

**Fallon Convention & Tourism Authority
Meeting Minutes January 21, 2014**

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

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 July 16, 2013. Councilman Erickson motioned to approve the minutes. Board member Morar 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 six grant applications and asked Gray to start. 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 from the board about their grant requests.

Gray told the board Tiffany is here to answer questions about the LARA grant application. Chairman Richardson asked if there are any major changes happening this year that the board should know about. Tiffany said things were going to be about the same as last year. Board member Tate asked if she knew the status of the Reno Fernley Race Track. Tiffany said LARA has made sure to schedule their races are on opposite weekends of Lovelock and Fernley tracks to get the highest car and spectator counts possible. Gray said he believes the track operators and owners of the King of the West Sprints lost the sprint cars and Fernley may not run sprint cars this year. Tiffany said she isn't aware of any changes at the track. Chairman Richardson asked if the board has any more questions about the grant application. Councilman Erickson said the race track and the City have been great partners over the years since the track is on City property and described some of the substantial improvements made to the track over the years. He asked if there are any improvements planned for this year. Tiffany said there are plans for this year but doesn't have exact information on what they are. Councilman Erickson said they have done a great job maintaining and updating the track over the years. Chairman Richardson asked if there are any more questions from the board, there were none. Board member Morar motioned to approve \$10,000 to Lahontan Auto Racing Association. Councilman Erickson seconded the motion, the vote was unanimous.

Chairman Richardson said the next item on the agenda is a grant application from Churchill County Parks and Rec. for the Coed Youth Basketball Tournament and asked Gray to start off. Gray said before the board is a grant application and evaluation from

Churchill County Parks and Rec. along with his recommendation. Gray said this year's tournament is going to take place at the new Venturacci Gym and Danny Gleich is present to answer questions about the application. Danny said the tournament will be at the Venturacci gym this year which will be a good test on how the location handles the amount of teams usually in attendance. He said it would have been nice to be able to use both the Venturacci Gym and the High School Gym but the high school had a conflicting event. Gray asked if he knew what the event is. Danny said he didn't know but that he is really looking forward to using the new gym for the tournament. Board member Morar asked how many games can be played at one time at the High School. Danny said only one and Venturacci gym will be the same. Chairman Richardson asked if the tournament is full this year. Danny said it should fill up this year since there isn't another tournament happening at the same time. Chairman Richardson asked if there were any other comments or questions from the board, there were none. Board member Tate motioned to approve a grant for \$2,000 to Churchill County Parks & Recreation for the Youth Coed Basketball Tournament. Board member Morar seconded the motion, the vote was unanimous.

Chairman Richardson said the next item on the agenda is a grant application from the Fallon High School Rodeo Club and asked Gray to start. Gray said before the board is a grant application and evaluation from the High School Rodeo Club along with his recommendation. He said Monyca Jensen is present to answer questions. Monyca said this year is a basic rodeo and not a state competition. She said this year they have a new division for Junior High rodeo which has grown tremendously over the last two years and will be putting on both rodeos at the same time. She said they could have up to 150 contestants and their families in attendance and half will stay in motels and the other half will stay at the fairgrounds. She said contestants and their families shop and eat in town and believes the rodeo is very beneficial to local businesses. Board member Tate asked where the state finals are this year. Monyca said they are being held in Ely and the Junior High State finals are in Winnemucca. Chairman Richardson asked if there were any other comments or questions from the board, there were none. Chairwoman Dahl motioned to approve a grant for \$2,000 to the Fallon High School Rodeo Club. Councilman Erickson seconded the motion, the vote was unanimous.

Chairman Richardson said the next item on the agenda is a grant application from the Fallon Festival Assoc. and asked Gray to start. Gray said before the board is a grant application and evaluation from the Fallon Festival Assoc. along with his recommendation. He said Rick Lattin and Valerie Furtado are here to answer questions about the application. Councilwoman Dahl asked if the courtesy rooms listed are rooms used by attendees. Valerie said they are rooms sponsored by the motels. Rick Lattin said many of the out of town vendors stay longer than the festival but wasn't able to capture an accurate number but will do a better job this year. He said they are making a few changes to this year's festival, one being they are going to not have as many paid acts and hold more events and contests during the festival. He said the karaoke was a big hit and they want to make it a larger part of the festival this year. Board member Morar asked if there is a limit on the number of vendors allowed at the festival. Valerie said yes they have to limit the number of vendors due to the electrical situation at the Fairgrounds. She

said they are meeting with Parks & Recreation ahead of time this year to come up with a new layout plan to help disburse the amount of electricity being used. She said they average between forty and fifty vendors each year. Gray asked how you would compare the festival's attendance to the Country Fair attendance. Rick Lattin said the County Fair has an excellent attendance but his personal sales are a lot better at the Cantaloupe Festival. He said they did learn that a few more agriculture related events would be good to have. Board member Tate asked why the name was changed from "Hearts of Gold Cantaloupe Festival." Rick Lattin said the Hearts of Gold cantaloupe are hard to grow and supply is not always good. He said when people would come out to buy them and the farmers were out they would complain about not having any. Rick Lattin said they grow another heartier cantaloupe that tastes good and sells well so they thought changing the name so people weren't set on the Hearts of Gold melons because of the name of the festival was a good thing to do. 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 \$10,000 to the Fallon Festival Association. Chairwoman Dahl seconded the motion, the vote was unanimous.

Chairman Richardson said the next item on the agenda is a grant application from Top Gun Raceway and asked Gray to start. Gray said before the board is a grant application and evaluation from Top Gun Raceway along with his recommendation and Ed Bruflat is here to answer questions from the board. Ed told the board this is their 19th year and last year they had 10 years with the biggest one being the Lucas Oil race in June during Octane Fest. He said they will be having it again this year during Octane Fest and have approximately fourteen races planned for this year. Gray asked how the track was looking for Octane Fest this year. Ed said it is looking good and expects a good car count this year. Gray confirmed it will be a Lucas Oil race again this year. Ed said it will. Board member Tate asked if any structural changes have been made. Ed said they got brand new bleachers, brooms, drag tractor and water truck from another track. Board member Tate asked how often the track has to be resurfaced. Ed said the current track is nineteen years old and thinks it will make it another five years or so. 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 \$10,000 to Top Gun Raceway. Councilman Erickson seconded the motion, the vote was unanimous. Gray wanted the board to know that Top Gun Raceway generously donated their old bleachers to Rattlesnake Raceway last year. Gray said thank you it is a great think Top Gun did.

Chairman Richardson said the next item on the agenda is a grant application from the Nevada Cattlemen's Association and asked Gray to start. Gray said before the board is a grant application and evaluation from the Nevada Cattlemen's Association along with his recommendation and Desiree Seal is here to answer questions. Desiree told the board last year they had a new addition to the Bull Sale, the Cow Dog Trials. She said last year they had nineteen dogs and this year they are up to forty dogs. She said it is a great addition to the Bull Sale and provides another activity to the buyers while here for the sale. Board member Tate asked how many bulls were sold last year. Desiree said they sold 160 last year. Desiree told the board this year they are honoring Phil Allen who has been a consigner for forty seven of the last forty eight years of the Bull Sale and

continues to be a top seller. Gray said it was recommended this event apply to be a Nevada 150 event. Chairman Richardson asked if there were any other comments or questions from the board, there were none. Councilwoman Dahl motioned to approve a grant for \$2,000 to Nevada Cattlemen's Association Bull Sale. Board member Tate seconded the motion, the vote was unanimous.

Chairman Richardson said next is agenda item five Octane Fest and asked Gray to start off. Gray told the board he is proposing the Saturday night event be handed off to the promoter, WGAS Promotions and cutting back on the amount of money spent on the event. Gray said he recommends setting aside a \$10,000 grant for the event. He said this would be approximately a \$20,000 savings along with some other savings for the fairgrounds rental and other things that may come out of the budget. Gray said by doing this we maintain the Octane Fest brand while saving money. He said Top Gun Raceway is still participating in the event by having the Lucas Oil Drag series during the same weekend and the promoter would like to do something Friday as well as the races at Rattlesnake Raceway. Gray said this will take some of the work out of the tourism office which can get very busy with this event. Gray said he wanted to let the board know this is the direction he would like to take and said the formal action he is recommending is ear-marking a \$10,000 grant pending the grant application being turned in. Chairman Richardson wanted to confirm the saving is \$20,000 along with granting \$10,000 for the transition of the event. Gray said yes. Board member Tate said he thought this is a smart move while still maintaining the brand and keeping the event going. Chairman Richardson asked if there are any more questions or comments from the board, there were none.

Chairman Richardson said next agenda item six is Nevada 150 and asked Gray to start off. Gray said he wanted to let the board know what the Nevada 150 committee is doing for the community by designating special events throughout the year to celebrate Nevada's Sesquicentennial. Gray said he wanted the board to know about the onetime signature events happening in Fallon during the celebration which will help draw attention to Fallon. He also said the committee is working on applying for a grant to build an observatory for community use. Chairman Richardson asked if there are any questions, there were none.

Chairman Richardson said next agenda item seven Live Local and asked Gray to start off. Gray said he said he didn't have a lot to report but wanted the board to know the program is going well and is up to about 150 businesses who are participating. Chairman Richardson asked if a lot of cards are being turned in. Gray said more than 100 a month. Chairman Richardson asked if there are any questions, there were none.

Chairman Richardson said the next agenda item is Board & Staff reports and asked Gray to start off. Gray said the main thing he wanted to talk about is the new sign installed on Auction Rd. Gray said it was asked if the board would consider changing the name from the Fallon Convention and Tourism Authority to the Fallon Convention and Visitors Authority to reflect the signage. The board thought keeping the name as it is would be best. Chairman Richardson asked if there were any other questions. Board

member Tate talked about the room tax trends and thought the revenues are flat due to the current economy and noted some variations may be due to construction of the Dairy plant and past geothermal.

Chairman Richardson asked if there are any public comments. Rick Lattin said he wanted to tell the board his maze has been selected to be a part of the Nevada Sesquicentennial. Chairman Richardson asked if there any other public comments, there were none. The meeting is adjourned.