

**Meeting Minutes of the
Fernley Convention and Tourism Authority
June 13, 2016**

1. **ROLL CALL: Present: Chairwoman Sue Seidl, Shari Whalen, Cal Eilrich, Dan McCassie. Absent: Stan Lau. Not Voting, City Manager Daphne Hooper, Senior Planner Tim Thompson, Deputy City Clerk Julie Torres, Administrative Specialist Phoebe Bender. Board member Lau arrived at 5:42 pm.**
2. **PUBLIC INPUT:** There was none.
3. **Discussion and Possible Action to approve the agenda. Motion: MOVE TO APPROVE THE AGENDA AS SUBMITTED, Action: Approve, Moved by Board member Eilrich, Seconded by Board member McCassie. Vote: Motion carried by unanimous roll call vote (summary: Yes = 4, Absent = 1). Yes: Cal Eilrich, Dan McCassie, Shari Whalen, Sue Seidl. Absent: Stan Lau.**
4. **Discussion and Possible Action to approve the minutes from [June 24, 2015](#) and [December 10, 2015](#). MOVE TO APPROVE THE MINUTES AS SUBMITTED, Action: Approve, Moved by Board member Whalen, Seconded by Board member Eilrich. Vote: Motion carried by unanimous roll call vote (summary: Yes = 4, Absent = 1). Yes: Cal Eilrich, Dan McCassie, Shari Whalen, Sue Seidl. Absent: Stan Lau.**
5. **Review, Discussion and Possible Action on Fernley Convention and Tourism Authority Budget: Presented by City Manager Daphne Hooper.**
 - A. **FY 2016/2017 budget update**, revenues received to date and expenses to date:
 - B. **Committed fund balance.** \$562,851
 - C. **Unassigned fund balance.** \$162,255

\$43,000 has been set aside for FCTA grant awards in this cycle with an additional \$20,000 available if the board desires. Board Member Eilrich commented that last award cycle, an additional \$10,000 was

committed to the fund. City Manager Hooper stated the additional funds can be assigned now or at the end of the cycle award later in this meeting. The revenue for the FCTA grant award cycle is received from room tax. The funds generated from room tax are also being deposited into the convention center fund. The total amount in the convention center fund is \$819,396.

Motion: Move to approve the budget as submitted, **Action:** Approve, **Moved by** board member Shari Whalen, **Seconded by** board member Cal Eilrich. **Vote:** Motion carried by unanimous roll call vote (summary: Yes = 4, absent = 1). **Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Sue Seidl. **Absent:** Stan Lau.

6. Review, Discussion, and Possible Action on grant application requests submitted for FY 16/17 Round One June-December Grant Cycle:

Total grant requests: \$89,540.00

Total available FY 16/17 funding Round One: \$43,000.00

(a) DFT-Defensive Firearms Training, LLC, “DFT Defensive Arms Training” - \$20,000.00.

Presented by Rudy Waldinger. Mr. Waldinger provided commentary on the marketing approach of DFT to families. He is paying a professional marketer to increase publicity of the company. He is operating seven (7) days per week. He has recorded 7,219 sign-ups for his courses. Board member Whalen states he has 3,500 visitors using 75 nights in hotel rooms. He has 40 classes scheduled and most students stay in area hotels for 2-3 days. Board member McCassie asked where the majority of the visitors came from. Mr. Whaldinger stated mostly California but he has attendees from China and Austria. He has trained SWAT members from Winnemucca, Lovelock, Reno, and Sparks. Board member Whalen asked

what type of media marketing is the most effective. Mr. Whalen stated that his paper brochures and the internet. He also uses television and word of mouth.

- (b) **Fernley Chamber of Commerce, “Main Street Banners” - \$10,000.00.** Presented by Tracy Jo Johnson, Chamber President. Items b & c are included in this presentation. Last year 28 banners were placed around the City. Some of the banners include fishing, motor cross, Fernley 4th of July, rodeos, and the Fernley High School. It’s an important statement to make, we are proud of community. She read several resident comments pertaining to the banners. Board member Whalen asked about the number and cost of the banners. Last year the Chamber applied for \$5,800 which included 14 banners. The total this year is \$8,500 for 28 banners. Chairwoman Seidl asked for the locations of the banners. Mrs. Johnson stated she would like to place them down Main Street from Exit 46 to Exit 48 and then south on Hwy 95A to the Fernley High School. The banners must be attached to a specific type of pole so the locations are limited. Chairwoman Seidl asked if the Chamber would be willing to wait until the next funding cycle. The Chamber is willing to ask for funding over the two awards in FY 16/17.
- (c) **Fernley Chamber of Commerce, “Main Street Banners” - \$3,000.00.** Refer to item b, presented together.
- (d) **Fernley Farmer’s Market, “Fernley Farmer’s Market” - \$2,040.00.** Presented by Linda Marrone. She is the new operator of the Fernley Farmer’s Market. She has managed the Carson City farmer’s market for nine (9) years. The first Fernley Farmer’s market was last week and they had seven (7) vendors but expects additional in the coming weeks. The market moved to the parking lot of the Baptist Church on Main Street. Having shade has been beneficial. In order to put ads in the local newspapers they need funding for marketing.

Board member Whalen asked about the requested amount provided in the application. For clarification, the amount requested is \$1,340.00.

(e) Fernley Jr. Rodeo Assn., “27th Annual Fernley Junior Rodeo” - \$5,500.00. Presented by Audrey King. Last year the rodeo had 262 contestants. Those contestants stay in our hotels and eat in our restaurants. The Jr rodeo programs develop riders for the high school club. Board member Eilrich commented on the efficiency of the budget and the application submitted by the Fernley Jr Rodeo Association.

(f) Fernley Rodeo Assn., “2016 NSPRA National Sr. Pro Rodeo” - \$15,000.00. Presented by Gidget Kelsey and Jessica Betts, the Rodeo Queen. Projects include flag carrying, Kids Day at the Reno Rodeo, Cowboy Poetry, the Nevada day parade, and local rodeos. Board Member Whalen applauded Jessica on her presentation.

(g) KWS/Northern NV Motorsports, “Fernley 95A Speedway” - \$25,000.00. Presented by Matt Ramthum, the manager of the Fernley 95A Speedway. The Lantern Fest was held last weekend with 16,000 attendants. Nevada Highway Patrol, Lyon County, Sheriff, and the Bureau of Land Management were all present for the event. Board member McCassie asked about other events at the racetrack. Dirty Dash Mud Run will be coming up as well as numerous musical events and race events. The crew of volunteers for the Lantern Fest go out into the desert surrounding the racetrack to pick up lanterns that hit the ground. While they are out there they also pick up additional trash and debris, not just the lanterns. The three area hotels advertise for the Lantern Fest and all were at capacity this weekend. The spectators and participants also fill up the hotels during race events. Board member Whalen thanked them for picking up garbage in the desert. Board member Eilrich commented on the number of hotel rooms sold for the events. He recommended the board members go out and speak to the hotel owners regarding the room

rentals during said events. Chairwoman Seidl expressed concern about wildfire during the Lantern Fest. The applicant reassured her that numerous fire agencies and racetrack crews were present for safety purposes during this event. Board member Whalen asked what advertising worked best for the raceway. The signs, social media, email, and the schedules. The signs are the biggest advertisements. They want to participate in more television and radio ads this year.

Board member Lau arrived at 5:42 pm.

(h) Nevada Veterans Coalition, "Wreaths Across America" - \$5,500.00. Presented by Brett Palmer. 100% of the markers had a wreath at the 2015 event, over 6,000 wreaths. Typically 400-500 people show up to help lay the wreaths. In 2015, there were 1,600 volunteers laying the wreaths. The internments at the cemetery have increased by 44% this year. The media is the most expensive cost to the event. Board member Seidl stated her father is interred at the cemetery. Board member Whalen asked about the cost and the audience for the brochures and the newspaper ads. Mr. Palmer provided an explanation of the costs associated with the print marketing. The trifold brochures are the most expensive. The print media prices at Mailbox news doubled this year. Board member Eilrich stated it is one of the most prideful events in our community. This Saturday at 10 am there will be a Trooper dedication at the Cemetery. Lacy Jay Dalton will be singing the National Anthem.

(i) Roop County Cowboy Shooters Assn. "20th Annual Roop County Days" – \$3,500.00. Presented by Tim Galligan. The oldest cowboy shooting club in Nevada. Most of the advertising is down through their national publication and the internet. Most of the out of town shooters come from California. If additional funding is received advertising can be extended to national publications. Board member Whalen asked for clarification on the amount requested. Mr. Galligan reported most of funding is used to pay for the awards. Board member

Whalen stated she thought only the ads could be funded. City Manager Hooper provided an explanation of what could be funded. Primarily it is for advertising but the award can be approved for special events.

Board member Whalen commented on the grant applicants. There are repeat applicants every cycle. She wants to know if the City should reach out to fund new or additional events in the future. Chairwoman Seidl complimented the group of applicants on a job well done on bringing people into the community to stimulate the economy. She also commented on that eventually the groups may need to be weaned off of FCTA board funds. Until other groups come in and start asking for the money they can continue to fund them. Board member Eilrich commented on the direction of the FCTA board and what the funds are intended for. He stated the event organizers know how best to spend the money to promote the events and he feels that as long as the events are growing and are successfully bringing visitors here to spend money the board should continue to fund them. City Manager Hooper commented on changing advertising such as social media. If these groups were solely dependent on the FCTA funds then she could understand not funding cycle after cycle.

RECESS 6:07 pm

City Manager Hooper provided an overview and the average of the award amounts submitted by the board members. Board member McCassie combined his award recommendation for the Chamber so the average is different in that column. The original award amount is \$43,000.00. Board member Whalen commented that applicants DFT and KWS Motorsports produced the most hotel room rentals in the area. Board member Whalen recommends adding an additional \$10,000 for this award cycle. Chairwoman Seidl suggested \$10,000 for this award cycle and \$10,000 for the cycle in December.

Motion: MOVE TO ADD AN ADDITIONAL \$10,000 TO THIS AWARD FUNDS. **Action:** Approve, **Moved by** board member Shari Whalen, **Seconded by** board member Dan McCassie. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl.

Board member Whalen is concerned about not fully funding the Chamber banners as they cannot purchase a portion it needs to be in full. Chairwoman Seidl suggests funding half today and the other half in December. Chamber President Tracy Jo Johnson provided information regarding the banners. She requests the Main Street banners (small) today and then fund the large banners that will span across the highway in the next cycle in December. For \$7,600 they can purchase the 28 small banners. Board member McCassie stated he would be willing to move \$7,600 to the first Chamber item. Board member Eilrich suggested to move \$7,600 to the first Chamber item and zero out the second item. Board member Lau stated he was not willing to award more money to the Chamber as he didn't see any results from last year. Board member Whalen added \$420, and moved \$1,000 from KWS to Chamber to come up with \$7,600. Board member Eilrich suggested the board vote to award \$7,600 to the Chamber. Board member Whalen asked to reverse her previous cash movements.

Motion: MOVE TO AWARD THE FERNLEY CHAMBER \$7,600, **Action:** Approve, **Moved by** board member Cal Eilrich, **Seconded by** board member Shari Whalen. **Vote:** Motion passed (**summary:** Yes = 4, No = 1, Abstain = 0). **Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Sue Seidl. **No:** Stan Lau.

Mrs. Hooper clarified the award process and voting procedures. Board member Eilrich stated the member averages are just opinions and that each application should be voted on separately. Mrs. Whalen asked for clarification of the process going forward.

Motion: MOVE TO AWARD DFT TO \$10,000, **Action:** Approve, **Moved by** board member Sue Seidl, **Seconded by** board member Dan McCassie. **Vote:** Motion passed (**summary:** Yes = 4, No = 1, Abstain = 0). **Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Sue Seidl. **No:** Stan Lau.

Motion: SECOND FERNLEY CHAMBER OF COMMERCE ITEM BE REDUCED TO \$0.00, **Action:** Approve, **Moved by** board member Shari Whalen, **Seconded by** board member Stan Lau. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl.

Motion: MOVE TO AWARD FERNLEY FARMER'S MARKET THE AVERAGE AWARD OF \$1,536.00, **Action:** Approve, **Moved by** Shari Whalen, **Seconded by** Chairwoman Seidl. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl.

Motion: MOVE TO AWARD FERNLEY JUNIOR RODEO ASSOCIATION THE AVERAGE AWARD AMOUNT OF \$5,168, **Action:** Approve, **Moved by** board member Whalen, **Seconded by** board member Lau. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl.

Motion: MOVE TO AWARD FERNLEY RODEO ASSOCIATION \$13,500, **Action:** Approve, **Moved by** Shari Whalen, **Seconded by** Sue Seidl. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl.

Motion: MOVE TO AWARD KWS/NORTHERN NV MOTORSPORTS \$8,100, **Action:** Approve, **Moved by** board member Shari Whalen. Board member Whalen **modified her motion**, **Motion:** Move to award KWS/Northern NV Motorsports \$8,940, **Seconded by** board member Eilrich. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl.

Motion: MOVE TO AWARD NEVADA VETERANS COALITION \$4,100 AND ROOP COUNTY COWBOY SHOOTERS ASSOCIATION \$2,156, **Action:** Approve, **Moved by** board member Shari Whalen, **Seconded by** board member Cal Eilrich. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl.

Motion: MOVE TO APPROVE THE FINAL AWARD AMOUNTS AND DISCUSSED, **Action:** Approve, **Moved by** board member Shari Whalen, **Seconded by** board member McCassie. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl.

City Manager Hooper stated the awardees will receive a letter from her office with instructions. This is a reimbursement grant. The funding needs to be spent within the timeframe of the cycle, July 1 to

December 31, 2016. The events can be advertised on the Fernley Reader Board because they are funded by FCTA. Please get the information to the City Manager's office 30 days before the event.

7. REPORTS BY STAFF AND BOARD MEMBERS. Chairwoman Seidl provided a report from the North Lyon County Fire Department and the Lyon County Sheriff's Office. The event organizers are not providing adequate notice for special events for first responders to staff accordingly. Board member Eilrich wants to know how many people would be considered "large volumes"? By defining this amount, the event organizers would know if they needed additional assistance from first responders. Mrs. Hooper stated all of the FCTA grant recipient events can be advertised on the Depot reader board. It is up to the organizer to get the information to the City Manager's office.

8. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS. There were none.

9. PUBLIC INPUT: Gidget Kelsey commented on the rodeo groups becoming self-sufficient.

10. ADJOURNMENT:

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 6:55 pm.

Approved by the Fernley City Council on 12-12-16 by a vote of:

AYES: 4 NAYS: 0 ABSTENTIONS: 0 ABSENT: 1


ATTEST: Deputy City Clerk Julie Torres


Chairwoman Sue Seidl