

**Fallon Convention & Tourism Authority  
Meeting Minutes January 20, 2015**

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 approval of the April 22, 2014, May 6 and August 12, 2014 meeting minutes. Councilman Erickson motioned to approve minutes from April 22, May 6 and August 12, 2014 meetings. Board member Tate seconded the motion, the vote was unanimous.

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

Chairman Richardson said the next item on the agenda is consideration and possible approval of nine 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 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 along with his recommendation from the Lahontan Auto Racing Assoc. and Chris Lumsden is present to answer questions. Chris addressed the board and said he is there to answer questions.

Chairman Richardson addressed Chris and asked if there are any significant changes being proposed for this year. Chris said there are a few things they are doing different. He said they are doing a lot more charity events, TV commercials and special shows. He said they have hired a stuntman for two shows this year and are working on a few other things like a monster truck show and maybe some motocross races to help with their income.

Board member Tate asked what is the condition of the track like this year. Chris said they are putting in new bleachers and trying to expand. He said that's why they are trying the other events to help earn some extra money for the improvements. Board member Tate asked how they do their television advertising and how frequently they do it. Chris said they have used Channel 8 in the past and run sixty or seventy time a week. He said we are going to try to increase that number and we are also looking at cable.

Councilman Erickson asked if they were making any capital improvements at the track this year. Chris said they are going to finish the bleachers and put in a sprinkler system on the track to try and save water and also we are going to put some grass to the infield to make it look a little better.

Chairman Richardson asked if there were any other comments or questions from the board, there weren't any. Board member Morar motioned to approve a grant for \$10,000 to the Lahontan Auto Racing Association. Councilman Erickson seconded the motion, the vote was unanimous.

Chairman Richardson said the next grant on the agenda is for WGAS Motorsports/Octane Fest and asked Gray to start. Gray said before the board is a grant application along with his

recommendation from WGAS Motorsports/Octane Fest and John Borba is present to answer questions. He said last year's event was good and included monster trucks at the fairgrounds and events taking place at Top Gun Raceway and Rattlesnake Raceway.

John addressed the board and said last year's event went very well. He said they had a Friday show but may have to change it to a matinee because there was some confusion with the other events going on and he doesn't want to take away from them. John said Rick provided a Visit Fallon banner and that it got a lot of mileage on it. He said he took it to over 100 shows last year leading up to Octane Fest. John said two of his shows were aired on CBS Sports where the Visit Fallon banner was visible through out.

Board member Tate asked John how many shows a year he does. John said he does over 100 shows each year at about 60 different locations.

Board member Morar asked John what he felt could be improved from last year's show. John said the sound system and he is going to work with a different contractor this year. He said he would like to expand the family activities and keeping it a family show by not being too long.

Chairman Richardson asked if there any more comments or questions from the board, there were none. Councilman Erickson motioned to approve \$10,000 to WGAS Motorsports/Octane Fest. Board member Morar seconded the motion, the vote was unanimous.

Chairman Richardson said the next grant on the agenda is for Churchill County Parks & Rec./ Youth Basketball Tournament and asked Gray to start off. Gray said the annual youth basketball tournament brings a lot of families to Fallon and Danny Gleich is here to answer questions along with his recommendation.

Danny addressed the board and said this is the second year at the Venturacci Gym and they actually went up in the number of teams and participants surveyed said they really liked the facility and its close proximity to a lot of the motels. He said they are hoping to continue to grow the tournament and wanted to keep it at 24 teams one more year before expanding it more. Board member Tate asked how parking is at the gym. Danny said you can always use more parking but it worked out fine with the northside parking and the dirt lot next to the gym.

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. Youth Basketball Tournament. Board member Morar seconded the motion, the vote was unanimous.

Chairman Richardson said the next grant on the agenda is for the Fallon High School Rodeo Club and asked Gray to start off. Gray said this is a great event and Monyca Jensen is here to answer questions and before you is their application along with his recommendation.

Monyca said Blane and Layton are here from the club. She said last year she surveyed 147 contestants and out of that 80 of them stayed in motels and went to area restaurants and merchants. Monyca said this year they are going to hold two events, the first on March 28-29 for cutting and cow reigning for the people who only do those and they are hoping to generate more participation at the rodeo in April. Board member Tate asked why the Fallon rodeo is so popular with the contestants. Monyca said it's because Fallon is central and the facilities are very good. Board member Tate asked about the equipment they use like the poles, barrels and electronic eye. Monyca said some is owned by the club and the electronic eye is from the state. Councilman Erickson asked about the ambulance expense noted but the cost was left blank. Monyca she left it blank because they donated their service last year.

Chairman Richardson asked if there were any more questions or comments from the board, there were none. Councilwoman Frost motioned to approve \$2,000 to the Fallon High School Rodeo Club. Board member Tate seconded the motion, the vote was unanimous.

Chairman Richardson said the next grant on the agenda is for the Top Gun Raceway and asked Gray to start off. Gray said Ed Bruflat is here to answer questions and before you is their application along with his recommendation.

Ed told the board this the 20<sup>th</sup> year and thanked the board for their support. He said they have 14 races scheduled this year: five, \$5 Fridays and a few Test-n-Tunes. Ed said their \$5 Fridays have been a success and one of them this last year had 147 cars and the stands were full of spectators. All of the races are two to three days each to get people to stay in town. Board member Tate asked what the track conditions are and are there any capital improvements planned. Ed said they have someone coming to repair the track to get them by for a few more years. He said the main gate is being moved closer to the track and they are constantly doing upkeep on the facilities. Board member Tate asked what a junior dragster is. Ed said it is a mini dragster and they are for ages starting at 5 years old. He said last year they had about 60 junior dragster cars and quite a few come from California.

Chairman Richardson asked if there were any more questions or comments from the board, there were none. Board member Morar motioned to approve \$10,000 to Top Gun Raceway 2015 season. Councilwoman Frost seconded the motion, the vote was unanimous.

Chairman Richardson said the next grant on the agenda is for the Nevada Cattlemen's Association Bull Sale and asked Gray to start off. Gray said Stephanie Licht is here to answer questions and before you is their application along with his recommendation.

Stephanie addressed the board and said she is the new Executive Director of the Cattlemen's Association. She said she hopes to survey this year's participants to get better numbers for the evaluation next year. Stephanie said this is the 49<sup>th</sup> year of the event and she is trying hard to expand this year by advertising in a region wide publication called West Cattlemen. Councilman Erickson said this is a great event for Fallon and appreciates their efforts. Board member Tate asked what the percentage is of bulls not sold during the sale. Stephanie said 2-3 %. She said they are very picky about what gets in but it's pretty low.

Chairman Richardson asked if there were any more questions or comments from the board, there were none. Councilman Erickson motioned to approve \$2,000 to the Nevada Cattlemen's Association. Board member Tate seconded the motion, the vote was unanimous.

Chairman Richardson said the next grant on the agenda is for the Fallon Festival Association / Hearts of Gold Cantaloupe Festival and asked Gray to start off. Gray said Rachel Dahl is here to talk about their application along with his recommendation.

Rachel said this is the 30<sup>th</sup> year of the Festival and it is one of the longest running agriculture event in the State. She said this year they are making a few changes and the Country Fair would be returning to the Cantaloupe Festival and they will also be working with the Lion's Club Rodeo to combine the Festival and the Rodeo again so there is one entry fee to the Festival and Rodeo. Rachel said their goal is to fill motel rooms, promote the community and they are hoping for the attendance to be 7,500. Councilman Erickson asked if the event will go through Monday this year. Rachel said it will start at 5 p.m. Friday and go through Monday. Councilwoman Frost asked if the Ranch Hand Rodeo will be during the Festival. Rachel said it will not but believes it will be the first weekend in August. Board member Tate said it will be interesting to see who is attending down the road. Rachel said bringing the Fair back will change the numbers. She said they are trying to encourage people to put an exhibit in the Fair by giving them a free ticket in hopes they will bring relatives and friends with them who will buy tickets at the gate. Board member Morar asked how they plan on letting people know the Festival and the Fair are together. Rachel said they are working with the LVN to do a story on it and a lot of word or mouth.

Chairman Richardson asked if there were any more questions or comments from the board, there were none. Councilman Erickson motioned to approve \$15,000 to the Fallon Festival Association. Councilwoman Frost seconded the motion, the vote was unanimous.

Chairman Richardson said the next grant on the agenda is for the Lion's Club Junior Rodeo and asked Gray to start off. Gray said Tom Lammel is here to talk about their application along with his recommendation. Tom told the board the Lion's Club has been involved with the Junior Rodeo for 67 years. He said they need to increase the number of contestants and the way to do it is through advertising outside of Fallon. Tom said they have requested this grant for advertising. He said they want to advertise to the contestants and their families and separately to the spectators. Tom said Dalene Tibbles is the Junior Rodeo Secretary and is here to tell you about the rodeo. Dalene said Fallon is the final junior in a series of rodeos taking place throughout the year. She said by combining the Festival and the Rodeo they hope to get a better attendance. Dalene said they will advertise with posters and fliers as well as ads in the Nevada Rancher Magazine and on social media. She said they need to get an electronic eye to become more efficient and accurate. Chairman Richardson asked how much an electronic eye costs. Dalene said about \$2,600. Board member Tate asked what other rodeos do. Dalene said they all have their own.

Chairman Richardson asked if there were any more questions or comments from the board, there were none. Board member Tate motioned to approve \$2,500 to the Fallon Lion's Club Junior Rodeo. Board member Morar seconded the motion, the vote was unanimous.

Chairman Richardson said the next grant on the agenda is for Wetlands and Wings Outdoor Workshop and Hunt and asked Gray to start off. Gray said this is a new event and Susan and Steve Sawyer are here to talk about their application along with his recommendation.

Steve told the board this event is to provide hands-on outdoor learning experience for youths 10 to 17 years old. He said it is a good way for kids to experience the outdoors who might not be able to otherwise. Steve said the event promotes outdoor recreation opportunities of Fallon and the Lahontan Valley and takes place at the Trap Club, Bird Dog Club and Stillwater Refuge. Chairman Richardson asked if it is a one day event. Steve said it is over two days. Susan said the event has been going on since 2010 and they have been working with Friends of Stillwater to put the event on with a 25 maximum and it fills up every year. Steve said they work with kids year round and it is the only event like it in Northern Nevada. Susan told the board about 65% of the attendance is from out of town and there are a minimum of 15 families per event. Councilman Erickson asked if their out of town participants are from the Reno, Carson and California areas. Susan said the majority come from Northern California. She said Channel 2, Channel 8 and Sierra Nevada Media Group are very supportive of the event.

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 Wetlands and Wings Outdoor Workshop and Hunt. Councilwoman Frost 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 didn't have anything more than the attachments included in the packet. Board member Tate said he was looking at the kitchen revenue numbers and thought they would be higher around December. Gray said usually your assumption is a good one and Fiscal Year 2013 would be more indicative of what to expect but we have had some cancellations and difficulty over the last few years with one of our larger clients, the Hendrix Bait & Tackle Show, that has not held its annual five-day event in three years. Board member Tate asked if it was because they fell through or economic conditions. Gray said a little of both. Councilman Erickson asked about a spike in revenues for Sales & Service last August. Gray said it is our purchasing food service for groups who then reimburse us.

Chairman Richardson said it looks like there is an uptake in room tax revenue in fiscal year 2014. Gray said he understands that to be activity from the base. Chairman Richardson asked if anyone else has anything to report.

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