

**Fallon Convention & Tourism Authority  
Meeting Minutes January 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 have been met. Councilman Erickson confirmed they were.

Chairwoman Dahl asked if the board had reviewed the minutes from the July 26, 2011 meeting. Board member Tate motioned to approve the minutes with change to the amount of the Senior Pro Rodeo grant award. Councilman Richardson seconded the motion, the vote was unanimous.

Councilwoman Dahl said the next agenda item is a grant application from the Nevada Cattlemen's Association 2012 All Breeds Bull Sale and asked Gray to start off. Gray said the grant met the requirements of the grant program and JJ Goicoechea is here to answer questions about the Nevada Cattlemen's Association 2012 All Breeds Bull Sale. JJ told the board it is the 46<sup>th</sup> annual sale and is taking place February 16 – 18, 2012. JJ said this year is larger with more than one hundred sixty bulls consigned and bull prices are high. Discussion ensued. Chairwoman Dahl asked the board if they are ready to make a motion for the grant application. Board member Morar motioned to approve two thousand dollars to the Nevada Cattlemen's Association 2012 All Breeds Bull Sale. Councilman Erickson seconded the motion, the vote was unanimous.

Chairwoman Dahl said the next agenda item is a grant application from Lahontan Auto Racing Association and asked Gray to start off. Gray said the application and grant request is before you. Gray said the amount requested includes support for what LARA provides to Octane Fest and Rusty Baglin is here to answer questions from the board. The board asked if the track has made any improvements and Rusty stated they need to work on the restrooms, concession stand and the grandstands. Discussion ensued. Councilman Richardson asked about the amount of money being requested this year being different from last year. Gray said the funds being requested works out the same with the amount of their grant and advertising support the Tourism Office provided last year. Chairwoman Dahl asked the board if they are ready to make a motion for the LARA grant application. Councilman Richardson motioned to approve ten thousand dollars to the Lahontan Auto Racing Association. Board member Morar seconded the motion, the vote was unanimous.

Chairwoman Dahl said the next agenda item is a grant application for Fallon Trap Club and asked Gray to start off. Gray said Pat Whitten is present to answer question about their application for the Fallon Trap Club 2012 season. Pat addressed the board and described to them the items she has provided for their application. She discussed the surveys they received and talked about the fliers they will be sending out this year and the coffee mug award at the shoots. Discussion ensued. Councilman Erickson motioned to

approve four thousand dollars to the Fallon Trap Club for the 2012 Season. Board member Morar seconded the motion, the vote was unanimous.

Chairwoman Dahl said the next agenda item is a grant application for the Churchill County Parks & Recreation's 2012 Fallon Youth Coed Basketball Tournament and asked Gray to start off. Gray said Danny Gleich is present to answer questions from the board about their grant application. Danny said the 8<sup>th</sup> annual basketball tournament already has five teams signed up and that it has maxed out the last four years. He said they are hoping to expand the tournament next year with the use of the new Venturacci Gym. The board asked how much they could expand with the use of the new gym and Danny said they could have about eighteen more teams using the High School Gym as well. Discussion ensued. Chairwoman Dahl asked if the board is ready to make a motion. Board member Morar motioned to approve two thousand dollars to the 2012 Fallon Youth Coed Basketball Tournament. Councilman Erickson seconded the motion, the vote was unanimous.

Chairwoman Dahl said the next agenda item is Website and Social Media integration and asked Gray to start off. Gray said Fallon is putting forth a big effort to coordinate all internet and online material which will help stretch our marketing dollar while helping grow our online presence, while making the marketing of our special events and discussion of the events more efficient. Gray said Ty Whittaker of Abbi PR and Greg Mason of the GMAA Group are here to talk about it. Ty Whitaker and Greg Mason gave a detailed overview of the Fallon Tourism web optimization relative to the website, Facebook, YouTube, and bringing all of Fallon's special event efforts under one cohesive web presence. Gray said the project will optimize Fallon's presence online and serve to create more interest and interaction among visitors and grow the community of those interested in Fallon. Discussion ensued.

Gray stressed the importance of optimizing information about Fallon for the web, mobile devices, and social communities and how the search for information is changing quickly in a tech-savvy, smart phone/tablet driven environment. This project is one of the more important components for marketing today. Its timeliness and usefulness cannot be understated.

Chairwoman Dahl said the next agenda item is Kitchen Fees and asked Gray to start. Gray described to the board some of the challenges local caterers are having in the hard economic times right now and described his idea to change how fees are assessed. The board asked for more details and stated they were not comfortable lowering fees. Chairwoman Dahl tabled the item pending more information from Gray.

Chairwoman Dahl said the next agenda item is Board & Staff reports and asked Gray if he had anything for them. Gray provided the board with current financial and occupancy reports. Discussion ensued.

Chairwoman Dahl asked if there were any public comments, there were none. The meeting was adjourned.