



- Farm Festival, October 2019, in the form of WCVA owned equipment, for possible action
10. Director's Report, for discussion & possible action
    - 10.1 Financial reports on WCVA events
    - 10.2 2019 Winnemucca 44-Hour Softball Tournament, for discussion
  11. Board Secretary & Counsel Report for discussion & possible action
    - 11.1 Review report of September 2019, for information
    - 11.2 Update on delinquencies, possible request for authorization for disclosure of confidential information on one or more licensees, for possible action
    - 11.3 Annual room tax report to Taxation
    - 11.4 Improvement projects status reports – replacement of portable WEC floor, Joe Mackie Hall study, West Hall carpet replacement, Improvements to stalls and campsites at WEC, Outdoor Arena sound
    - 11.5 Recent developments
  12. Board Administrator Report, for discussion & possible action
    - 12.1 Financial reports, for information
  13. Other Reports
  14. Next Meeting Date
  15. Adjournment

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## MINUTES, SEPTEMBER 18, 2019

**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 18, 2019 with Vice Chairman Brian Stone presiding.

**2. Pledge of Allegiance.**

**3. Attendance.** *Convention and Visitors Authority Board Officials Present:*

Brian Stone	Vice Chairman and Hotel Representative
Jim Billingsley	Treasurer and City 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
John Arant	Business Representative

*Staff Members Present:*

Kim Petersen	Director
Shelly Noble	Administrative Clerk

*Staff Members Absent:*

None

*Others Present:*

Dave Roden	GBC Foundation
Lisa Campbell	Great Basin College
Eric Peters	Spare Time Bowl
Michelle Hammond	WCVA, Shooting The West
Alan DuVall	A-1 Commercial Service
Jess Jones	Outlaw Broncs

**4. Public Comment**

None.

**5. Meeting Notice Report.**

Chairman Boyle reported that notice, including meeting agenda, was posted by Shelly Noble by 9:00 am Friday, September 13, 2019 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.** Vice Chairman Stone asked whether any agenda item proposes the adoption by the city or by the county or by the WCVA of any rule, including any ordinance or resolution which would impose, increase or change the basis for the calculation of a fee that is paid in whole or in substantial part by businesses, which would impose a direct and significant economic burden upon a business or directly restrict the formation or expansion of a business, pursuant to NRS Chapter 237? The Vice Chairman called for board or public input thereon; Counsel reported there was no agenda problem; there was no public comment thereon. Action will be taken.

*Jim Billingsley made a motion that there appears to be no business impacting fee matter on today’s agenda. The motion carried, 3-0.*

**7. Minutes, Review & Action**

Prior meeting minutes of July 17, 2019.

*Jim Billingsley made a motion to accept the minutes of the July 17, 2019 meetings. Motion carried, 3-0.*

NOTE: August 2019 – meeting cancelled, only 2/5 of members available

- 8. Claims, Review & Action** The following claims, which had been submitted in list form to the board members for review with their 3-day meeting notice and agenda, with the opportunity to obtain further information before or at the meeting, were submitted for payment on September 18, 2019:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	23893 – 23966 (August)	\$437,485.54

Nevada State Bank                      23967 – 24020 (September)                      \$158,879.97

*Jim Billingsley made a motion to approve all claims as submitted, retroactively, for August 2019. The motion carried, 3-0.*

*Ron Cerri made a motion to approve all claims submitted for September 2019. The motion carried, 3-0.*

## 9. General Business, for discussion & possible action

### 9.1 Accommodations tax 9-month refund requests, for possible action

Sullivan (\$2,725.80), Lahti (\$562.32), Lawlor (\$383.40), Wilkinson (\$388.80), Pevyhouse (\$388.80)

*Brian Stone made a motion to approve the accommodation tax 9-month refunds for James Sullivan (\$2,725.80), Chris Lahti (\$562.32), Darren Lawlor (\$383.40), Douglas Wilkinson (\$388.80), Norman Pevyhouse (\$388.80). Motion carried, 3-0.*

### 9.2 Dennis Deputy, Paradise Valley Fire Department, request for Small Community Grant funding, for possible action

Dennis and the Paradise Valley Fire Department have been working on raising funds and securing grants to purchase new playground equipment for their park in Paradise Valley. The Fire Department is requesting the Paradise Valley 2019-2020 Small Community Grant funding allocation of \$4,000 to be used for this project. The Paradise Valley Recreation Board supports this project and requests that these funds be disbursed to the Paradise Valley Fire Department (letter of support received). *Brian Stone made a motion approving the 2019-2020 Small Community Grant funding request from the Paradise Valley Fire Department for \$4,000.*

*These funds will be used to replace playground equipment at the Fireman's Park in Paradise Valley. Motion carried, 3-0.*

### 9.3 Lisa Campbell, Great Basin College, Gala, November 16, 2019, request for West Hall facility and additional grant funding, for possible action

Lisa and Dave Roden are here today to make this request for a West Hall facility grant and additional grant funding to cover the cost of customary Convention Center charges that are, traditionally, the responsibility of the organization utilizing the Convention Center. This event is a fundraiser for our local Great Basin College campus. The committee organizing the event is planning for 220 people to attend. In addition to the West Hall facility request, they are requesting a waiver/grant for the linen, skirted banquet tables, marquee rental, portable bar rental, dance floor rental and catering fees. This board does not usually grant a waiver for these items when they

have approved a facility grant for an event. The catering fees are almost never waived. *Jim Billingsley made a motion to approve a West Hall facility grant (\$600) and an additional grant/waiver for linens, skirted banquet tables, marquee rental, portable bar rental, dance floor rental, etc. Food and beverage catering fees are not waived and will be due from any caterer who provides services for the Great Basin College Gala, November 16, 2019. Motion carried, 3-0.*

**9.4 Joey Dendary, Wmca Fall Pro-Am Golf Tournament, September 23 & 24, 2019, request for Cooperative Funding, for possible action**  
 Joey was unable to be here today due to the rainy weather and his responsibilities at the golf course. He is requesting a \$3,000 grant. The requested funds would be added to the purse so that he could offer a guaranteed payout. The board reviewed his funding request and all agreed that these tournaments are good for the local community. *Jim Billingsley made a motion to approve a \$3,000 grant to the Winnemucca Golf Course Pro-Am Golf Tournament, September 23 & 24, 2019. Motion carried, 3-0.*

**9.5 Jess Jones, New Years Eve Bronc Bash, December 31, 2019, request for Cooperative Funding, for possible action**  
 Jess reported that his 2018 New Years Eve event, where he added a roping during the day, was successful but that he had a decrease in sponsorships. For this year, he will add a barrel race, branding and a mini-bull competition. With everything, he plans to run December 31, 2019 and January 1, 2020. Attendance in 2018 was down from the first year but with the addition of more events, Jess is confident that participants and attendance will increase. Jess is requesting a \$10,000 grant and \$10,000 underwriting. The board was a little hesitant about the amount of funding that is being requested if more people are not attending, but after some additional discussion, *Jim Billingsley made a motion to approve a \$10,000 grant and \$10,000 underwriting to Jess Jones/Outlaw Broncs New Years Eve Bronc Bash, December 31, 2019. Motion carried, 3-0.*

**9.6 Eric Peters, Spare Time Bowl Fall Classic, November 8-10, 2019, request for Cooperative Funding, for possible action**  
 Spare Time hosts a bowling tournament each quarter. They are well attended and he has a waiting list of people wanting to participate. Currently, there are 108 bowlers for each tournament and most of these are from out of town. Herb Ross encouraged Eric to come before this board and make a request for any assistance they could provide to make these tournaments even more successful. Winnemucca Inn and Winners are event sponsors. Eric would like to find a way to let the community know when

these tournaments are taking place so that restaurants and other small businesses can have the staff working to accommodate these visitors. He was encouraged to contact Michelle at WCVA to be added to our Facebook posts and Community Calendar. If Eric has any other ideas he was directed to contact Kim for assistance.

**9.7 Lindsey Tregellas, WSRRA Last Dash 4 Cash Barrel Race, November 1-3, 2019, request for Cooperative Funding, for possible action**

Last year Marc Page added a barrel race to his weekend events. The producer of that race was fairly new to producing barrel races and there were issues all weekend long. This year Lindsey is taking over. She has a lot of experience with running these races and is confident that she can produce a successful race that will be an asset to the other weekend events. Lindsey is making her request separate from Marc Page's request and will be running it as a separate event even though it will be held in conjunction with Marc's rodeo finals. Lindsey is requesting a \$10,000 grant. Funding will be used for prize money, awards and advertising. *Jim Billingsley made a motion to approve a \$7,500 grant for the WSRRA Last Dash 4 Cash Barrel Race, November 1-3, 2019. Motion carried, 3-0.*

**9.8 Michelle Hammond, Shooting The West, April 1-5, 2020, request for Cooperative Funding, for possible action**

Michelle reported that the 2019 event, which WCVA produced for the first time in several years, was successful and she is already planning for 2020. Last year's budget was very conservative and the event showed a profit. There were approximately 125 participants plus vendors and instructors. The focus was on providing photo opportunities both within the symposium and around the community. The Pow Wow that was held at the Winnemucca Events Complex at the same time provided a wonderful opportunity for the students and professionals alike, since there were many Native Americans who danced in their native dress. For 2020, Michelle and the Pow Wow organizers are again working together to provide a similar opportunity during the symposium. Michelle is requesting that the \$20,000 underwriting that this board awarded for 2019 be allowed to "roll over" into the 2020 event and that the board award a \$5,000 grant, plus facilities, for 2020. *Jim Billingsley made a motion to approve a \$5,000 grant plus Joe Mackie Hall and West Hall facility grants for the Shooting The West Photography Symposium, April 1-5, 2020. Additionally, Shooting The West will retain the \$20,000 underwriting that was awarded for the 2019 event. Motion carried, 3-0.*

**9.9 Marc Page, WSRRA National Finals Ranch Rodeo, October 31 – November 3, 2019, request for Cooperative Funding, for possible action**

Marc is unable to attend tonight's meeting but this is an event that the board has supported for several years. Even though it does not attract the number of spectators that our March event does, it comes at a good time of the year that is traditionally slow. Marc is requesting a \$25,000 grant. Last year's overall funding award for this event was increased because Marc added the barrel race. Since Lindsey is producing the barrel race as a separate event during these finals, the board discussed whether that should be considered as they work on an amount to fund this year. ***Ron Cerri made a motion to approve a \$10,000 grant and \$10,000 underwriting for the WSRRA National Finals Ranch Rodeo, October 31 - November 3, 2019. Motion carried, 3-0.***

**9.10 Steve Nielsen, P3 Partners, status update on Joe Mackie Hall renovation/construction project, for possible action**

Steve was unable to attend this meeting but is planning to attend our October board meeting. He is still working to provide a workable solution for Joe Mackie Hall at a price that this board is comfortable with. Currently, he is working on a plan to use the existing footings in the Joe Mackie Hall parking structure for a new building. Initially, he was working with CORE Construction but now he is working with other contractors to provide a workable solution to our requirement for additional meeting/banquet space.

**9.11 Friends of the Farm, request for in-kind support of the 8<sup>th</sup> Annual Fall Farm Festival, October 2019 in the form of WCVA owned equipment, for possible action**

This is another annual request that Friends of the Farm makes in support of the Fall Farm Festival held in October. There is no out-of-pocket funding by the WCVA. As in past years, the Festival is asking for the use of restroom trailers, power boxes, panels, copy machine and to be included in WCVA advertising. ***Ron Cerri made a motion to approve the use of WCVA owned equipment (restroom trailers, power boxes, panels, copy machine) and to be included in WCVA advertising for the October 2019 Fall Farm Festival. Motion carried, 3-0.***

**10. Director's Report.**

**10.1 Financial reports on WCVA events**

No report.

**10.2 2019 Winnemucca 44-Hour Softball Tournament, for discussion**

Kim added this item to the agenda because he was concerned that the tournament was not run the way it was presented to this board when the funding request was made. He was told that the teams did not get their minimum number of games, everyone (even team members) were charged to enter the softball complex and that at one point the tournament was

suspended for an event at Model T. Jim also heard mixed reviews. He feels that the information provided at the meeting by tournament organizers Craig and Lyle Walters was misleading since they never had the number of teams they stated they did. The Winnemucca teams did not even know that there was a tournament planned until right before it was to take place. Jim reported that the prizes seemed to be very nice. Kim was just curious if anyone else had had any feedback. The board all agreed that before these individuals receive any other WCVA funding they want a detailed report from the July tournament.

## **11. Secretary and Counsel, Monthly report, for discussion & possible Action**

### **11.1 Review report of September 2019, for information**

Bill's report was distributed to board members at today's meeting.

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

Included in Bill's report.

### **11.3 Annual room tax report to Taxation**

No report.

### **11.4 Improvements project status reports**

- West Hall carpet project is completed.
- Joe Mackie Hall study – see item 9.10 above.
- Stall and campsite project at WEC is completed.
- Old WEC floor is stored in a semi trailer on the grounds. The new floor is stored under one of the mezzanines. Kim is working on a more permanent storage location.
- Event Center LED wall/board retrofit – Kim continues to work on the specs.
- West Hall street sign – Bill will try to get these specs finalized.

### **11.6 Recent developments**

No report.

## **12. Board Administrator.**

### **12.1 Financial Reports, for discussion**

Room tax collections continue to be up slightly for the year.

Kendall's staff is working on our audit and it should be ready by December.

## **13. Other reports**



### **13.1 WCVA Annual Report**

The 2018 WCVA Annual Report was included with your online packet but Kim also provided hard copies to the board members tonight. There's a lot of information to process in this report so please review it and come back with any questions you may have. Kim plans to present it to the City and County at one of their future meetings.

### **13.2 ACTRA Finals**

Last weekend Winnemucca hosted the regional ACTRA Finals at the Winnemucca Events Complex. This is an annual event that they usually hold in the outdoor arena but this year they utilized the Event Center and Pavilion. The participants really liked the entire facility. The Reno Livestock Event Center (where they currently hold the national ACTRA Finals) will be undergoing some major renovations in the near future so the national ACTRA Finals host location will be going out to bid. Kim is hoping that after last weekend's successful event our facility will be in the running to host the national finals. This would be a very large event in October.

### **13.3 Professional rodeo circuit**

Jim reported that he has heard that there might be a possibility of Winnemucca hosting a portion of the professional rodeo circuit. If this were to occur, it would be in November before NFR (National Finals Rodeo) which is held in Las Vegas every December. Jim will be in contact with Kim about any proposals that may need to be prepared if this were to get to that stage of planning.

## **14. Public Comment**

None.

**15. Regular Business. Next Meeting. The Board confirmed the next regular meeting date of Wednesday, October 16, 2019, 4:00 pm.**

**16. Adjournment. *Jim Billingsley made a motion to adjourn this meeting. Motion carried, 3-0.***

The meeting was adjourned 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 \_\_\_\_\_, 2019

As written \_\_\_\_\_

As corrected \_\_\_\_\_

Winnemucca Convention & Visitors Authority Board

ABSENT  
\_\_\_\_\_  
TERRY BOYLE  
Chairman and  
Motel Representative

\_\_\_\_\_  
BRIAN STONE  
Vice Chairman and  
Hotel Representative

\_\_\_\_\_  
JIM BILLINGSLEY  
Treasurer and City Representative

\_\_\_\_\_  
RON CERRI  
County Representative

ABSENT  
\_\_\_\_\_  
JOHN ARANT  
Business Representative

Attest:

\_\_\_\_\_

BILL MACDONALD  
Board Secretary and Counsel

KENDALL SWENSEN  
Board Administrator