

**Fallon Convention & Tourism Authority  
Meeting Minutes April 17, 2012**

Present: Chairwoman Rachel Dahl, Councilman Bob Erickson, Councilman James Richardson, Board member Scott Tate, Board member Pranav Morar, Executive Director Rick Gray, City Clerk Gary Cordes.

Chairwoman Dahl called the meeting to order and verified the posting requirements had been met. Councilman Erickson confirmed they were.

Chairwoman Dahl asked the board if they have reviewed the minutes from the March 20, 2012 meeting. Councilman Erickson motioned to approve the March 20, 2012 meeting minutes. Board member Morar seconded the motion, the vote was unanimous.

Chairwoman Dahl said next on the agenda is the fiscal year 2013 budget. She asked Gray if he would start off. Gray said the budget before the board was reviewed extensively at the budget workshop in March where no changes were requested. He said it is a conservative and balanced budget and asked if there were any questions. The board asked where we are with additional personnel and Gene's upcoming leave. Gray said we do have someone in place who has been working with Gene for the last week. Board member Tate asked if the Convention Center will retain this person after Gene comes back. Gray said the position is for six weeks as a temporary City employee. Board member Tate wanted to clarify this person was not an existing City employee moved to do this job. Gray said no. Chairwoman Dahl asked if there were any more comments or questions from the board or public comments. There were none. Board member Morar motioned to approve the Fiscal Year 2013 Budget. Councilman Erickson seconded the motion, the vote was unanimous.

Chairwoman Dahl said the next agenda item is a grant application from the Churchill Arts Council and asked Gray to start off. Gray said before the board today are quality grants that fulfill the tourism mission which is to fill motel rooms with events that fit in with the community and add awareness of Fallon through their marketing efforts. Gray said a representative from each group is present to answer questions about their events. Gray told the board Kirk Robertson from the Churchill Arts Council is present to answer questions from the board and asked Kirk to come up to the podium. Councilman Richardson noted on their application they have requested \$7,000 but the agenda cover sheet is for \$8,000 and asked Gray to clarify. Gray said he has budgeted \$8,000 and Kirk told him they could use it. A discussion ensued on amounts previous awarded to this group and what level of support the amount is compared to previous years. Board member Tate asked Kirk what he felt was the most effective marketing effort they used. Kirk said they have two distinct audiences, the ones who are internet savvy and the ones who are not, so the Arts Council has a direct mail as well an email blast for each performance. Board member Morar asked how many people came from out of the area. Kirk said depending on the artist as much as thirty five percent. Chairwoman Dahl asked if there were any more comments or questions from the board or public comments. There

were none. Board member Tate motioned to approve \$8,000 to the Churchill Arts Council. Councilman Erickson seconded the motion, the vote was unanimous.

Chairwoman Dahl said the next agenda item is a grant application from the Hearts of Gold Cantaloupe Festival and asked Gray to start off. Gray said Rick Hays is present to answer questions from the board and asked Rick to come up to the podium. Gray said before the board is a very comprehensive report reviewing last year's event and financial information in lieu of the evaluation form. Rick told the board this year's event would be starting locally on Thursday night with a cantaloupe crawl, a Friday night karaoke contest, Saturday will still feature the national acts and Sunday will feature the local acts. Board member Morar asked if people were still saying the event is not taking place. Rick said yes but the Fallon Festival Association has their new website up to date and will be sending the local media information on the event as well as a new Facebook page to get the information out via social media. Rick said he has reached out to the local businesses to let them know the event is alive and growing as well as bringing the Navy on board with displays and participation. Councilman Erickson noted a line item in the budget for an appreciation dinner and asked what it was for. Rick said it is a way to say thank you to the volunteers and also wanted to use it to reach out to the local community for more than one source of volunteer labor. A discussion ensued on cross advertising events through the festival as well as with local events such as SYFL. Chairwoman Dahl asked if there were any more comments or questions from the board or public comments. There were none. Councilman Richardson motioned to approve \$10,000 to the Hearts of Gold Cantaloupe Festival. Board member Morar seconded the motion, the vote was unanimous.

Chairwoman Dahl said the next agenda item is a grant application from Top Gun Raceway and asked Gray to start off. Gray said before them is a grant application with his recommendation for the Top Gun Raceway and asked Bart Hiatt to come up to the podium to answer questions from the board. Gray told the board Top Gun is a big part of Octane Fest once again this year and that it gives credibility to the event by having a NHRA sponsored event. Bart provided the 2013 track program and told the board the track has a new addition to the event this year, a jet dragster that will be racing a top fuel altered car with NHRA's approval in hopes of drawing a different type of crowd to the track. He said the track is in its 17<sup>th</sup> year and the past few years the economy has hurt their attendance. Gary Cordes asked if they get a lot of media on that particular event. Bart said it is the one they will spend the most on along with the Junior Dragster Series that NHRA has allowed them to include in this series which helps attract a different type of spectator as well. Chairwoman Dahl asked if there were any more comments or questions from the board or public comments. There were none. Board member Morar motioned to approve \$10,000 to the Top Gun Raceway. Councilman Richardson seconded the motion. The vote was unanimous.

Chairwoman Dahl said the next agenda item is a grant application from the Fallon High School Rodeo Association and asked Gray to start off. Gray said this year the grant application for the High School Rodeo Association is different from their usual because they are hosting the High School and Junior High School state finals. He said Kayla

Norcutt and Jennifer Duke are present to answer questions and asked them to come up to the podium to answer questions from the board. Councilman Erickson asked how many days the events lasted. Kayla said the rodeos are three day events starting on Friday and ending on Sunday. She said contestants start arriving Thursday before to start getting ready for the event. Board member Tate asked if they had their annual rodeo in April as they usually do. Kayla said they did not have one because they were hosting the state finals. Board member Tate asked where the finals have been held in the past. Kayla said the last two years were in Elko and the ten years prior to that were in Winnemucca. Board member Morar asked if the finals rotate communities every two years. Kayla said it does unless a club wants to keep it going longer. Chairwoman Dahl asked if there were any more comments or questions from the board or public comments. There were none. Board member Tate motioned to approve \$10,000 to the Fallon High School Rodeo Association. Councilman Erickson seconded the motion, the vote was unanimous.

Chairwoman Dahl said the next agenda item is a grant application from the Lahontan Valley Bird Dog Club and asked Gray to start off. Gray said before them is a grant application with his recommendation for the Lahontan Valley Bird Dog Club and asked Gary Jackson to come up to the podium to answer questions from the board. Gary told the board during their spring event they had a television crew out filming the eighty dogs which is featured on the Outdoor Hub on the internet. He said the club is growing and holds a member shoot at the end of each month. Board member Morar asked how many members the club has. Gary said they have approximately sixty to seventy members. Gray asked about other groups or clubs that rent from them. Gary said they recently rented their facilities to a Springer group for a two day event and other members use for their own events. Gray said it makes the facility very versatile and draws other group's interest because it is such a nice facility. Councilman Erickson asked how long they have had the facility. Gary said they have has this particular area for the last three years and the group has been organized for about five years. Chairwoman Dahl asked if there were any more comments or questions from the board or public comments. There were none. Councilman Richardson motioned to approve \$2,000 to the Lahontan Valley Bird Dog Club. Board member Morar seconded the motion, the vote was unanimous.

Chairwoman Dahl said the next agenda item is a grant application from the Hurricams Car Club and asked Gray to start off. Gray said before them is a grant application with his recommendation for the Hurricams Car Club and asked Dave Gilbert to come up to the podium to answer questions from the board. Dave told the board this is their eighth year for the show and this year they sent out over two hundred invitations and average about one hundred cars a year. He said many entries come from Bishop, CA and they advertise on local radio stations in the LVN, the RGJ and various other car magazines. Dave said their income is from money raised by entry fees, sponsorships and the tourism grant. Board member Tate asked if any extra money is donated back to the community. Dave said yes. Chairwoman Dahl asked if there were any more comments or questions from the board or public comments. There were none. Board member Tate motioned to approve \$2,000 to the Hurricams Car Club Show-n-Shine. Councilman Erickson seconded the motion, the vote was unanimous.

Chairwoman Dahl said the next agenda item is a grant application from Spring Wings and asked Gray to start off. Gray said before them is a grant application with his recommendation for the Spring Wings Festival and asked Susan Sawyer to come up to the podium to answer questions from the board. Gray said this is one of Fallon's signature events which help promote the wetlands and the community of Fallon and described how Spring Wings was the driving force behind building the infrastructure out at the wetlands. Susan told the board the Friends of Stillwater decided on the date of their event because of all of the other events happening in town that same weekend. She said they are working with the different groups to cross promote each other in hopes of bringing in new participants and visitors. Board member Tate asked for highlights or new features at this year event. Susan said they will have the festival at the Fairgrounds this year so the weather doesn't have an effect on their vendors and special speakers as well as giving them room to grow. She said there would be a raptor release on Sunday the last day of the event and possibly a few other birds as well. Chairwoman Dahl asked if there were any more comments or questions from the board or public comments. There were none. Board member Morar motioned to approve \$2,500 to the Spring Wings Bird Festival. Councilman Richardson seconded the motion, the vote was unanimous.

Chairwoman Dahl said the next agenda item is a grant application from the Nevada Quilt Guild and asked Gray to start off. Gray said before them is a grant application with his recommendation for the Nevada Quilt Guild's "Quilt's A Flyin" Show and asked Chris Hutton to come up to the podium to answer questions from the board. Gray told the board the group has a very ambitious vision and the week-long event has had its challenges in the past but believes it is good for the community. Councilman Richardson asked where the event would be taking place this year. Chris said they will be having it in multiple locations being the Convention Center, the Old Post Office, the Churchill County Museum, the Christian Life Center and outdoors. A discussion ensued on what was happening at the various locations. Board member Morar asked if the outdoor show was only for the downtown area. Chris said they have approximately sixteen businesses participating from downtown to the outskirts of town. Board member Morar asked how much the club has grown over the last few years. Chris said they have seventy five individual members and over three hundred in chapters throughout Nevada and California and it continues to grow. Chairwoman Dahl said they have done a great job and asked if they were going to have their quilt retreat in August. Chris said they are. Chairwoman Dahl asked if there were any more comments or questions from the board or public comments. There were none. Councilman Erickson motioned to approve \$5,000 to the Nevada Quilt Guild. Board member Tate seconded the motion, the vote was unanimous.

Chairwoman Dahl said the next agenda item is a grant application from the Oasis Stampede and Country Fair and asked Gray to start off. Gray said before them is a grant application with his recommendation for the Oasis Stampede and Country and asked Sue Frey and Shannon Ernst to come up to the podium to answer questions from the board. Sue told the board the Country Fair is in its fifth year and is partnered with the Oasis Stampede once again. She said last year they had approximately fifteen thousand visitors throughout the weekend and this year wants to promote tourism through agriculture and

ranching with the Ranch Hand Rodeo. Shannon showed the board the advertising schedule for the event this year and reviewed the various outlets they will be working with. Sue said this is a community sponsored event and there would not be a charge to attend the Country Fair but they would be charging to attend the Ranch Hand Rodeo and would also be depending on the generosity of community sponsors to keep the event going. Board member Tate asked if this is the first year for the Ranch Hand Rodeo. Sue said it is in its second year and is very popular with the ranch hands and continues to grow. A discussion ensued on the future of the Livestock show and the plans for this year's event. Chairwoman Dahl asked if there were any more comments or questions from the board or public comments. There were none. Board member Morar motioned to approve \$4,500 to the Oasis Stampede and Country Fair. Councilman Erickson seconded the motion, the vote was unanimous.

Chairwoman Dahl said the next agenda item is Board & Staff reports and asked Gray if he wanted to start. Gray said before them are the revenue accounts and more important on the last page is a list of next year's meeting dates. Chairwoman Dahl confirmed these dates were all on the third Tuesday's of the month. Gray confirmed. Gary Cordes provided financial and occupancy reports for the past nine months. A discussion ensued on the process of collecting room tax monies. Board member Tate asked Gray to talk about the Capitol Expenses discussed at the Budget Workshop meeting in March. Gray said he has budgeted \$25,000 for roof repairs or replacement along with \$8,000 to fix the commercial grade steamer in the kitchen. Councilman Erickson wanted to confirm these items are budgeted in the current budget. Gray said they are. Chairwoman Dahl asked if there were any more comments or questions from the board or public comments. There were none, the meeting was adjourned.