Fernley Convention and Tourism Authority

Meeting Minutes for June 24th, 2015

1. **ROLL CALL: Present: Board member Shari Whalen, Board Member Stan Lau, Board Chairwoman Sue Seidl, Board Member Cal Eilrich, Board Member Dan McCassie, City Manager Daphne Hooper (not voting), City Finance Director Denise Lewis (not voting) Deputy City Clerk Julie Torres (not voting), Human Resource Specialist Shannon McKnight (not voting).**

2. **PUBLIC INPUT**: Garrett Weltzin presented a banner to the City on behalf of the Fernley High School Rodeo.

3. **Possible action to approve the agenda Motion:** Move to approve the agenda as submitted**, Action: Approve, Moved by** Board member Cal Eilrich**, Seconded by** Board member Stan Lau**. Vote:** Motion carried by unanimous roll call vote **(summary: Yes = 5)** Board member Cal Eilrich, Board member Dan McCassie, Board member Shari Whalen, Board member Stan Lau, Board Chairwoman Sue Seidl.

4. **Discussion and possible action to approve minutes – December 11, 2014. Motion: Move to approve the minutes as submitted, Action: Approve, Moved by** Board member Cal Eilrich**, Seconded by** Board member Stan Lau**. Vote:** Motion carried by unanimous roll call vote (summary: 5 Yes = Cal Eilrich, Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl)

5. **Presentation by Board Member Susan Seidl regarding the Stronger Economies Together Conference.** Sue Seidl presented. She and Mayor Edgington attended a workshop for marketing and tourism in May of this year. One workshop she attended was about advertising. She also went to a workshop on sports tourism. She is working to provide

information and training to assist the applicants for FCTA funds and receive other money, marketing and infrastructure grants, to support their programs.

6. **Review, discussion and possible action on Fernley Convention and Tourism Authority budget:**

7. **FY 2014/2015 budget update:** Presented by City Finance Director Denise Lewis (attachment provided) and City Manager Daphne Hooper. We are still waiting for some businesses to pay their room tax funds, about $57,447 in revenues; approximately $73,000 remaining in Expenditures. There is about $472,413 in the Committed Funds Balance and $228,669 in Unassigned Funds. City Manager Hooper stated the total budget this cycle for the Transient Lodging Tax is $133,010 available this FY. Of that, this grant cycle funding is $43,000, set aside fund for $15,000 to the Fernley 4th of July fireworks event, and a set aside balance of 10%, $11,360 for this year. City Manager Hooper said there are applications with requested amounts, reward amounts, and submittals for reimbursement. If they did not submit in time they did not receive reimbursement. Board member Shari Whalen asked for clarification on the spreadsheet provided. How did we end up with an unassigned fund balance of $228,000? What can the $228,000 be used for? Mrs. Lewis explained that if not all funds are spent and we collect additional revenue than anticipated it will go to the unassigned fund balance. Some of the funds went to the reader board. Mrs. Hooper also provided explanation to where the funds come from and what the intent is for. The unassigned funds can be used for future appropriations. Mrs. Lewis stated it would be in the budget for future appropriations.

   Board Chairwoman Seidl asked about the amount of the City set aside funds. City Manager Hooper stated that last year the money went toward the reader board so the set aside funds were spent, so there was not a set aside fund of 11%. Mrs. Hooper will provide a detailed report for the Professional Services line item. Board Member Shari Whalen asked about Item

DRAFT

8. Grant cycle awarded at this meeting will be for the July 1 2015 to June 30, 2016 FY budget. Board Member Eilrich suggested that in the future, at a regular City Council meeting, an update be provided when the numbers are complete at the end of the budget cycle. He would like to see something more detailed regarding the line items. Board Chairwoman Seidl asked for less money be placed in the unassigned balance and commit them to specific purpose. Finance Director stated that a Resolution can be created to commit the funds. Board member Whalen stated she did not think the funds needed to be committed. During the budget process the Council does do that. She does not think it needs to be done with this. Board member Eilrich stated he would like a more thorough line item breakdown similar to the regular City budget. City Manager Hooper stated a more detailed breakdown of the funds can be created. Board member Whalen asked for clarification of the $15,000 for the fireworks coincide with the request the board received or is that separate? Mrs. Hooper clarified they are separate. **Motion:** move to approve the budget as submitted, **Action:** Approved, **Moved by** Board member Shari Whalen, **Seconded by** Board member Stan Lau. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Board member Cal Eilrich, Board member Dan McCassie, Board member Shari Whalen, Board member Stan Lau, Board member Sue Seidl. **Vote**: Motion carried by unanimous roll call vote (summary: 5 Yes = Cal Eilrich, Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl).

DRAFT

A. **Committed fund balance**. $472,413

B. **Unassigned fund balance**. $228,669

7. **Review, discussion, and possible action on grant application requests submitted for FY 2015-16 round one grant cycle:** Presented by City Manager Daphne Hooper.

Total grant requests: $109,325.00

Total available FY 14/15 funding round two: $43,000.00

(a) Roop County Cowboy Shooters Assoc – "Roop County Days" $3,500.00.

Presented by Tim Gallagan. They have 75 shooters and 50 guests and family joining them. They have disposable money to spend in Fernley.

Awarded $ 2,320.00

(b) Fernley 4th of July Committee – "Fernley 4th of July" $15,000.00

Awarded $ 11,200.00

Presented by Carmen Montes. She requested a faster turnaround time for reimbursement on expenses. City Manager Hooper stated she would pay the fireworks vendor directly. She also explained the cycle process and expenditure timeframe. Ms. Montes also asked for assistance in training a new pyrotechnical person. Board Chairwoman stated it was not the position of the FCTA board to ensure training. Board member Whalen commented that the North Lyon County Fire Department to assist with finding someone to take over the pyrotechnical role for the 4th of July Committee. Board member Whalen asked for total amount awarded to the 4th of July Committee. City Manager Hooper explained that the total FY 14/15 is $40,000. Board member McCassie asked what the cost to certify a pyrotechnics person. Mayor Edgington provided an explanation of the training process. The license is through the State Fire Marshall's office in Las Vegas and the cost is about $1,200.00. Board member Whalen asked why this was not an expense allowed in this grant. City Manager Hooper referred to the Fernley Municipal Code. If the request follows the FMC, it would be an allowable expense.

(c) Northern Nevada Veterans Coalition – "Wreaths Across America" $4,000.00

Awarded $ 3,300.00

Presented by Brett Palmer. Since 2002, the NNVC has been placing wreaths on the graves at the NNVC. This year they placed more than 6,000 wreaths. Every grave had a

DRAFT

wreath. There were approximately 1,200 people placing the wreaths in December 2014. Mr. Palmer attributes the advertising in local publications to the reason for the growth of the program.

(d) The Main Squeeze, dba Fernley Farmers Market – "Fernley Farmers Market" – $5,325.00

Awarded $ 2,000.00

Presented by Lisa Young. The Farmers Market last 11 weeks beginning June 4th. There was a headcount of 575 people last week within the first 45 minutes of the event. The event is growing every week. They are now taking the EBT, State food stamp, and program. Lisa stated that the advertisement has assisted with promoting the event. Board member Whalen asked who the visitors consist of. Lisa stated they were seeing people from Lovelock, Kingston, and Oregon. Many travelers stop at the event. Board chairwoman Seidl asked how many vendors were selling fruits and vegetables. Lisa stated there were three (3) vendors. She stated the farmers markets in Reno were her biggest competition. It is difficult to get growers to come out this far. Board member Whalen commented that she had attended and was very pleased with the selection of produce. Board Chairwoman Seidl asked if the Farmer's Market was receiving fund during both cycles. Lisa stated they were.

(e) Fernley Junior Rodeo Association – 26th Annual Fernley Junior Rodeo - $5,500.00

Awarded $ 5,340.00

Presented by Tom Howell, Audrey King and Garrett Weltzin. Tom stated that 85% of the contestants were from out of town. This is an expensive sport and they appreciate your support. The foundation of successful high school rodeo starts at the Junior Rodeo level.

(f) Fernley Rodeo Association – "2015 NSPRA National Senior Pro Rodeo" $17,500.00

DRAFT

Awarded $ 14,500.00

Presented by Gidget Kelsey. The event has been expanded to five (5) days. There are already 70 hotel rooms booked for this year's event in August. There are contestants coming from Australia. Board member McCassie asked why the Fernley Chamber of Commerce is no longer involved with the event. Gidget provided an explanation. There has been an increase in contestants and visitors since the Fernley Rodeo Association became involved in the event. The cost increase is due to the number of days the event has expanded to.

(g) Fernley Chamber of Commerce – "Main Street banners" $3500.00

Awarded $ 3,500.00

Presented by Tracy Johnson. The banners are to be placed before the 4th of July parade next weekend. The banners were received about four (4) weeks ago. City Manager Hooper commented on the permit process through Nevada Department of Transportation to hang the banners. She also provided an explanation of the funding cycles and award money for the banners.

DRAFT

(h) Fernley Chamber of Commerce – "Fernley Chamber of Commerce website" $10,000.00.

Awarded $ 2,400.00

Presented by Kelly Brye. In 2007-2008 the Chamber received grant money from the FCTA and the Nevada Commission on Tourism. The website is built on an aged platform that needs to be updated. The Chamber would like to modernize the website and include an interactive calendar. It is important for tourism and branding purposes. Board member Whalen asked if the Chamber would accept less funding than requested. They will, the minimum to upgrade is about $4,000. The additional funding will allow for more functions

on the website. Board member McCassie asked if the Chamber has asked for other grant monies. They have not. Board chairperson stated she did not feel the website will provide heads in beds, tourism advertising. City Manager Hooper stated it would depend on what the board required the funds to be assigned to. Board member Whalen read from the Fernley Municipal Code and feels that this application falls within the Code requirements. Board chairperson Seidl asked if there would be a mechanism to count how many people visited the website. Kelly responded there would be some type of a count included.

(i) KWS/Northern Nevada Motorsports – "Fernley 95A Speedway" $25,000.00

Awarded $ 5,160.00

Presented by Jamie Popp. There are 23 events scheduled for the 2015 season. These events are helping to sell out the motel rooms in Fernley.

(j) DF Training LLC – "DFT – Defensive Firearms Training LLC" $20,000.00

Awarded $ 3,280.00

Presented by Rudy Waldinger. He is currently in negotiations with patrons from China, Germany, and Canada. In other countries this type of training and weapons is not allowed. He is starting competitions this year. They will occur every weekend. Board member Whalen asked for head count on visitors. He stated around 1,500 people within the last six months to participate in his classes. He intends to grow the company and be able to offer other events. He sends people to the local businesses including restaurants and the pawn shop. He wants to expand to horseback riding and driving schools.

City Manager Hooper stated there is $43,000 for this grant approved in this budget with an additional $20,000 in a set aside fund for this year. Board member Eilrich asked for $10,000 of the set aside funds be added to this grant. Mr. Eilrich is concerned that there will not be enough money to go around.

DRAFT

Motion: Move to add $10,000 from set aside funds to this grant. **Action:** Approve, **Moved by** Cal Eilrich, **Seconded by** Shari Whalen. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl. Mrs. Hooper asked the Clerk's Office spreadsheet be changed to reflect the new amount of $53,000.

BREAK 6:33-6:52 pm

The list of averages were read to the audience. Board member Whalen asked if someone from the Fernley Chamber of Commerce could speak about the progress of the banners. Tammy Dittman provided an explanation that during the last FCTA grant cycle she requested funding and was advised by the board that if she came back and asked again during the next cycle the award amount would be granted. The banners are finished however the process to gain a permit from Nevada Department of Transportation was lengthy and difficult. Mrs. Whalen asked if there was a way to allocate the money for the Chamber banners and the website. Mr. McCassie asked if an explanation can be provided as to what the banners represent. Mrs. Dittman provided an explanation. They banners provide color on Main Street and show the public the different events that take place in Fernley. It's part of the beautification of the Main Street area. One of the stipulations of the NDOT permit is that no specific business can be named on a banner. The banners must be more generic, "Rodeo" "Black Rock", "4th of July", "Spooktacular" "Reno-Fernley Raceway". Board Chair Seidl asked to take $500 from the Roop County and $500 from the Northern Nevada Veteran's to put toward the Chamber banners. Board member Eilrich recommended reversing the totals for Banners and Website for the Chamber. Board member Lau is willing to move money from the Motorsports to the Banners.

Motion: Move to approve grant applications requests submitted for FY 15/16 Round 1 Grant Cycle as shown on the overhead projector with the "Average" grant amounts awarded as reflected in the spreadsheet for a total award of $53,000. **Action:** Approve, **Moved by** Shari

DRAFT

Whalen, **Seconded by** Dan McCassie. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5).**Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl.

8. **Discussion and possible action to use City set aside funds for a communications plan to market the City of Fernley. (Board Member Seidl).** Board Chair Seidl explained her idea of the use of the set aside funds. Board member Whalen asked if the board has the same support as the City Council. City Manager Hooper stated that once her department staffing was full, some of these issues would be addressed by the City Manager staff. Board member Whalen agreed with the idea of using the set aside funding to market Fernley and attach branding to the City. The board discussed different ways to come up with slogans, branding, and marketing for the City. There was also a discussion as to hiring a professional to come up with a plan versus City staff and board members coming up with a plan. A plan to presented to Council by late fall 2015. **Motion:** Direct City Staff to use City set aside funds, up to $11,300, to market Fernley., **Action:** Approve, **Moved by** Shari Whalen, **Seconded by** Stan Lau. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Cal Eilrich, Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl.
9. **REPORTS BY STAFF AND BOARD MEMBERS.**

   There was none
10. **ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS.** Board member Whalen asked that the board entertain funding the pyrotechnic training. She asked if they were all considered events sponsored by the City of Fernley. City Manager Hooper responded yes.
11. **PUBLIC.** Kelly Bry, stated that a reason to marketing be decided on for Fernley. He also expressed his desire to bring a convention center to Fernley. Gidget Kelsey commended

DRAFT

the board for the effort they have put into the grant funding cycle. Carmen Montes stated she liked the idea of a contest for marketing and branding Fernley.

12. ADJOURNMENT

There being no further business to come before it, the Fernley City Council meeting adjourned at 7:35 pm.

Approved by the Fernley City Council on _____ by a vote of:

AYES: _____ NAYS: _____ ABSTENTIONS: _____ ABSENT: _____

_____
Board Chairwoman Sue Seidl

_____
Julie Torres, Deputy City Clerk

DRAFT