

WINNEMUCCA CONVENTION & VISITORS AUTHORITY  
Meeting Minutes – Regular Meeting  
November 15, 2023  
Winnemucca Convention Center  
50 West Winnemucca Boulevard  
Winnemucca, Nevada 89445

The meeting was held at the date and place described above at the time scheduled on the posted meeting notice and agenda. The attendees in-person and via remote technology and absences were as follows:

*Convention and Visitors Authority Board Officials Present:*

Brian Stone, in-person	Chair and Hotel Representative
John Arant, in-person	Vice Chair and Business Representative
Ron Cerri, via remote technology	County Representative
Theresa Mavity, in-person	City Representative
Kent Maher, in-person	Board Counsel

*Convention and Visitors Authority Board Officials Absent:*

Terry Boyle	Treasurer and Motel Representative
Kendall Swensen	Board Administrator

*Staff Members Present:*

Kim Petersen, in-person	Director
Darrel Field, in-person	Marketing & Events Coordinator
Karla Fuentes, in-person	Administrative Clerk

*Staff Members Absent:*

None

*Others Present:*

Kristin Hillmer, via remote technology	Cumming Group
Colby, via remote technology	TSK Architects
Tammy Mariluch	Winnemucca Trap Club
Laurel Watel	Nevada Quarter Horse Association
Cindy Clark	Nevada Quarter Horse Association
Olivia, Mia, Cole and Jamie Armstrong	Nevada Quarter Horse Association

1. PLEDGE OF ALLEGIANCE, CALL TO ORDER, ROLL, DETERMINATION OF QUORUM

The meeting was called to order at 3:00 pm, all the board members were in attendance and constituted a quorum.

2. PUBLIC COMMENT

No public comment.

3. MEETING NOTICE REPORT

Board Chair Stone reported that the meeting notice and agenda were posted by staff prior to 9:00 am Friday, November 10, 2023, at the Convention Center West Hall (the place of the meeting), online at [notice.nv.gov](http://notice.nv.gov), online at [winnemucca.com](http://winnemucca.com), and online at [humboldtcountynv.gov](http://humboldtcountynv.gov). No persons have requested mailed notice during the past six months.

**No action taken.**

4. BUSINESS IMPACT DETERMINATION

After review and consideration of the effect each item could potentially have on a "business," as the term is defined by statute, the board agreed, and

**John Arant moved to make a finding that no item on the agenda appears to impose a direct and significant economic burden on a business or to directly restrict the formation, operation, or expansion of a business. Motion carried, 4-0.**

5. CLAIMS REVIEW

The following claims were submitted in list form to the board members with the meeting notice and agenda; there was the opportunity to review and obtain further information before or at the meeting:

<u>BANK ACCOUNT</u>	<u>CHECK NUMBERS</u>	<u>AMOUNT</u>
Nevada State Bank	27135 - 27176	\$176,051.44

**Brian Stone moved to approve all claims submitted for November 15, 2023. Motion carried, 4-0.**

#### 6. CONSENT AGENDA

6.1) Accommodation Tax 9-month refund requests as follows: Palmer (\$655.80), Higley (\$768.00), Milner (\$612.00), Turner (\$1,020.00), Turner (\$699.00)

6.2) WCVA meeting minutes September 2023 and October 2023

**Theresa Mavity moved to approve the consent agenda as submitted except for the WCVA meeting minutes of October 2023 which have not yet been submitted. Motion carried, 4-0.**

#### 7. GENERAL BUSINESS

7.1) Cumming Group/TSK, East Hall exterior renovation project, presentation and review of project design proposals, and possible approval of design concepts for exterior building improvements and authorization to proceed with the project design and engineering phase, update on timeline and cost estimates

The team from Cumming and TSK presented an updated cost estimate and the project tentative timeline beginning after the first of next year, and discussed the solicitation of bids process and construction management. Recent cost estimates are \$800,000 over expectations. The board discussed possibly bidding items separately so that the budget can be managed by choosing selected elements of the sign.

**No action taken.**

7.2) Andrea Baltazar, Desert Family Pets, Facility Grant Request, Northern Nevada Exotic Pet Expo, July 27-28, 2024, \$1,500

Director Petersen explained that the event is successful with out of town vendors spending nights in local facilities.

**Theresa Mavity moved to grant the \$1,500 facility fee request for the East Hall Main Floor and Lounge. Motion carried, 4-0**

7.3) Jeremy Crosby, Winnemucca Ballons, Cooperative Funding Request, Winnemucca Balloon Festival, March 17-19, 2024, \$4,500

No one was present on behalf of Winnemucca Balloons. The board questioned the request for a substantial increase in the funding.

**Chairman Stone tabled the matter pending receipt of more information on why the request went from \$2,500 in 2023 to \$4,500 in 2024.**

7.4) Miranda Santos, Buckaroo Wrestling Club, Cooperative Funding Request and Facility Grant Request, High Desert Challenge, February 10-11, 2024, \$5,400

The board discussed the event history and agreed it is a good event.

**John Arrant moved to grant the \$5,400 as requested. Motion carried, 4-0.**

7.5) Mary Lou Curti, Winnemucca Ladies Golf Club, Cooperative Funding Request, Couples Tournament, June 1-2, 2024, \$5,000

Director Petersen commented that this request has been approved by the board for many years.

**John Arant moved to grant the \$5,000 as requested. Motion carried, 4-0.**

7.6) Tammy Mariluch, Winnemucca Trap Club, Cooperative Funding Request, 2024 Target Year and 2024 Nevada State PITA Shoot, \$13,000

Tammy Mariluch thanked the board for past support of the Winnemucca Trap Club and summarized events attracting local and out of town visitors.

Board member Arant commented that he believes the trap club event attracts more visitors than will the New Year's Eve Bull Bash.

**John Arant moved to grant the \$13,000 as requested. Motion carried, 4-0.**

7.7) Ty Yost, Yost Events, Cooperative Funding Request, National Team Roping Tour, August 3-4, 2024, \$10,000

Director Petersen explained that the event attracts about 350 people per day and may not be worth the full \$10,000 request.

**John Arant moved to approve a \$4,000 grant and up to \$1,200 in facility fees. Motion carried, 4-0.**

7.8) Cindy Clark, Nevada Quarter Horse Association, Cooperative Funding Request and Facility Grant Request, Silver State Circuit and Gambler's Choice Versatility Ranch Horse Show, July 25-28, 2024, \$11,000

Laurel Watel and Cindy Clark of the Nevada Quarter Horse Association reported that the event grossed an additional 20% over the previous year. They are working to add fun events to the schedule to increase participants. Director Petersen commented that the event is well organized and asks that if the board approves the funding request that they do so contingent on signing a two-year or three-year contract with the Winnemucca Events Complex. Watel and Clark commented that they would be interested in a multi-year contract.

**Ron Cerri moved to approve the requests for a \$5,000 grant and up to \$6,000 for facility fees contingent on the group entering into at least a two-year contract. Motion carried, 4-0.**

7.9) Charlene Fetterly, Humboldt County Agricultural District #3, Cooperative Funding Request, Labor Day Rodeo and Great Basin Challenge, September 7, 2024, \$15,000

Director Petersen explained that the request is for the annual Labor Day Rodeo. The board has approved this request for many years.

**Theresa Mavity moved to approve the requested \$15,000 in underwriting for the Labor Day Rodeo and Great Basin Challenge. Motion carried, 4-0.**

7.11) WCVA Staff, review and authorization to accept the Focus Partners LLC design, installation, tuning, programming, travel, and training proposals for: (i) retrofit and upgrade of the WEC Outdoor Arena audio system for the sum of \$29,427; and, (ii) retrofit and upgrade of the WEC Pavilion Arena audio system for the sum \$70,563, and authorization for the WCVA Director to sign the Agreement.

Director Petersen requested that the WCVA pay \$29,427 to upgrade the main arena sound system and \$70,563 to upgrade the pavilion sound system which will be reimbursed 50% by Humboldt County Agriculture District #3.

**John Arant moved to authorize staff to accept the Focus Partners LLC design, installation, tuning, programming, travel, and training proposals for: (i) retrofit and upgrade of the WEC Outdoor Arena audio system for the sum of \$29,427; and, (ii) retrofit and upgrade of the WEC Pavilion Arena audio system for the sum \$70,563, and to authorize the WCVA Director to sign the Agreement. Motion carried, 4-0.**

7.11) WCVA Staff, review and authorization to accept the Placer Labs Inc. one-year agreement to provide visitor and customer demographics data, analytics and reports for the sum of \$10,000, and authorization for the WCVA Director to sign the Order Form.

Director Petersen summarized the proposal and explained that mobile phone data is gathered and summarized by Placer Labs Inc. by tracking event customers as they shop, dine and sleep.

**Brian Stone moved to authorize staff to accept the Placer Labs Inc. one-year agreement to provide visitor and customer demographics data, analytics and reports for the sum of \$10,000, and to authorize the WCVA Director to sign the Order Form. Motion carried, 4-0.**

## 8. DIRECTOR'S REPORT

Director Petersen reported the WSRRA Event went well with staff directing the audio-video production. Kevin Cooley was very pleased with the event and the production. Winnemucca Events Complex charged \$11,000 for the service. Petersen suggested that after watching the event on the Cowboy Channel, there are some physical locations or areas where additional Winnemucca Events Complex signs should be added to provide name exposure for the Indoor Event Center.

9. COUNSEL REPORT  
No report.

10. BOARD ADMINISTRATOR FINANCIAL REPORTS  
10.1. Financial Reports  
Reports were available in the board packet for review.

11. OTHER REPORTS  
11.1. Miscellaneous reports, updates and information  
Brian Stone asked the board to consider upgrading the WCVA sign at the cemetery. Staff was asked to place the item on the next agenda.

12. PUBLIC COMMENT  
No public comment.

13. ADJOURNMENT  
**John Arant moved to adjourn the meeting at 4:25 pm. Motion carried, 4-0.**

Respectfully submitted,

Darrel Field  
Marketing & Special Events Coordinator


APPROVED: December 20, 2023

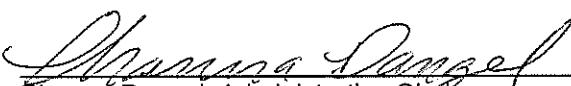
VOTE: WINNEMUCCA CONVENTION & VISITORS AUTHORITY BOARD

AYES: Stone, Arant, Cerri, Mavity  
NAYS: \_\_\_\_\_  
ABSTAIN: Boyle  
ABSENT: \_\_\_\_\_

APPROVED:

ATTEST:

  
\_\_\_\_\_  
Brian Stone, Chair

  
\_\_\_\_\_  
Shanna Dangel, Administrative Clerk