

**Fallon Convention & Tourism Authority
Meeting Minutes March 17, 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 January 20, 2015 meeting minutes. Gray said the minutes were not completed in time for this meeting. Chairman Richardson said they will be tabled until the next meeting.

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 four 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 Churchill Arts Council and Kirk Robertson is here to answer questions.

Chairman Richardson asked Gray how many years the Arts Council has been awarded grants from the Tourism Board. Rick said twenty or more years.

Board member Tate asked what the use fees are for the facility. Kirk said those are fees for people who rent out the facility for private use. Board member Tate asked about the increase in participation numbers. Kirk said it is a combination of the economy and the quality of the performances. Board member Tate asked about their advertising using Facebook, email blasts and direct mail. Kirk said they do direct mail and electronic press releases themselves. Board member Tate asked if the electronic advertising is working very well for them. Kirk said it has the single most impact and reaches the most amount of people and Facebook increases dramatically every year also.

Chairman Richardson asked if there were any other comments or questions from the board, there weren't any. Councilwoman Frost motioned to approve a grant for \$10,000 to the Churchill Arts Council. Councilman Erickson seconded the motion, the vote was unanimous.

Chairman Richardson said the next grant on the agenda is for the Fallon Trap Club and asked Gray to start off. Gray said before the board is a grant application along with his recommendation from the Fallon Trap Club and Beth Akins is here to answer questions.

Councilman Erickson asked what kind of improvements they have planned for this year. Beth said they plan on putting a metal roof on the building that was donated to them. Councilman Erickson asked about the youth program. Beth said they fill up every year which is a maximum of 30 kids.

Board member Tate asked if they give lessons to the kids participating. Beth said yes and it's why their kids go to state every year. Board member Tate asked about the days of their shoots. Beth

said they are on Thursdays and will now be open Mondays and Wednesdays and have a few shoots that fall on Saturday this year also.

Chairman Richardson asked if there were any other comments or questions from the board, there weren't any. Councilman Erickson motioned to approve a grant for \$5,000 to the Fallon Trap Club. Board member Tate 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 before the board is a grant application along with his recommendation from Lahontan Valley Bird Dog Club and Jim Wood is here to answer questions.

Board member Tate said he had the opportunity to attend an event at the Bird Dog Club and joined. He asked with that in mind, do I need to recuse myself from this item. Gray said yes recuse from this item is correct.

Councilman Erickson asked what their source is for the birds. Jim said it's a place called K & L out of California. Jim said at the two events they had this year they had over 800 birds and most of the teams are from out of town.

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 \$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 Ranch Hand Rodeo and asked Gray to start off. Gray said before the board is a grant application along with his recommendation from the Ranch Hand Rodeo. He said it was a part of the Country Fair which is now during the Cantaloupe Festival and here today is Richard Allegre who puts on the rodeo. Gray said an important thing for the board to understand is we granted the Churchill Country Fair over the years about \$5,000 to \$6,000 a year. He said he would like to see the rodeo grow and will be watching the data to see how the event does.

Richard addressed the board and said this is the sixth year for him putting on the rodeo and brought flyers for the board to see. Chairman Richardson said this is a unique situation because the event split and we are going to grant money and see how it goes. Gray said yes it is a potential tourism event and Richard can probably speak to the popularity of ranch hand rodeos and understands Winnemucca puts on a good one. Chairman Richardson asked about there being other ranch hand events. Richard said yes this rodeo is sanctioned by Western States Rodeo which is an organization that we pay in to and the contestants that win at this rodeo go on to the finals in Winnemucca.

Councilwoman Frost asked if the other ranch hand rodeos are stand-alone events like the one being done here. Richard said they are stand-alone also with the exception of Eureka.

Gary asked about the dog competition. Richard said they did and will have it again this year and have people coming from California and making it a two day event. He said they have added some kid events and a ladies barrel race.

Board member Morar asked how many contestants there are. Richard said he has 15 men's teams which is 60 and he has 3 women's teams so 72 contestants plus their families. Board member Morar asked if there is a maximum number of teams he can have. Richard said not more than 20 teams because he can't get enough stock for more.

Chairman Richardson asked if there were any other comments or questions from the board, there weren't any. Councilwoman Frost motioned to approve a grant for \$3,500 to Ranch Hand Rodeo. Councilman Erickson 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 the customary reports you usually have but he does have an update. He said in January he attended the LA Times Travel Show with the Nevada Commission on Tourism and

personally handed out nearly 2,000 pieces of Fallon literature but beyond that he had a chance to give a presentation to about 500 people on traveling Highway 50.

Gray said next week he is going to the Western Association of Convention & Visitors Bureaus Tech Summit where you get technology and content development relative on how to use the latest software and technology.

Gray told the board in April the Rural Round Up, a marketing symposium, taking place in Minden and if anyone is interested in attending he will get them signed up. Board member Tate asked where it was being held. Gray said at the Carson Valley Inn.

Gray told the board we recently hosted a few tournaments here, the 1AA Basketball and the Lacrosse Jamboree and a baseball tournament coming up in May.

Gray said we are working on another TV date for Fallon Fights.

Councilman Erickson asked how the merger with the Cantaloupe Festival and Country Fair are coming along. Gray said it's coming along with a few personality conflicts they are working through but doesn't believe there are any insurmountable problems.

Board member Tate asked where we are with the budget. Gray said he can assure the board that he is monitoring revenues and expenses and it is his understanding the City Attorney is working on some legislation on integrating our use of funds with the City's budget which will be introduced at City Council. Board member Tate said he was concerned a budget was not finalized at this board level but maybe through the City. Chairman Richardson said there is something but he can't discuss it at this meeting.

Board member Tate asked Gray about the Live Local Program. Gray said the program is going very well and was launched in November and goes through May where we will then have a final drawing at Oats Park in June.

Chairman Richardson asked if there were any other questions or comments, there were none.

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