

**Meeting Minutes of the  
Fernley Convention and Tourism Authority  
June 11, 2019**

Chairman Dan McCassie called the meeting to order at 5:03 pm at Fernley City Hall, 595 Silver Lace Blvd, Fernley, NV.

**1. Roll Call:**

**Present:** Chairman Dan McCassie, Board Member Sue Seidl, Board Member Stan Lau, Board Member Fran McKay, Board Member Ray Lacy, City Manager Daphne Hooper, Administrative Specialist III Trisha Conner, Deputy City Clerk Brenda Gosser.

**2. Public Input.**

Cody Wagner suggested to bring in more revenue by raising the lodging tax and taxing Air B&Bs in the City. He also suggested placing a cap on amounts requested on the applications the way other cities do.

**3. Approval of The Agenda**

**Motion:** MOVE TO APPROVE THE AGENDA., **Action:** Approve. **Moved by** Board Member Sue Seidl, **Seconded by** Board Member Stan Lau. **Vote:** Motion carried by unanimous roll call vote (summary: Yes = 5). Yes: Board Member Fran McKay, Chairman Dan McCassie, Board Member Stan Lau, Board Member Sue Seidl, Board Member Ray Lacy.

**4. (Possible Action) Approval of Minutes From December 17, 2018**

**Motion:** MOVE TO APPROVE THE MINUTES. **Action:** Approve, **Moved by** Board Member Fran McKay, **Seconded by** Board Member Sue Seidl. **Vote:** Motion carried by unanimous roll call vote (summary: Yes = 5). Yes: Board Member Fran McKay, Chairman Dan McCassie, Board Member Stan Lau, Board Member Sue Seidl, Board Member Ray Lacy.

**5. FY 2018/2019 Budget Update, Revenues Received to Date And Expenses To Date:**

City Manager Daphne Hooper gave an update on the grant cycle and total amount balance for the year. She stated the available total for the cycle is \$44,000.00, with \$22,000.00 in additional reserves. Mrs. Hooper noted that at the end of the FY 18/19 there will be a \$289,000 in the Committed Fund Balance for the Community Center and that the allocations for the room tax have been changed this year where 60% will go toward building and 40% will be used for grant purposes.

Ms. Hooper noted that any short-term rentals with in the City get assessed a longing tax and are required to be licensed with the City.

**6. Review, Discussion, And Possible Action On Grant Application Requests Submitted For FY 19/20 Round One, July-December 2019 Grant Cycle And**

City Manager stated that a mandatory workshop will be forthcoming that should help cleaning up the process and help address any questions that the applicants may have.

**1. Battle Born Rangers**

Johnny Lang presented this item and stated the funds being applied for will be used to purchase the plaques, and fund internet advertising and a banner.

Chairman McCassie asked where the banners will be hung.

Board Member Seidl asked for clarification on the banquet expenses.

Board Member McKay asked how many years has the organization applied for FCTA funds and how many days does the event last.

Board Member Lacy asked if the organization pays rent and whether the advertising funds are being spent in or out of state.

Mr. Lang answered the questions.

**Evaluation – 22nd Annual Roop County Days**

**2. Wreaths Across American 2019**

Brett Palmer from the Nevada Veterans Coalition presented this item.

Chairman McCassie discussed the cost of 8000 wreaths at \$15 per wreath, with the ability of getting 1 free per every 2 wreaths purchased.

**Evaluation – Wreaths Across America 2018**

**3. Community Campus Marketing Campaign - Part 3**

Cody Wagner, Chair of Fernley Community Foundation presented the item. He stated that Part I would be the Marketing Campaign, which included building a website, business cards, and logo to brand the organization. Part II included the development of videos for brick fundraising, which are still in progress. Part III would be a continuation of the brick fundraising, where the videos would be featured on Facebook, Instagram and Twitter; and the purchase of advertisement on the local newspaper and radio station.

Board Member Lacy stated a concern on advertising to an out of state audience.

Board Member Seidl asked for an estimate of the amount the organization hopes to raise through advertising.

Mr. Wagner answered the questions.

**Evaluation – Community Center Project Marketing Kickoff**

**4. Fernstock 2019**

Cody Wagner presented this item stating that August 17 marks the 50<sup>th</sup> anniversary of Woodstock, discussed the impact the event would expect to have on the City's facilities and discussed the budget.

Board Member Lacy asked if this is a non-profit event. Mr. Wagner stated that profit would be split evenly between the Fernley Community Foundation and the raceway (who is hosting the event).

Board Member McKay stated the importance of supporting events such as this, that support and promote tourism.

Board Member Seidl thanked Mr. Wagner for his efforts.

**5. 30th Annual Fernley Junior Rodeo**

Tom Howell presented this item.

Chairman McCassie asked about the cost of their saddles.

Board Member McKay asked where the advertising funds are being spent.

Mr. Howell answered questions

**Evaluation – 29th Annual Fernley Junior Rodeo**

**6. Fernley Chamber Of Commerce**

Ellen Tudor, Board Director presented the item.

Board Member Seidl questioned the applicant to determine eligibility in the program.

McKay stated that people out of Fernley come to the luncheons and breakfasts the Chamber hosts.

**7. Fernley Aces**

Dana Uhlhorn, President presented the item and stated they have become a 501(3)c non-profit organization.

Board Member Seidl thanked the Fernley Aces for putting events together.

Board Member McKay asked if the social media money is for advertising.

Mr. Uhlhorn answered questions.

**8. Fernley 95a Speedway**

Matt Sherman, presented this item problem with advertising for the amount of people trying to reach, out of state people

Board Member Lacy voiced concern over events not being carried out as planned.

Chairman McCassie stated 18,000 people attended the previous event.

Mr. Sherman answered questions.

**9. Fernley Professional Rodeo**

Lisa Ketner, Director of Fernley Rodeo Association and Best Western General Manager presented this item and stated that she can get room numbers for any of the applicants that need it. she stated that Best Western and Comfort Inn Suites are at capacity when the rodeo is going on.

Board Member McKay pointed out that the organization is asking for less money than they did last year.

**Evaluation – Fernley Pro Rodeo 2018**

Board Member Ray Lacy disclosed he is a business owner and some of the applicants will be doing business with him, but this causes no conflict of interest and he will be voting.

City Manager Daphne Hooper gave direction to the Board on how to tally the amounts they wish to award.

There was a short break at 6:32 pm.

City Manager Daphne Hooper read the proposed averages as submitted by the board members.

**Motion:** MOVE TO APPROVE THE AVERAGE PAYOUTS FOR ROUND TWO, 2019 JANUARY – JUNE GRANT CYCLE, AS ATTACHED **Action:** Approve. **Moved by** Board Member Fran McKay, **Seconded by** Board Member Stan Lau. **Vote:** Motion carried by unanimous roll call vote (summary: Yes = 5). Yes: Board Member Fran McKay, Chairman Dan McCassie, Board Member Stan Lau, Board Member Sue Seidl, Board Member Ray Lacy.

#### **7. REPORTS BY STAFF AND BOARD MEMBERS.**

City Manager Daphne Hooper gave direction to applicants and asked applicants to contact the City Manager's Office for more information on how to collect the awarded amounts. City Manager Daphne Hooper stated that the City banner is available to help advertise the City of Fernley at the events.

Board Member Fran McKay reported that every year the Churchill County telephone directory requests a list of events happening in the City of Fernley to place them in the directory. She also noted that the Lyon County Room Tax Board and Nevada State Tourism Board are good sources of funds for applicants. Ms. McKay stated that the Lyon County Room Tax Board would meet next week.

Board Member Ray Lacy spoke in support of the workshop for future applicants.

#### **8. Address Requests For Future Agenda Items**

Board Member Sue Seidl asked for an agenda item to go over the rules and regulations for the Tourism Board and modify as needed.

Chairman McCassie proposed starting the Fernley Convention and Tourism Authority meetings at 6 pm. After some discussion the board decided to keep the meetings at the current starting time.

**Motion:** MOVE TO CHANGE THE ROOM TAX BOARD MEETING TO START AT 6 O'CLOCK, **Action:** Approve. **Moved by** Chairman Dan McCassie, **Seconded by** Board Member Sue Seidl. **Vote:** Motion carried by unanimous roll call vote (summary: Yes = 5). Yes: Board Member Fran McKay, Chairman Dan McCassie, Board Member Stan Lau, Board Member Sue Seidl, Board Member Ray Lacy.

Board Member McKay asked that the FCTA meeting be scheduled to work around other meetings instead of happening at the same time.

City Manager Hooper stated the meeting needs to happen twice a year in May/June and November/December and can be scheduled around other meetings to prevent conflict. She also stated that a special meeting would be needed to work review and revise the regulations prior to the next funding cycle.

## 9. PUBLIC INPUT

Tom Howell, Johnny Lang and Lisa Ketner thanked the Board for the awards.

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 7:50 pm.

Approved by the Fernley Convention and Tourism Authority on December 12, 2019 by a vote of:

AYES: 3      NAYS: 0      ABSTENTIONS: 0      ABSENT: 2



ATTEST:

  
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Chairman Daniel McCassie