taken.

8.4 Lynda Sugasa, Safe Haven Wildlife Sanctuary Annual Fundraiser. May 20, 2017, request for donation, for possible action

Lynda attended the January meeting to make her facility request for this annual event. At that time, she informed the board that in celebration of the

10th year of this fundraiser, Lacey J. Dalton has agreed to perform at no cost to the event. However, there are expenses for her band that must be covered which total approximately \$3,000. Lynda has secured \$1,500 and is here tonight to ask that the WCVA match this amount. Lynda is offering incentives to those companies and individuals who sponsor tables at a certain dollar amount to entice them to stay an extra night in Winnemucca and she is confident that by having entertainment of this caliber the attendance will increase above other years. ***John Arant made a motion to approve a \$1,500 grant to Safe Haven Wildlife Sanctuary's Annual Fundraiser, May 20, 2017, to cover expenses incurred by entertainer Lacey J. Dalton's band. Motion carried, 4-0.***

8.5 Nicole Bengochea, Wmca Goldrush Softball Tournament, request for Cooperative Funding, for possible action

Nicole was unable to attend today's meeting so Karin Cooney and Massey Mayo are here to discuss this event. Last year Wmca Goldrush Softball hosted the state tournament in July for girls participating in this league at all age levels. It was very successful, with 26 teams and associated family members traveling to Winnemucca for 2 to 3 days. As last year's host, the local organization had last choice for tournament dates for 2017 and chose Memorial Day weekend. In the past, this has not been a very successful weekend to hold a tournament but they have tentatively decided to proceed with planning one. The cutoff for team registrations will be April 20. At that time, they will make the decision as to whether it is feasible to host a tournament. They have no teams registered right now. Massey requested that no decision be made tonight and she will return to next month's meeting to make a request if they do move forward. The board agreed to this.

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

Savannah and Jill Stepper are owners of Full Focus Crossfit here in Winnemucca. Last year they hosted this event at their gym but had to limit participation due to lack of space. Also, they were only able to hold the competition for the more elite athletes and would like to open it up to all levels of athletes. It is for these reasons that this year they are planning to hold their competition at the Event Center. Savannah and Jill have met with Kim and agreed that with the bleachers rolled up to the railing they could put their mats down on the concourse and set up the equipment they will need. Savannah hopes to have at least 60 2-person teams compete on this day. These teams will come from California, Idaho, Utah, Montana and Nevada. Most will arrive on Friday evening and stay until Sunday. Team registration fees are used for cash prizes, t-shirts, plaques, advertising and other expenses. WCVA funding would be used to pay the facility rent and purchase additional equipment they would need at the Event Center. There is no admission fee for spectators and Savannah encouraged everyone to come

and check it out. *Jim Billingsley made a motion to approve a \$2,500 grant for the 2017 Mucc Town Throwdown, May 20, 2017. Motion carried, 4-0.*

8.7 Sunny Johnson, Wmca Host Lions Club Festival of Trees, November 22-25, 2017, request for EH facility grant, for possible action

In addition to making this request, Sunny also read a letter to the WCVA board from Mrs. Claus thanking them for their help and support with this event. Included with her application for this year's event, Sunny reported the event income, expenses and showed how their profits are distributed in the community. *Jim Billingsley made a motion to approve a \$1,800 East Hall facility grant (3 days @ \$600/day) for the Wmca Host Lions Club Festival of Trees, November 23-25, 2017. Motion carried, 4-0.* Wmca Host Lions Club is responsible for any other customary Convention Center charges.

8.8 Gary Robbins, United Methodist Men Buckaroo Breakfast, September 2 & 3, 2017, request for WH kitchen grant, for possible action

The Methodist Men have been cooking breakfast on Labor Day weekend and serving it on the Nixon Lawn as a fundraiser for many years. Each year they request the use of our kitchen to cook some of the breakfast items and utilize our refrigerators. *John Arant made a motion to approve a \$300 WH kitchen grant (2 days @ \$150/day) to the United Methodist Men for their annual Buckaroo Breakfast, September 2 & 3, 2017. Motion carried, 4-0.*

8.9 Mike Scott, Wmca Regional Raceway Assoc., request for Cooperative Funding, for possible action

WRRRA members are here today to show their support of Mike, K C Kubichek and Cory Sample in their efforts to re-vamp the organization and make the local track viable again. This group was active in past years but stepped back a couple of years ago to pursue other activities. Others tried to produce races but it has been hit and miss, with some races not being sanctioned due to a lack of cars. With the knowledge and connections of these individuals, the WRRRA is confident they can attract cars and have a successful race season. However, they are in need of financial support and so are here today. Funds from WCVA would be put to use to cover insurance, advertising and to increase pay outs. The races will be sanctioned and the schedule dates they have set do not conflict with other tracks in the area so without that conflict, and with increased payouts, it would be beneficial to drivers looking to earn points to compete here. To attract spectators, there will be several different promotions as well as holding some of the races during the day. Later in the season, the night races will be earlier in the evening. Board members

discussed the level of funding they have provided over the years, which is quite substantial, and were a little hesitant to commit to the funding that WRRRA is requesting today, \$15,000. But they also did not want the track to just deteriorate and cease to be utilized if it could bring people to town. Since the group before the board today has worked hard in the past to make these races succeed, ***Jim Billingsley made a motion approving a \$10,000 grant and a \$5,000 underwriting to the Winnemucca Regional Raceway Association for their 2017 race season. Motion carried, 4-0.*** The board requested that a representative come back and report how their season is going after they have held a few races.

8.10 Darrel Field, Run-A-Mucca Rally, May 26-28, 2017, request for Cooperative Funding, for possible action

Darrel and Brian Stone are here today to discuss this request, which is in addition to their initial request made a few months ago. They and other members of the Run-A-Mucca Committee are working hard to improve this event and increase room nights throughout our community. Along those lines, Winners has committed \$20,000 for event entertainment, including a free concert on Saturday night. They propose utilizing the additional funds for advertising the weekend's events and entertainment in the Sacramento and Boise markets. They hope to attract bikers and non-bikers alike by promoting our weekend of free entertainment. The initial amount requested, in the letter from Darrel, was \$3,000. Board members felt that Sacramento had other opportunities for entertainment closer than Winnemucca and that maybe instead of advertising there they should concentrate on northern Nevada, specifically Reno, Fallon, Elko. We do tend to get quite a few visitors from the Boise area so advertising there may be advantageous. The original advertising budget for Run-A-Mucca was \$9,050. After some additional discussions, ***John Arant made a motion to approve additional advertising funds for the Run-A-Mucca Motorcycle Rally, May 26-28, 2017. The original advertising budget was \$9,050. This will be increased by \$5,950 for a total 2017 Run-A-Mucca advertising budget of \$15,000. Motion carried, 4-0.***

8.11 Accommodations tax 9-month refund requests, for possible action, Pugh (\$323.01), Simpson (\$734.40)

Jim Billingsley made a motion to approve the accommodation tax 9-month refunds for John Pugh (\$323.01), Larry Simpson (\$734.40). Motion carried, 4-0.

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 WEC covered arena project update, for discussion & possible action

Bids on the demolition are due this Friday at 10 am at the Convention Center. The job will be awarded at the Monday, March 20 County Commission meeting. Having Mike Sheppard working to coordinate all the different tasks that must be completed has really helped to move this process along. He is already working with engineers for a site plan in preparation of the construction of the replacement building.

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

We have ordered laptops and will work to meet with Abel or Dave to discuss utilizing the agenda program that the county has.

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 have five delinquencies. Three of these were bad checks for January room tax. Bill has mailed the NSF notices to the properties which are owned by the same owners and will follow up on them in a few days.

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 February 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 Approval of WCVA Tentative Budget, year ending June 30, 2018, for possible action

Kendall does not have the next year's tentative budget prepared for this meeting. The WCVA FY 2018 tentative budget is due to the state by April 15, 2017. In order to get it to the state by the deadline, the WCVA will need to hold a special meeting. Members agreed to meet next Wednesday, March 22, 2017 at noon. It should be a fairly short meeting. Those that can't make it can call in and we will have a conference call arranged for their input.

12. Other Business.**12.1 Archery tournament**

Last weekend's tournament at the Event Center had a few glitches but turned out very well. There were 104 participants, 35 were local. Winners hosted a very nice reception on Friday night. Everyone seemed to enjoy themselves. There is talk about hosting another tournament in the fall. With the success of this event, we are hoping that there would be even more participants.

12.2 Horseshoe tournament

Kim continues to plan for this tournament in August. Right now he is working to get the pits constructed.

12.3 Professional wrestling

Earlier this week, a professional wrestling event was booked at the Exhibit Hall in June. This should draw a large crowd and be a fun event to watch.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, April 19, 2017, 4:00 pm.**14. Adjourn. *Jim Billingsley made a motion to adjourn this meeting. Motion carried, 4-0.***

The meeting was adjourned at 6:00 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

ABSENT

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