

**Fallon Convention & Tourism Authority
Meeting Minutes August 12, 2014**

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

Chairman Richardson called the meeting to order and asked if the posting requirements have been met. Cordes said they have.

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

Chairman Richardson said next is agenda item number three, consideration and possible approval of five grant applications and asked Gray to start. Board member Tate asked if prior meeting minutes were left off as an oversight. Gray said they are not done due to the length and complexity of the meetings and discussions and they are still being transcribed. Board member Tate asked when the board will get the minutes once they are transcribed. He asked if it would be before the next board meeting or at the next meeting. Gray said it will be at the next meeting so they are submitted in an official way.

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 culture and add awareness of Fallon through their marketing efforts. Gray said a representative from each group is present to answer questions about grant requests. Gray addressed the grant applicants and asked each to come up to the podium when their grant is called and speak into the microphone. Gray said he wants to remind grant applicants the amount of a grant award is contingent on available funds and budget projections.

Gray said before the board is a grant application from the Fallon Trap Club and Rebb Rebbetoy is present to answer questions. Rebb addressed the board and as the treasurer for the Trap Club and the president of the youth program. He said they have a number of events that bring people to Fallon and the club has two major shoots each year. Rebb said one is the PITA State Shoot which is a three-day shoot in May and the Basque Shoot which is a two-day shoot in November. Rebb said these each of these events draw approximately 100 shooters each year. He said Fallon hasn't hosted the scholastic shoot in three years and we are in rotation to have one this year in June. Rebb said the last shoot, which was in Elko last year, drew about 130 shooters and their families, and it is usually a two-day shoot.

Councilman Erickson asked Rebb about the youth program. Rebb said this year we had 42 shooters and took 31 to the state competition and had teams that placed first, second and third in the categories they were signed up in. He said this program has been going on for about eight years now. Councilman Erickson asked if there are scholarships available. Rebb said there are and they had one student put in for it.

Board member Tate asked what a multiplex shoot is. Rebb said it is normally for local shooters and PITA decided to have shoots locally and then submit scores to PITA. He said all of the communities submit their scores and that's how prizes are awarded. Board member Tate asked about open shooting. Rebb gave the board open shoot times and days and said they collect fees for open shooting.

Chairman Richardson asked if there were any other comments or questions from the board, there were none. Board member Morar motioned to approve a grant for \$4,000 to the Fallon Trap Club. Councilman Erickson seconded the motion, the vote was unanimous.

Chairman Richardson said the next grant on the agenda is for LivFast Motocross Race and asked Gray to start. Gray said this is a new grant and before you is the application and my recommendation. He said Tim O'Brien is here to talk about his event and the vision to build a series in Fallon and a possible championship race in Fallon as well. Tim told the board he started freestyle motocross in Reno in 1999 and is now trying to branch out into smaller communities like Fallon, Yerington and a few other towns. He said they are sponsored by Walmart and what they do is activate the local Walmart who will put up signs in their store to advertise. Tim said the goal is to create a one-time annual event that would coincide with what we already have going on with our motocross track and the final round. Tim said this event would take place Sept. 5-6 if the date is still available at the fairgrounds and it would be added into the current schedule and advertise the race as the final round if he is given this grant. He said the expected attendance is about 150 riders plus their families and estimates up to 1,000 spectators.

Councilman Erickson asked what is the new date and is the fairgrounds available. Tim said the new date is September 5-6 and the fairgrounds are available. Gray said this race was originally set for July 4 but it became too difficult to put it together in that short amount of time; so, the September date was selected.

Board member Tate asked where the racers are coming from. Tim said the majority of the riders come from Reno and about 30 percent Fernley and Fallon and about five percent from Sacramento. Board member Tate asked if the racers stayed in RVs or motel rooms. Tim said the racers from outside of Reno will stay in motel rooms and if we can get a block of rooms for a good deal then more racers will stay in motels.

Chairman Richardson asked if there any more comments or questions from the board, there were none. Board member Tate motioned to approve \$2,500 to the LivFast Motocross Race. Councilman Erickson seconded the motion, the vote was unanimous.

Chairman Richardson said the next grant on the agenda is for the Lions Club Junior Rodeo and asked Gray to start off. Gray said the Lions Club Junior Rodeo has applied for a grant and before you is their application and my recommendation. Gray said the junior rodeo is usually held in conjunction with the Cantaloupe Festival however they are two distinct and separate events and it is my understanding the junior rodeo can improve on its own with some grant money. Gray said Tom Lammel, Barbara Hertz and Jamie Keen are here to talk about their application. Tom said the purpose of the grant application is to expand the rodeo to a larger group of people. He said we have had at one time about 180 kids, ages two to 18 who usually bring parents and siblings, registered for the rodeo. He said we are adding a Friday night bull riding event and have contracted with a group to do that with some entertainment in the middle. Tom said the money we are asking for would be used to advertise the rodeo and parade and to reach out to Carson City which may draw more spectators.

Board member Tate asked if the Friday night bull riding event for youth only. Jamie Keen said it's open for 15 and older.

Barbara Hertz told the board she is the president of the Fallon Lion's Club and said there are several ways they hope to advertise this year and one is through social media. She said she has sent information to the local chamber to help but would really like to get cable advertising which will cost about \$2,400 and reach a larger number of people. Barbara said while a lot of kids and parents stay in RVs at the fairgrounds we think the spectators will stay in motels which would help with motel occupancy overall. She said there is a new group running the event and they are doing a great job and one of the ways they are getting Fallon's name out there is by putting a Fallon Lions Club Junior Rodeo stamp on all of the prize saddles as well as other prizes they are giving away. Barbara said another way they are getting Fallon's name out there is by putting posters in businesses and would like to hang a banner over Williams Ave. and this grant would really help to do that.

Board member Tate asked if there were any other youth rodeos throughout the year. Jamie Keen said yes there are.

Councilman Erickson said he wanted to thank the Lion's club for all of their work on the parade and the rodeo and said you do a wonderful job.

Board member Tate asked Gray about this being a new item and if there are sufficient funds for this grant. Gray said there is room in the budget for the grant.

Chairman Richardson asked if there were any more questions or comments from the board, there were none. Councilman Erickson motioned to approve \$2,500 to the Lion's Club Junior Rodeo. Councilwoman Frost seconded the motion, the vote was unanimous.

Chairman Richardson said the next grant on the agenda is for the Lahontan Valley Bird Dog Club and asked Gray to start off. Gray said the Lahontan Valley Bird Dog Club has applied for a grant and before you is their application and my recommendation. Gray said Ted deBraga and Pam Miller are here to answer questions. Ted told the board their club holds two major shoots a year and two mini shoots. He said the major shoots are held over two days and the mini shoots are held on one day. Ted said they have added a youth hunt, a ladies hunt and a senior hunt to the mini shoots to encourage more participation. He said they expect over 100 shooters at the major shoots. Pam said their shoots are part of a national program so people can try to qualify for nationals when at their events. Ted said people really like their grounds and come from California, Oregon, Nevada and Washington to shoot.

Board member Morar asked what their current membership is. Ted said they have between 80 and 90 members currently.

Board member Tate asked if they raise their own birds. Ted said they purchase them out of California.

Chairman Richardson asked if there were any more questions or comments from the board, there were none. Board member Morar motioned to approve \$2,500 to the Lahontan Valley Bird Dog Club. Councilwoman Frost seconded the motion, the vote was unanimous.

Chairman Richardson said the next grant on the agenda is for the No Hill 100 and asked Gray to start off. Gray said Churchill County Parks & Rec. has applied for a grant for the No Hill 100 and before you is their application and my recommendation. Gray said Danny Gleich is here to answer questions. Danny told the board this is the 12th year for their event and brought this year's jersey for the board to see how they are advertising for the sponsors. He said about 75 percent of our riders come in from Reno or further. He said there is a small riding contingent in the community but the majority of riders are from Reno, Tahoe, Gardnerville and Dayton. Most stay the night before and stay multiple nights. Danny said they have made a few changes to the course this year and have emailed about 1,500 past riders to let them know. He said a lot of riders are intrigued when changes are made and want to come out to see the changes, and the registration numbers are already showing this works. Danny said he hopes to cap out at 250 riders this year. He said he will have a local food vendor to do the after-race meal and it's also on the same weekend as the Fast Draw so it gives the riders something to do after the race.

Chairman Richardson asked if their participant numbers have increased. Danny said it really depends on the weather but last year was up and we expect this year to be up more. He said they are cross marketing with other rides in Tahoe to put a flier in the bags at their races to advertise for this one.

Board member Morar asked if they always meet their goals on the number of participants. Danny said yes and that's why we try for a target number to make sure we at least break even.

Chairman Richardson asked if there were any more questions or comments from the board, there were none. Board member Tate motioned to approve \$2,000 to Churchill County Parks & Rec. for the No Hill 100. Board member Morar seconded the motion, the vote was unanimous.

Chairman Richardson said next on the agenda is Board and Staff reports and asked Gray to start off. Gray said he wanted to invite the board to the NV150 Celebration this Saturday in Oats Park that

includes the Live Local car give away and then the free outdoor City concert. He said he also wanted to let the board know we earned \$36,000 in the 1st Cycle grants from the Nevada Commission on Tourism. Gray said our budget was \$50,000 and we have the 2nd Cycle coming up so we are in good shape to meet that goal. He said we just finished the Fallon Fights at the Fairgrounds and thought the exposure through ESPN's Friday Night Fights Live TV coverage was outstanding for Fallon. He said he just finished watching the video and Churchill County gets mentioned numerous times. Gray said the signage was good and Fallon debuted a new image and branding TV commercial to a national audience during the ESPN broadcast. He said Tractors and Truffles is the next event coming up on September 13. Gray said you have a copy of the final totals for our revenues at the convention center and the room tax revenues came in much higher than budgeted. Gray said that is all I have to report.

Chairman Richardson said we did very well on the room tax revenue and looks like the highest reported on the table provided. Gary Cordes said we have had a significant increase in room nights the last four months and have set a four-year high.

Board member Tate asked what the attendance was at the fights. Gray said about 1,600.

Chairman Richardson asked how many attended the year before. Gray said it was less than this year.

Board member Tate asked Gray to look into the attendance for all of the past fights and let the board know what they were. He said he is interested in how the MMA element impacts attendance. Board member Tate said he thought this year's event was the best by far than any other they have had.

Councilwoman Frost said she thought it was a good event and was good exposure for Fallon.

Chairman Richardson asked if there were any more comments or questions for board and staff reports, there were none.

Chairman Richardson asked if there are any public comments, there were none. The meeting is adjourned.