

**Humboldt County Rodeo Board
Agricultural District #3 - Regular Meeting
January 8, 2014**

Board Members Present: Kent Maher, Dennis Ramasco, Jim Christison, Dale Owen, Glynn Montero, Chris Bengoa, Dave Louk and Becky Hill

Board Members Absent:

Staff Present: Kim Petersen and Darrel Field

Staff Absent: Sheree Tibbals

Others Present: *Drew Blessinger, Pat O'Malley*, Trenton Montero, Fred & Kris Stewart

CALL TO ORDER

Kent Maher called the meeting to order at 5:38 p.m. in the East Hall Lounge of the Winnemucca Convention Center.

APPROVAL OF MINUTES –

Dale moved to approve the minutes of December 16, 2013. The motion passed unanimously with Glynn, Chris and Dave abstaining since they were absent.

APPROVAL OF OUTSTANDING VOUCHERS

Dennis moved to approve the outstanding vouchers consisting of:

\$4,522.82 for the Indoor Event Center through January 8, 2014

\$7,257.17 for Ag District #3 through January 8, 2014

The motion passed unanimously.

PUBLIC COMMENTARY

Kris Stewart suggested adding Jessie Martinez to the Ranch Hand of the Year list. She comments that Jessie has brain cancer and that he will not be with us at the 2015 Ranch Hand Rodeo. Jessie has worked for the Cassinellis for many years and embodies the spirit of the working ranch hand.

Kris also asks the board to save the Labor Day Rodeo citing 95 years of tradition. She questions whether the Rodeo has been properly marketed citing her own 150 year celebration where she has handed out post cards inviting people to participate and received an overwhelming response.

Fred Stewart also asks the board to consider saving the Labor Day Rodeo asking the board to advertise the bigger names in Rodeo that have signed up to compete in the event.

Trenton Montero asked the board to save the Labor Day Rodeo considering a different date perhaps in late fall or early winter when people are not as busy as Labor Day.

The board thanked Kris, Fred and Trenton for their comments.

CORRESPONDENCE

None at this time.

2013/2014 BUDGET REVIEW

Kim distributed copies of this month's expenditure reports. At 58% of elapsed time, Tax revenue is at 63%, Events complex revenue is at 92%. Event Center

revenue is at 80%. Total combined revenue is at 66%. Event Center expenses are at 31% and Fairgrounds expenses are at 44%. The combined total expenses are at 39%.

2014/2015 CAPITAL OUTLAY ITEMS

Kim asked the board to consider items to request for the 2014/2015 budget cycle. He notes that we are in need of a new tractor for use on the grounds. He also notes that consideration should be given to upgrading the bathrooms in the exhibit hall to comply with ADHD requirements.

WINNEMUCCA EVENTS COMPLEX (WEC)

a. Determination of Events Complex usage priority

Kim asks the board to prioritize usage of the facility by the 4-H office events compared to larger events where the exhibit hall and other facility venues can be rented to potential revenue generators.

Dave comments that the 4-H barn can be used for most events as could the carpeted area in the exhibit hall.

The board notes that many of the 4-H events have only a 4 – 5 participants and do not require the entire hall.

The board suggests limiting the 4-H office to event bookings up to 3 months out. The board also invites staff to return to the board for decisions on case by case basis.

EVENTS UPDATES, REPORTS AND SCHEDULING

a. Ranch Hand Rodeo

Kim presented a list of last year's teams who did and did not sign up for our 2014 Ranch Hand Rodeo.

i. Food Concession Update

Kim has a second meeting scheduled with Lori at 3rd Street Bistro. Kim is optimistic that they can handle the crowd.

b. Labor Day Events

i. Rodeo Proposal – Drew Blessinger

Drew Blessinger and Pat O'Malley of Slash T addressed the board.

Drew and Pat note that the Labor Day Rodeo is a deep rooted tradition in Winnemucca and Humboldt County and ask the board to consider what can be done to save the Rodeo.

Drew and Pat offer to work with us on everything about producing the rodeo including the price, added prize money and adding local events such as Calf Riding, mutton busting or steer decorating. Drew comments that whatever time and effort are required that he and the company want to be part of the solution for continuing the Labor Day Rodeo Tradition.

The board asked what happened to the contestants this year citing a steep decline in some events.

Pat notes that changing to a one day PRCA rodeo created some problems with getting contestants but of the contestants who signed up only one did not make it. He claims that this is almost unheard of for a PRCA rodeo.

Drew notes that there are far fewer contestants in the amateur circuits and changing back to an amateur format would be a mistake for getting contestants.

Pat comments that now our results have been posted and the amount of money won by contestants will draw more contestants in the future. He notes that our PRCA contestants will only increase from now on.

The board was reminded that they have been struggling for over a decade with declining attendance and interest in the Labor Day Rodeo by sponsors, participants, and spectators. This is all in spite of the board and staff's ongoing attempts to reverse the trend through changes in scheduling, stock contractors, comprehensive and diversified marketing and sanctioned associations.

The board asks what can be done to sell more seats. We discussed several options including combining other successful events such as pig wrestling with the rodeo, adding local events such as mutton busting and calf riding for the youth and steer decorating for local adults. The board also considered the question of harming successful events by combining them with the less successful rodeo.

ii. Motor-cross vs Rodeo Decision

Kent asked the board to come prepared to make a decision at the next meeting.

FAIRGROUNDS REPAIRS & MAINTENANCE

Nothing at this time.

INFORMATION, PROPOSALS AND/OR REQUESTS BY BOARD MEMBERS OF STAFF FOR CONSIDERATION AT FUTURE MEETINGS

Nothing at this time.

PUBLIC COMMENTARY

None at this time.

ADJOURNMENT

Chris moved to adjourn the meeting at 7:18 p.m. The motion carried unanimously.

Respectfully submitted,

Darrel Field, Secretary