



## MINUTES, MAY 17, 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, May 17, 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
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:*

Herb Ross	Vice Chairman and Hotel Representative
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*Staff Members Present:*

Kim Petersen	Director
Shelly Noble	Administrative Clerk

*Staff Members Absent:*

None

*Others Present:*

Jace Edwards	Nomadic Broadcasting
Dale Owen	Silver State Int'l Rodeo
Brian Stone	Winners
Andree Rose	LHS Drug Free Grad Party
Aimee Brandon	Lowry High School
Brady Lange	Lowry High School
Hannah Hillyer	Lowry High School
Kelsey Dalley	Lowry High School
Ryan Bourland	Lowry High School
Alan DuVall	A-1 Commercial Service

**4. Public Comment**

### **4.1 LHS Drug Free Grad Party**

Several members of the senior class of Lowry High School spoke before the board to thank them for their support of this annual celebration. This year's event will take place at the newly completed Winnemucca Boys and Girls Club.

The Lowry seniors are looking forward to graduation and making future plans.

**4.2 Silver State International Rodeo**

Dale Owen is here today to give the board an update on their event this July at the Winnemucca Events Complex. In an effort to increase participants, the SSIR committee opened this year’s event up to junior high age cowboys and cowgirls. There has been a lot of interest from this age group so they are hopeful this will translate into more competitors. Also, instead of using the WCVA annual funding for the purchase of two horse trailers (for the high point boy and girl), they are going to use these funds for cash prizes. \$4,000 will be awarded to the high point boy and girl in the high school age group. The high point boy and girl in the junior high age group will each receive \$2,000. The registration deadline is June 15 so Dale will keep Kim informed as to the number of registrations they have received at that time so he can report back to this board.

**5. Meeting Notice Report.**

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, May 5, 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 May 17, 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.*

**7. Minutes.**

Prior meeting minutes of April 19, 2017.  
*Jim Billingsley made a motion to accept the minutes of the April 19, 2017 meeting. Motion carried, 4-0.*

**8. Claims.** The following claims were submitted for payment and approved on May 17, 2017:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	21767-21850	\$212,104.13

*Ron Cerri made a motion to approve all claims as submitted. The motion carried, 4-0.*

**9. General Business.**

**9.1 Approval of WCVA FY 2018 Final Budget and 5-year**

### **improvement plan by resolution, for possible action**

There was no response when Chairman Boyle asked for comments from the board or those in the audience on the WCVA FY 2018 budget. Kendall presented the final budget to the board, which is the same as the tentative budget presented in March. *John Arant made a motion to accept the WCVA FY 2018 budget as presented. Motion carried, 4-0. Ron Cerri made a motion adopting the draft resolution that was presented by Bill Macdonald and will be attached to the FY 2018 budget. Motion carried, 4-0.* Bill will complete the resolution for attachment to the budget.

### **9.2 Jace Edwards, Nomadic Broadcasting, discussion of marketing options, for possible action**

Jace is the owner of two local radio stations, MIX 102.7 and ROCK 94.3. These stations broadcast in all of Humboldt County, as well as in Lovelock and Battle Mountain. Last month he briefly outlined a few of the ideas he has to improve our events utilizing these radio stations. As he discussed last month, for this year's Run-A-Mucca event Jace will turn ROCK 94.3 into Run-A-Mucca Radio. There will be live broadcasts, activity updates, information on contests, etc. There will also be a Run-A-Mucca text club that people can opt-into so that they receive updates all weekend long. This multi-day promotion will be part of ROCK 94.3's sponsorship this year and will not be charged to the event. In his proposal presented to board members today, Jace offered more specifics about possible ways to identify and target specific listeners. One idea is a text club similar to what he will be promoting for Run-A-Mucca. For \$300/month (with a one year commitment) we can form a Winnemucca Text Club. According to Jace, people look at their texts very quickly once they are received and are a great way to get information out. Jace would work with our staff to send out texts for various events (160 characters or less), as well any other information we would like distributed or links to our websites. We could use billboards or our website to inform people of this text club and encourage them to opt-in. Another marketing tool he proposed was location based mobile marketing. In this format, "phone gates" are established to target specific interests and anyone who walks near these gates and has a phone turned on would receive advertisements or links to web pages on any phone apps that are running. An example of this would be someone who walks near an established phone gate at a motorcycle store would receive information and/or ads for Run-A-Mucca. These phone gates would need to be set up 2-3 months before any event we would want to promote. Every time someone's phone receives one of these messages it is called an impression and we would pay for each impression. The cost outlined for the board is \$1,500 for 100,000 impressions, \$2,500 for 200,000 impressions, \$3,000 for 300,000 impressions. As we all know, this type of technology is widely used as anyone who has shopped online can verify when various ads are received for similar items on their Facebook page or on other web pages that are visited. At this time, the board would like to work with

Jace on the text club portion of his proposal. *Jim Billingsley made a motion authorizing Kim to work with Jace Edwards of Nomadic Broadcasting to set up a Winnemucca Text Club to promote WCVA and Ag #3 events at a cost of \$300/month, with a one year commitment. Motion carried, 4-0.*

**9.3 Accommodations tax 9-month refund requests, for possible action, Burton (\$777.60), Lunberg (\$388.80), Hawkins (\$388.80), Knighton (\$396.40)**

*Jim Billingsley made a motion to approve the accommodation tax 9-month refunds for Michael Burton (\$777.60), Christy Lunberg (\$388.80), Mary Hawkins (\$388.80), George Knighton (\$396.40). Motion carried, 4-0.*

## **10. Director's Report.**

### **10.1 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.

### **10.2 Winnemucca Events Complex covered arena project update, for discussion & possible action**

No report. Attached to this item was the contract received from Summit Engineering for project coordination.

### **10.3 Purchase of Caravan truck topper, for possible action**

This item was added to the agenda by mistake. This topper was included in the 2017 budgeted amount for the director's truck. No action is necessary. The topper has been ordered and will arrive in approximately 6 months.

## **11. Secretary and Counsel, Monthly report.**

### **11.1 Review monthly report, for discussion**

Bill reviewed his report.

### **11.2 Chamber of Commerce report, for discussion**

This was included in Bill's report.

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

Bill was not able to get the notices out to notify these properties of this discussion. This item will be included on the June meeting agenda. Liens for unpaid room taxes must be filed within 6 months of the tax due date. If these

delinquent room taxes are not paid we must start the process to file the liens in June.

**12. Board Administrator.**

**12.1 April Financial Reports, for discussion**

Room taxes were down slightly for the month but are up a little for the year.

**12.2 Room tax audit report**

Kendall has notified the properties that are to be audited and has requested their records several times. To date, he has not had any response. He will continue to work to get these audits completed by the June meeting.

**13. Public Comment**

None

**14. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, June 21, 2017, 4:00 pm.**

**15. Adjourn. *Jim Billingsley made a motion to adjourn this meeting. Motion carried, 4-0.***

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

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TERRY BOYLE  
Chairman and  
Motel Representative

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ABSENT  
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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KENDALL SWENSEN  
Board Administrator

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BILL MACDONALD  
Board Secretary and Counsel