

**Humboldt County Rodeo Board
Agricultural District #3 – Regular Meeting
May 10, 2023**

Board Members Present in Person: Kent Maher, Chris Bengoa, Dale Owen, Ginny Hawkins, Becky Hill and Tom Brown

Board Members Present via Teleconference or Videoconference: Dave Louk

Board Members Absent: Fergus Laughridge

Staff Present in Person: Kim Petersen, Charlene Fetterly and Darrel Field

Staff Present via Teleconference or Videoconference: Liz Barnard

Others Present in Person: Stacey Taylor, Brenda Wright, Brian Ford, Mary Kay Ford, Jill Stepper, Amy Amrhien, Ken Whittaker, Debbie Whittaker, Tom Stephen, Jesse Hill of the County Commission, Robyn Dunckhorst, Marsha Foreman, Jerry Formeman, Jacey Jackson, Noel Kao, John McNamara.

Others Present via Teleconference or Videoconference: Ben German of Broken Heart Rodeo Company LLC.

CALL TO ORDER

Kent called the meeting to order at 5:33 pm.

PUBLIC COMMENT

No public comment was presented at the meeting.

MINUTES CORRECTION - APPROVAL

Dale moved to approve the minutes of April 12, 2023 as submitted.

The motion passed unanimously with Tom and Becky abstaining since they were absent.

EVENTS UPDATES, REPORTS AND SCHEDULING

- a. Labor Day Rodeo stock contractor – Review, acceptance or rejection of bid(s) to produce the Labor Day Rodeo.

Kim reports that of 5 or 6 requests for proposal to produce the Labor Day Rodeo, we received one from Broken Heart Rodeo Company, LLC. The proposal includes all items considered important to the board members as a previous meeting for \$17,500 plus \$4,000 in added money.

Kent asked Ben how our rodeo would be promoted.

Ben German, owner of Broken Heart Rodeo Company, answered that he will add our list to his calendar issued to all contestants at his upcoming events, including St. George Utah this coming weekend.

Kent asked Ben where he anticipates acquiring contestants.

Ben answered that he is in contact with our local High School Rodeo organization and other organizations in Utah, Twin Falls, Buell and Barrel Racers from our Labor Day Barrel Race.

Becky moved to accept the bid to produce the Labor Day Rodeo as submitted.

The motion passed unanimously.

Ben thanked the board for their consideration and encouraged staff to call should we have any questions.

b. Labor Day Parade – Grand Marshall

Darrel presented a list of previous and possible future Labor Day Parade Grand Marshall.

Becky moved to honor Torrey Sheen as Grand Marshall and Terry Boyle should Torrey refuse.

The motion passed unanimously.

WINNEMUCCA EVENTS COMPLEX (WEC)

a. Review, approval or modification of updates to Events Complex Rules, Regulations and Fees.

Kim presented the updates to the board and read the sections which recently sparked controversy in the community to the room.

Kent asked the room for comments.

Jesse Hill, Humboldt County Commissioner commented that he had asked Kim for more clarification on the process for vending at the Winnemucca Events Complex. He commented that he had no intention of creating controversy but wanted additional transparency in the process of selecting vendors and food vendors at the Winnemucca Events Complex.

Debbie Whittaker of DJ's Grubshack commented that she feels the 12% to 15% of gross sale fee is too high. She notes that her food truck is entirely self contained and feels that raising her prices to compensate for WEC fees is a problem for her business practice. She also comments that she would like to sell

her wares at more events including the Tri-County Fair. She also asks if staff limits the menus of food vendors during special events.

Kim thanked Debbie for her comments, appreciating that the food truck business requires time, money and dedication. He notes that in our community we have not historically had many food vendors so we were forced to look outside of town to get enough food vendors to take care of our customers at WEC events. He comments that in the Fair industry the practice of just selling space can be detrimental to festival goers and vendors alike. If for instance all food vendors sell hamburgers and there are not enough customers to support them all, then contracted food vendors will not make enough money. As a balance staff contracts food vendors based on variety and number in order to provide a good experience for both vendors and customers at WEC events. He also notes that we do prioritize returning vendors over new vendors at our events. He understands that it is difficult and time consuming for new food vendors to “break into” vending at the Tri-County Fair.

Brenda Wright of the Wright food commented that she feels the rates and policies at WEC are fair, if only for event promotion which brings customers to the events complex so that she can sell to them. She also comments that WEC staff empty trash cans, clean restrooms and maintain the facility so that she can cook and serve food.

Brian and Mary Kay Ford or Back Burner Smoke House.

Mary Kay comments that he would like to see the WEC prioritize local vendors over out of town vendors.

Brian suggested instituting a bid process whereby food vendors would vie with each other to vend at WEC events.

Marsha Foreman of We Must be Nuts commented that she attended a recent Cantalope Festival in Fallon, Nevada. She notes that the event promoters engaged in selling real estate where there were too many vendors so none of them made any money.

Kent asked the board to comment on the updates to WEC rates and rules.

Dale commented that the SSIR organization is looking for food and craft vendors at their event leading up to the 4th of July celebration.

Becky agreed that we should prioritize local vendors.

Chris commented that we have always tried to emphasize performance, citing serving a good product efficiently.

Tom moved to approve updates to Events Complex Rules, Regulations and Fees as submitted.

The motion passed unanimously.

2022 - 2023 BUDGET REVIEW – MODIFICATION

Kim presented the 2022-2023 budget including transaction posted through May 8, 2023. At about 83% of elapsed time; Tax revenues are at 76.08%. Ag District #3 revenues are at 98.27%; wage expenses are at 64.90%; service and supplies are at 90.84% and capital outlay is at 84.31%. Event Center revenue is at 148.91%; wage expenses are at 94.05%; service and supplies are at 91.98% and there are currently no numbers for capital outlay.

Kim comments that he is working with Gina, keeping a close eye on service and supply accounts for a possible budget augmentation before the end of the fiscal year.

No action was taken.

VOUCHERS – EXPENDITURES APPROVAL

Chris moved to approve the outstanding vouchers consisting of the following:
\$19,887.76 for Ag District #3 through May 9, 2023
\$16,473.82 for the Event Center through May 9, 2023

The motion passed unanimously with Kent abstaining on items from Communication Creations since his wife operates the business.

INFORMATION, PROPOSALS AND OR REQUESTS BY BOARD MEMBERS AND STAFF MEMBERS FOR CONSIDERATION AT FUTURE MEETINGS, INCLUDING COMMUNICATIONS AND DEALINGS WITH OTHER BOARDS AND DEPARTMENTS AND PLANNING AND SCHEDULING FUTURE EVENTS

Kim reports that our new restroom/shower facility should be delivered by the end of the month. We have completed preparation of electricity and plumbing so that the building can be dropped onto the foundation and connect existing utilities.

He notes that the new roping boxes saw use last weekend where an outdoor event was moved inside the Event Center due to too much mud in the outside arena. He also notes that stall and RV check in went smoothly with Charlene staff presiding.

Kim comments that we are expecting the High School Rodeo finals over Memorial Day weekend and that WCVA is negotiating with the organization to sign for 2 – 5 more years at our facility.

Kim is also speaking with the World Australian Shepherd Sheep Dog Trials in 2024 or 2025. The event would take place in late September with 600 to 800 dogs over a 9 day time period.

Kim also notes that we are working on the alley ways behind the pavilion and the waterline to campground C.

Kent comments that Elko and Fallon are competing for annual events in Northern Nevada so we need to try to lock in our annual events for multi year terms.

PUBLIC COMMENT

No public comment was presented at the meeting.

ADJOURNMENT

Chris moved to adjourn the meeting at 6:44 pm. The motion passed unanimously.

Respectfully submitted,

Darrel Field, Secretary