FERNLEY CONVENTION & TOURISM AUTHORITY

MINUTES OF THE

December 10, 2015 MEETING

ROLL CALL: Present: Board Member Shari Whalen, Board Member Stan Lau, Board Member Sue Seidl, Board Member Dan McCassie. Absent: Board Member Cal Eilrich. Not voting: City Manager Daphne Hooper, City Treasurer Denise Lewis, Deputy City Clerk Julie Torres.

PUBLIC INPUT: Brett Palmer of the Northern Nevada Veterans Cemetery discussed the wreath laying ceremony scheduled for this Saturday. The group presented a wreath to the board.

Discussion and Possible Action to approve the agenda. Motion: Move to approve the agenda as submitted**. Action:** Approve**, Moved by** Stan Lau**, Seconded by** Shari Whalen. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 4). **Yes:** Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl.

Discussion and Possible Action to approve the minutes from June 24th. Minutes were not included in the packets. Item moved to next Fernley Convention & Tourism Authority meeting**. Motion**, move to table the minutes until the next FCTA meeting, **Action:** Approved, **Moved by** Dan McCassie, **Seconded by** Shari Whalen. **Vote**: Motion carried by unanimous roll call vote (**summary**: Yes=4). **Yes:** Dan McCassie, Shari Whale, Stan Lau, Sue Seidl.

Review, Discussion and Possible Action on Fernley Convention and Tourism Authority Budget: Presented by City Treasurer Denise Lewis. Total Revenues: $ 158,795; Total Expenditures: $ 24,160; Total Fund Balance: $ 859,742. $ 642,249 is reserved for the

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Community Center. **Motion:** Move to add the assigned funds balance of $217,493 to the balance of the Community Center Fund, **Action:** Approve, **Moved by** Chairwoman Sue Seidl, **None seconded**. Mrs. Lewis recommends waiting until the end of the fiscal year to commit these funds in order to allow for grants to be approved by the City Council later this fiscal year. **Motion withdrawn** by Mrs. Seidl. City Manager Hooper commented on the outstanding grants for this current cycle. We need to account of those funds. Councilwoman Whalen suggested providing a time frame and the total cost of the community center. She asked if a special meeting would need to be held to move the funds during the upcoming budget process.

A. **FY 2015/2016 budget update**, revenues received to date and expenses to date:
B. **Committed fund balance**.
C. **Unassigned fund balance**.

Review, Discussion, and Possible Action on grant application requests submitted for FY 2016 Round Two January-June Grant Cycle:

Total grant requests: $43,500.00. Presented by City Manager Daphne Hooper. There was a late application that was not included.

Total available FY 15/16 funding Round One: $43,000.00

(a) Fernley 4th of July Committee, "Fernley 4th of July" – Requested $15,000.00, awarded $ 14,050.00. Presented by Kathy Martin of the 4th of July Committee. The group plans to expand their previous advertising market this year. Mrs. Whalen asked for an update of the pyrotechnics training as to be more self-sustained in the future. Mayor Edgington stated he had not received an update on the Committee's plan to get someone trained. Mrs. Martin told the Council that the board is not using any of the grant funds for pyrotechnics and they are working on getting someone to become trained. Chairwoman Seidl requested that a training be provided to the 4th of July Committee to assist them in finding revenue to support

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and sustain the event. Councilwoman Whalen asked why room tax money could not be used for equipment purchase for the event. Councilwoman Seidl referred to the allowable refundable funds allowed by FCTA guidelines. She also suggested that the guidelines and application be updated and clarified before the next FCTA meeting in June 2016.

(b) Fernley Jr. High/High School Rodeo Club, "Annual Fernley Jr. High & High School Rodeo" – Requested $4,000.00, Awarded $4,250.00. Presented by Audrey King. Miss King provided a summary of the Club and the high school rodeo event they host annually. The group raises their own funds for the event by entry fees, grants, and donations. Last year the high school rodeo hosted 175 contestants. Chairman Seidl asked for an explanation of the cost of their fundraiser in the amount of $ 2,509.00. Rodeo Club parent, Tasha King, stated the fee is incurred by printing the raffle tickets and purchasing the side of beef for the raffle.

(c) Fernley Multi-Cultural Festival, "Fernley Multi Cultural Festival" – Requested $4,000.00, Awarded $3,750.00. Presented by Bobby Wallace and Jackie Valmont. This year is the 10th year of the event. This is the only Multi-Cultural Festival in northern Nevada. They will be expanding their advertising this year with KUNR radio. The ads will include 30 fifteen second radio spots. There will be a Civil War reenactment at the next event. Youth Art exhibits will be entered by people age 12-25 and can submitted online as a contest. The group is getting involved with Nevada Magazine, the State Tourism Commission and the arts council. They are recruiting Cowboy Poets for this year's festival. Board member Whalen commented on the possibility of a task force to start the Arts and Culture Commission back up.

(d) High Plains Drifters, "Shootout On The Comstock" – Requested $3,500.00, Awarded $3,422.50. Presented by Don Quilici. They are requesting funds for advertising for annual matches. The group is rebuilding the props at the range in order to attract additional

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shooters. They want to expand the advertising to California, Utah, and other states. They will be hosting the Nevada State Championship over Nevada Day weekend 2016. Chairman Seidl asked for a description of the expenses listed on the application. Mr. Quilici described the different categories and prizes for the winners. City Manager Hooper provided an explanation of the advertising items highlighted on the application. The total amount requested is $3,495 in items listed in the application.

(e) Northern Nevada Veterans Coalition, "Memorial Day, 2016" – Requested $3,000.00, Awarded $3,000.00. Presented by Brett Palmer. Mr. Palmer provided a description of the group and the Memorial Day activities. Last year's event hosted about 2,000 participants. This request is for publicity, ads in newspapers, and mailbox newsletters. Chairwoman Seidl disclosed that her father is interned at the cemetery. Board Member Whalen commented on the road leading to the cemetery and expressed she would like for the road be improved in the coming budget. Mr. Palmer stated he thinks there will be a State project in the future to improve the road.

(f) Reno Over The Hill Gang, "Over the Hill Gang Motocross National" – Requested $14,000.00, Awarded $8,500.00. No representative present for this application. Mayor Edgington commented that he had attended the event in the past and advised the group does bring participants to the area. Councilwoman Whalen stated she would like to approve funds even though there was not a representative present. City Manager Hooper provided an explanation of the process and requested the board use the spreadsheet provided to record their awards.

Break 5:50 pm

Motion, Move to approve awarding the average results for each applicant. Total Award $36,972.50. **Moved by** Board Member Lau**, Seconded by** Board Member Whalen**. Vote:**

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Vote: Motion carried by unanimous roll call vote (**summary:** Yes = 4).**Yes:** Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl. Applicants to contact Phoebe Bender in the City Manager's Office for further instructions.

Discussion and Possible Action regarding the possibility of turning the Depot into a convention center. (Councilwoman Seidl). Chairwoman Seidl provided comments on using the Depot for a convention center. Board Member McCassie stated he would rather see the Depot used for a Chamber of Commerce or a museum due to the small size of the building. Board Member Whalen said she would like to see something happen sooner rather than 10 years down the road. She feels the Depot could be used as a smaller gathering space. Board Member McCassie agreed stated buying the surrounding land would allow for future parking. Chairwoman Seidl would like to see the Depot expanded and possibly use the land around it. Councilman Lau would like to see something architecturally similar to the depot constructed near the Depot, possibly a museum. Councilwoman Whalen recommended directing staff to research the process of getting a convention center underway. She has concerns about the cost of buying the surrounding land. Perhaps the land across from the Out of Town Park would be better for a convention center. Mayor Edgington provided comments about the restroom and insulation issues as well as limited parking at the Depot. He suggested the board fund building a restroom and/or a kitchen at the Depot and possibly locate matching grants to complete the improvements. The Mayor stated he had been approached several times regarding the construction of a convention center. He is concerned about earning enough revenue to staff and maintain the building. He said the City Council is the board who is responsible for the building, not the FCTA board. There was some discussion about the direction to be a community center or a convention center. City Manager Hooper commented on creating a community center vs. a convention center. The Depot is small and has a limited

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occupancy. The feasibility study done last year was based on a convention center. The strategy moving forward is to figure out if the FCTA board would like to see a smaller community center or a larger convention center, or possibly both. **Motion:** Direct staff to research possibility of the FCTA to take on the Depot as a convention center or a community center and the availability and cost of the property surrounding the Depot. Prepare a staff report including the convention center feasibility study. Bring this information back to a special meeting of this board. **Action:** Approve, **Moved by** Sue Seidl, **None seconded**. **Motion failed**. Board Member McCassie stated he thinks the board should only assist with financial support. Board Member Whalen stated she does not think the FCTA board needs to possess ownership of the Depot to move forward. Chairwoman Seidl stated she thinks the research will provide an explanation of limitations of the board. She would like to see all of the options brought back to the Board. Board Member Whalen does not believe the FCTA board would need to take over the Depot in order to move forward with funding improvements to the building. Chairwoman Seidl stated she thinks there are rules for how the funds can be spent and she would like guidance from legal to be sure of limitations. The Mayor provided an explanation of the duties of the FCTA board. He stated the board is to act as the collector and distributor of funds to programs that will bring tourism to Fernley. Chairwoman Seidl asked for clarification of the Nevada Revised Statutes regulating FCTA. She would also like clarification on the question: can funds be used and who has the authority to build/create a convention center or civic center? Mayor Edgington stated the FCTA board was created by the City Council and the Council can dissolve the board. The Depot is owned by the City of Fernley and the convention center funds belong to the City of Fernley.

REPORTS BY STAFF AND BOARD MEMBERS. City Manager Hooper reported receiving a thank you letter from the Senior Pro Rodeo Association.

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ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS. Councilwoman Whalen suggested using room tax funds to create an interim community gathering place at the Depot for citizens, including to build a kitchen and/or restroom, possibly using grant matching funds. Chairwoman Seidl asked that information about the surrounding property also be researched and provided at the next meeting and the legal research for board limitations as well. Councilwoman Whalen commented about staff resources to conduct the research and this project would be too big and too expensive for the City at this time. **Motion:** Move to direct staff to create a staff report to present the possibility of using room tax funds to open the Depot as a community gathering place, including a kitchen and restroom. Additionally, the board would direct staff to provide a legal opinion of the FCTA board's ability to use room tax money for this project. **Action:** Approve, **Moved by** Shari Whalen, **Seconded by** Stan Lau. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 4). **Yes:** Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl.

Chairwoman Seidl would like to have training for the tourism funds applicants. There was discussion amongst the board as to who will provide training and funding for said training. There was further discussion about who has the authority to direct staff. Mayor Edgington stated he does not think the FCTA board can direct, that should be up to the City Council. Mrs. Hooper will follow up on the roles and responsibilities of the FCTA board. She will provide an update at a future City Council meeting. This will help guide some of the decisions made by the board. **Motion:** Move to ask staff to include training as part of the Tourism Board agenda. Board Member Whalen rescinded her **Second. Action:** Failed, **Moved by** Sue Seidl, **None seconded**. Motion failed.

Motion: Move to rescind her (Board Member Whalen) previous motion to direct staff to include training on the next agenda, **Action:** Approve, **Moved by** Shari Whalen, **Seconded by** Stan

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Lau. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 4 **Yes:** Dan McCassie, Shari Whalen, Stan Lau, Sue Seidl.

PUBLIC INPUT. There was none.

ADJOURNMENT:

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

Approved by the Fernley Convention & Tourism Authority on _____ by a vote of:

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

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Chairwoman Seidl

_____

ATTEST: Deputy City Clerk Julie Torres

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