

**Fallon Convention & Tourism Authority
Meeting Minutes July 16, 2013**

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

Chairman Richardson called the meeting to order and certified the posting requirements have been met. Gray said they have.

Chairman Richardson asked the board if they reviewed the minutes from the meeting on April 30, 2013. Councilman Erickson motioned to approve the minutes. Board member Tate seconded the motion, the vote was unanimous.

Chairman Richardson said the next item on the agenda is for public comments. There were none.

Chairman Richardson said next is agenda item number four consideration and possible approval of two grant applications. Chairman Richardson asked Gray to start off. Gray said before the board 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 grant requests.

Gray told the board Danny Gleich from Churchill County Parks & Recreation is here to talk about his grant application for the No Hill Hundred. Danny told the board it is the eleventh year for the event and they have made a few changes this year by changing out the t-shirts and replacing with athletic jackets. He said they will continue the bike raffle and will have other raffle prizes donated by local businesses. Gray asked how many cyclists were expected this year. Danny said last year they had 205 and are hoping to increase to 220. Gray asked how many of those people stayed in hotels. Danny said about seventy five percent. Chairman Richardson asked if they are getting the same people every year. Danny said they are starting to see it happen this year but in years past it has been different people. Board member Morar asked if there were other rides taking place around the same time. Danny said there is. Chairman Richardson asked if there are any more questions or comments from the board, there were none. Board member Morar motioned to approve \$2,000 to the No Hill Hundred. Councilman Erickson seconded the motion, the vote was unanimous.

Chairman Richardson said the next item on the agenda is a grant application from the Lahontan Valley Bird Dog Club and asked Gray to start off. Gray said before the board is a grant application and evaluation from Lahontan Valley Bird Dog Club along with his recommendation. Gray said Garry Jackson is present to answer questions about their application. Garry told the board the application is for their fall shoot on the third weekend in September. He said this year they have hosted two three day shoots as well as two springer club events and a youth spring shoot. Garry told the board they are changing the April shoot dates to February 21-23, 2014 and they will be using the Convention Center for their dinner that night. Gary Cordes asked if there is an age limit

on the youth shoot. Garry Jackson said the age limit is sixteen and under. Board member Tate asked if the February event is replacing the April event. Garry said it is. Chairman Richardson asked Garry if they have made improvements. Garry said they have. Chairman Richardson asked if there were any other comments or questions from the board, there were none. Councilman Erickson motioned to approve a grant for \$2,000 to the Lahontan Valley Bird Dog Club. Board member Tate seconded the motion, the vote was unanimous.

Chairman Richardson said the next agenda item five Live Local Fallon and asked Gray to start off. Gray told the board the City of Fallon officially launched the Live Local program on July 1st and the campaign is off to a very aggressive start and wanted to provide an overview to the board on how the program is going to go. He said the Live Local program is designed to encourage residents to engage in the local community. Gray said the passport was developed to encourage the community to share community event information with each other and patron local businesses. He said the passport is designed so that when a page is completed and turned in each month the person is entered into a monthly drawing and then at the end of the year the grand prize drawing for a car. Chairman Richardson asked about the monthly prize. Gray said participating businesses are asked to donate a prize which will be featured on the website the month it is given away. Councilman Erickson asked if the Convention Center office will be tabulating. Gray said the Convention Center office will be receiving the completed passports to compile data and hopes to work with a commercial company for the grand prize drawing. Councilman Erickson asked if the current staff can handle the tabulating. Gray said he is not sure what to expect but he does have a City intern dedicated specifically to the program. Board member Morar asked how people are learning about the program. Gray said there is a banner across Williams Ave., there are ads at the LVN and on the radio and all participating businesses have signs in their windows. Councilman Erickson asked what methodology was used to determine the percentage for each category. Gray said they met with a few businesses before and came up with the current program. Board member Tate asked where passports are available. Gray said in City Hall, at the Chamber of Commerce, the Convention Center and participating businesses. Board member Tate asked who is paying for the program and what is the budget. Gray said the City of Fallon is paying for the program and they have about fifty thousand dollars in place. Board member Morar asked if it this is a City project only. Gray said it is a City project being done through the Tourism office. Board member Tate asked Gray how much time he has spent on the project. Gray said initially it took a lot of focus and now that the program has been launched it's a lot less intense. Board member Tate asked how people can find out information on the program. Gray said people can go to the website and if it doesn't answer their questions they can call my office. Chairman Richardson asked if there are any more questions or comments from the board, there were none.

Chairman Richardson said the next agenda item is Board & Staff reports and asked Gray to start off. Gray reviewed the upcoming meeting dates with the board and discussed the board and staff reports. He said the convention center room revenue is down as we discussed at the budget meeting but none the less we are tracking. Gray said he wanted to board to note the grants received from the Nevada Commission on tourism

for a total amount of \$30,500 for Fallon and \$124,000 was awarded to the Pony Express Territory which directly impacts our budget directly. Gary reviewed financial reports with the board and discussed allocating funds to pay for resources provided by the City. Gary said a total of \$34,000 in City resources was used by the Convention & Tourism office last year. Chairman Richardson asked Gary to confirm the report is for information and not for board approval and if action were to be taken it would be by the City Council. Board member Tate is concerned about the amount of the allocation suggested and said the board may need to re-evaluate significant events and determine how critical they are.

Chairman Richardson said with no public comments the meeting is adjourned.