

- Complex riding arena, for discussion & possible action
 - 10.5 Annual report on Tax on lodging revenues by jurisdiction, for information and discussion
 - 11. Board Administrator
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-

MINUTES, SEPTEMBER 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 4:00 pm on Wednesday, September 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
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:

Bradley Fowler	Three Tales Productions
John Matlock	Three Tales Productions
Tina Glesener	American Dream Gun Show
Jen Anderson	Friends of the Farm

4. Meeting Notice Report.

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, September 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 September 21, 2016 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.*

6. Minutes.

Prior meeting minutes of August 17 & 18, 2016.

Jim Billingsley made a motion to accept the minutes of the August 17 & 18, 2016 meeting. Motion carried, 3-0. Herb Ross and Ron Cerri abstained because they were not present at that meeting.

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

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	21241-21303	\$161,027.75

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

8. General Business.

8.1 Tina Glesener, American Dream Gun Show, September 24 & 25, 2016, use of Convention Center tables, for discussion and possible action

Included in the board packets was a letter Kim sent to Ms. Glesener in June. That letter outlined our efforts to assist her in making her shows as successful as possible. For these shows, Ms. Glesener requires up to 90 of the Mity-Lite banquet tables for her exhibitors. These tables are stored in the Mackie Hall basement and, since they do not fit in the elevators, must be loaded on carts a few at a time and brought up through the parking structure and into the West Hall. After the show they must be returned to the Mackie Hall basement in this same way. All of this requires a lot of time from our facilities attendants. It is for this reason that Kim determined that the facility fee paid for the show will include up to 50 tables. Additional tables could be rented for a fee of \$6 per table. Ms. Glesener is here to ask the board to reconsider this decision. She has been producing these gun shows in

the West Hall for 4 or 5 years and doesn't feel that requiring her to rent tables for her exhibitors is a fair decision at this time. The board discussed increasing the number of tables included in the rental fee to 70. But Herb felt strongly that since this event is paying the full rental fee for the facility, any amount of tables that she requires should be included in that fee. ***Herb Ross made a motion authorizing Convention Center staff to provide banquet tables as required for exhibitors at the American Dream Gun Shows, which are held every six months at the Winnemucca Convention Center. Motion carried, 5-0.***

8.2 Brad Fowler, Three Tales Productions, request for funding/facility grant, for discussion & possible action

Mr. Fowler is here today to introduce himself and his company to this board and discuss his plans for making two films here in our community. Three Tales Productions is a low budget, independent film company. At this time, they are planning to produce two films – “Winnemucca Missing” (a psychological thriller) and “Across the Tracks” (a horror film). They would not be released in theaters, but would be available on services such as Netflix. The scripts are completed and Mr. Fowler has some investors interested in providing partial funding. Casting has not begun. At this time he is in the process of raising additional funds to start production, as well as finding ways to bring costs down as much as possible. As a way to bring these costs down, he is making his presentation to various governing boards in Winnemucca and also to local businesses. If he can find ways to offset some of the production expenses, this will go a long way with his investors. The reason for his visit to this board is that he feels that “film induced tourism” could definitely benefit our community once these films are released and the benefits could be long term. These benefits have been felt by many other communities over the years as people seek to visit the film locations. In the proposal provided by Mr. Fowler, he provides examples, both large and small, of other locations that saw an increase in tourism after a film shot there was released. One example cited by Terry Boyle was the influx of people into Forks, Washington after the success of the “Twilight” books and movies. Millennials, especially, do not go to movie theaters to watch films and are open to this type of recreation. At this time, Mr. Fowler is not making any specific requests. He is asking only that this board take some time to think about the possibility of increased tourism to Winnemucca due to a film location in our community. He may return in a few months, once he has information on the cost of casting the film, to request assistance with this expense. John Arant asked about other past projects. Mr. Fowler encouraged the board to go online and look up a movie called “Love Meet Hope” that will be released later this fall.

8.3 Jen Anderson, Friends of the Farm, request for equipment usage, Fall Farm Festival, October 2016, for possible action

Jen Anderson is President of Friends of the Farm, a 501(c)(3) non-profit organization dedicated to promoting agricultural education through activities enjoyable for children and adults alike. They are the event sponsor of the Fall Farm Festival held at the Lazy P Adventure Farm on weekends during the month of October. This will be the fourth year for the festival. This request is for the use of the following items owned by WCVA: a restroom trailer (purchased by WCVA, utilized mainly at the Winnemucca Events Complex), electrical distribution boxes & cords, livestock panels (purchased by WCVA for use at the Winnemucca Events Complex) and a portable sound system. They are also requesting that this event be included in WCVA advertising and on the www.winnemucca.com website. There was considerable discussion amongst the board members regarding conversations they have had with community members due to the fact that the Lazy P Adventure Farm is owned and operated by Director Petersen and his family. The general consensus of the Board is that their goal is to support and encourage events and activities, both non-profit and for profit, that generate tourism and revenue for the community. Additionally, they all agreed that the Fall Farm Festival was a good activity for the community and that the Friends of the Farm's request met their criteria and was a minimal request compared to what they do to support other events. Chairman Boyle expressed his support for the event as it draws over 6,000 visitors during the month of October, which is generally a slow month for tourism. Kim advised the Board that the festival adds new amenities each year, as funds are available, and is hopefully to be self-sustaining equipment wise by next year. *John Arant made a motion approving the use of the equipment above by the Friends of the Farm for the 2016 Fall Farm Festival during the month of October. Friends of the Farm/Fall Farm Festival are responsible for transporting and maintaining the equipment. Motion carried, 5-0.*

8.4 Accommodations tax 9-month refund requests, for possible action, Schulze (\$543.71), McClerkin (\$410.22)

Terry Boyle made a motion to approve the accommodation tax 9-month refunds for Kurt Schulze (\$543.71) and Patricia McClerkin (\$410.22). 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 Silver State International Rodeo, financial update, for discussion

Each year after the rodeo we get stall and camping counts from Karen, who lives out at the WEC and keeps track of the number utilized each night of the event. Participants and their families pay their stall and camping fees to SSIR. Since the contract for this event is between WCVA and SSIR, we send an invoice to SSIR for the amount due, taking into account the flat fee that is reflected in the contract. They then send us a check for this amount and we pay the county for stalls and campsites used. This year's check from SSIR in the amount of \$28,300 was returned due to NSF. Kim met with their representative, Kathy Gonzalez, who issued us a check for \$20,000 that we were able to deposit. At this time, she is planning to pay \$500 per month until the remainder is paid. Kim wanted the board to be aware of this issue and to possibly consider having Bill amend their current contract to reflect consequences and/or other stipulations that would protect WCVA in future years. There are four years left on this contract. In his meeting with Kathy Gonzalez, she acknowledged that participant numbers were down considerably again this year and that, plus the costs involved in producing this event, have depleted their funds. Numbers have been going down for a variety of reasons, including more rodeos in geographically spread out locations making participants "pick and choose" which ones to compete in. Kathy is working on some ideas to increase participation and make this event successful again. Kim will keep this board informed as he works with her on the 2017 event.

9.3 Fifties Fever re-organization meeting, for discussion

The meeting to discuss the future of the Fifties Fever event is scheduled for tomorrow, September 22, 2016 at 5:30 pm here in the Convention Center West Hall. Items to be discussed include: future dates, name change and a re-structuring of the event committee.

9.4 Volunteer committee by-laws, for discussion

WCVA Marketing and Special Events Coordinator, Darrel Field, is working on preparing by-laws for our event committees. Their organization and duties have been fairly nebulous over the years and we would like to have more definition and direction for those that serve on these committees in hopes that this will, in turn, reflect positively on the events. They are not completed yet but Kim will bring them before this board for additions and/or corrections when they are.

9.5 Winnemucca Centennial Celebration plans, for discussion & possible action

Next year will mark 100 years since Winnemucca became an incorporated city. WCVA, City of Winnemucca, Humboldt Chamber and the Humboldt Museum have started making plans to celebrate this occasion, beginning in January. They would like to work to showcase Winnemucca all year long and

have centennial-themed activities all year long. Kim has already made plans to change the copy on our billboards to promote this celebration, along with our Winnemucca visitor app. He will keep the board updated as other plans move forward.

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 discussion

No report.

11. Board Administrator.

11.1 August Financial Reports, for discussion

Room taxes were up slightly for August.

11.2 Room tax audit report

Kendall has completed the audits on the properties as requested, with the exception of Days Inn. There are issues there regarding ownership and he will keep trying to get the information he needs to complete this report.

12. Other Business.

12.1 Reports

Board members requested a final report for this year's Run-A-Mucca event. Kim will get that information for next month's meeting. Also, the 2015 WCVA Annual Report is almost completed and he will have these available for board members next month too. Kim is planning to present this information to the Winnemucca City Council and Humboldt County

Commission.

12.2 Covered Arena

Kim has, once again, contacted Dave Mendiola, Kent Maher and Mike Shepherd in an attempt to move forward with replacing the covered arena. It is the county's opinion that the insurance company will determine that repairs to the structure are not viable and issue a payout on our claim, but we have not received any official word from them. The issue is that if there is no movement on this very soon Kim will have to cancel the Ranch Hand Rodeo Barrel Bash, since completion of a replacement building will not be possible in the amount of time we have before this 2017 event. This would mean the loss of 300 competitors and their families so if there is any way this project can be expedited, Kim would like to get going on it.

12.3 Tri-County Fair

Herb reported that he heard many compliments about the new set-up for this year's fair. Other board members also reported hearing similar remarks. It was a lot more comfortable for the people attending and will allow additional vendors in future years. As with anything, there are some adjustments that will need to be made for next year but, overall, the response to the changes has all been good. Kim reported that the Truck Pulls and Pig Wrestling numbers were down but the rodeo was up slightly. He is open to any suggestions as to other events we could include on Friday and Sunday nights. The Garth Guy on Saturday night put on a good show. It was a lot of fun and the crowd seemed to enjoy it.

13. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, October 19, 2016, 4:00 pm.

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

The meeting was adjourned at 5:55 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 _____, 2016

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