

<p><i>Daniel McCassie, Chairman</i> <i>Shari Whalen, Board Member</i> <i>Stan Lau, Board Member</i> <i>Susan Seidl, Board Member</i> <i>Fran McKay, Board Member</i></p>	<p>FERNLEY CONVENTION & TOURISM AUTHORITY AGENDA</p> <p>Femley City Hall 595 Silver Lace Blvd. • Femley, NV 89408 Phone: (775) 784-9830 • Fax: (775) 784-9839</p>
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May 3, 2017

FCTA Meeting

The Chairman reserves the right to hear agenda items out of order, combine two or more agenda items for consideration, or remove an item from the agenda or delay discussion relating to an item on the agenda at any time. All items are action items unless otherwise noted.

5:00 p.m./Upon adjournment of the regularly scheduled Fernley City Council meeting.

OPEN MEETING – PLEDGE OF ALLEGIANCE

Chairman’s statement: “To avoid meeting disruptions, please place cell phones and beepers in the silent mode or turn them off during the meeting. All meetings are recorded. When addressing the Council please speak clearly into the microphone. Thank you for your understanding.”

1. ROLL CALL
2. PUBLIC INPUT. Public Comment Is Limited To Five (5) Minutes Per Person. Items Not Agendized For This Meeting Cannot Be Acted Upon Other Than To Place Them On Future Agendas. Public Input Is Prohibited Regarding Comments, Which Are Not Relevant To, Or Within The Authority Of, The Public Body, Or If The Content Of The Comments Is Willfully Disruptive Of The Meeting By Being Irrelevant, Repetitious, Slanderous, Offensive, Inflammatory, Irrational Or Amounting To Personal Attacks Or Interfering, With The Rights Of Other Speakers

3. APPROVAL OF THE AGENDA

4. (Possible Action) Approval Of Minutes

Documents:

- [20161212 FCTA DRAFTMINUTES.PDF](#)
- [20170118 FCTA DRAFTMINUTES.PDF](#)

5. Discussion And Possible Action To Approve \$10,000 From City Set-Aside Funding For City Advertising Through Biggest Little Radio And The Fernley Reporter

Documents:

- [STAFF REPORT - FCTA - ADVERTISING .PDF](#)

6. PUBLIC INPUT. Public Comment Is Limited To Five (5) Minutes Per Person. Items Not Agendized For This Meeting Cannot Be Acted Upon Other Than To Place Them On Future Agendas. Public Input Is Prohibited Regarding Comments, Which Are Not Relevant To, Or Within The Authority Of, The Public Body, Or If The Content Of The Comments Is Willfully Disruptive Of The Meeting By Being Irrelevant, Repetitious, Slanderous, Offensive, Inflammatory, Irrational Or Amounting To Personal Attacks Or Interfering, With The Rights Of Other Speakers

ADJOURNMENT

This notice and agenda is being posted before 9:00 a.m.,04/282017 in accordance with NRS 241.020 at the following locations: www.cityoffernley.org, <https://notice.nv.gov> , North Lyon County Fire Protection District 195 E Main Street, Senior Citizen's Center at 1170 W. Newlands Drive, Lyon County Social Services at 460 W. Main Street Suite 110, and Fernley City Hall at 595 Silver Lace Blvd. To obtain supporting material for this agenda please visit the City of Fernley website at www.cityoffernley.org or contact Kim Swanson, City Clerk, inside City Hall at 595 Silver Lace Blvd, Fernley, NV 89408, email cityclerk@cityoffernley.org or call (775) 784-9830. Notice to persons with disabilities: Members of the public who are disabled and require special assistance or accommodations at the meeting are requested to notify Fernley City Hall, at least 24 hours in advance at (775) 784-9830 or email cityclerk@cityoffernley.org

**MINUTES OF THE
DECEMBER 12, 2016
FERNLEY CONVENTION AND TOURISM AUTHORITY**

Chairwoman Seidl called the meeting to order at 5:00 pm at Fernley City Hall, 595 Silver Lace Blvd, Fernley, NV.

1. Roll Call:

Present: Chairwoman Sue Seidl, Board Member Shari Whalen, Board Member Stan Lau, Board Member Fran McKay. **Absent:** Board Member Dan McCassie. **Not Voting:** City Manager Daphne Hooper, Deputy City Clerk Julie Torres, Administrative Specialist Phoebe Bender.

2. Public Input.

There was none

3. Approval of the Agenda Motion:

Motion: MOVE TO APPROVE THE AGENDA AS SUBMITTED, **Action:** Approve, **Moved by** Board Member Lau, **Seconded by** Board Member Whalen. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 4). **Yes:** Fran McKay, Shari Whalen, Stan Lau, Sue Seidl. **Absent:** Board Member Dan McCassie

4. (Possible Action) Approval of Minutes Motion:

Motion: MOVE TO APPROVE MINUTES FROM JUNE 13, 2016 AS SUBMITTED, **Action:** Approve, **Moved by** Board Member Whalen, **Seconded by** Board Member Lau. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 4). **Yes:** Fran McKay, Shari Whalen, Stan Lau, Sue Seidl. **Absent:** Board Member McCassie

5. Review, Discussion and Possible Action on Fernley Convention and Tourism

Authority Budget:

- A. FY 2016/2017 budget update:**
- B. Committed fund balance:**
- C. Unassigned fund balance:**

City Manager Daphne Hooper explained there was \$43,000 for grant awards budgeted for Round One. She explained there was an additional \$20,000 budgeted in the line item for funding if the board decides to use it. At the FCTA Meeting in June, the board determined to move \$10,000 from that line item to include in budget awards. City Manager Hooper stated \$53,000 was awarded during the last cycle. The reconciliation for Round One will be completed in January 2017. Staff will not know until that time if all the money that was awarded was spent. City Manager Hooper explained if the board chooses to move unassigned funds to this award cycle they may make a motion to do so at any time during the meeting. City Manager Hooper explained there is approximately \$900,000.00 in the Convention Center fund.

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

Total grant requests: \$64,000

Total available FY 16/17 funding Round Two: \$43,000

- 1. Fernley 4th of July Committee:** Requested \$15,000. Presented by Mike Irvin. Mr. Irvin provided an overview of the program. The funds would be used for the parade, games, show and shine, clean up services, and advertising the event. The committee estimates 15-20 thousand people per year attend this event. The committee used the funds from last round to purchase radio air time to promote the event. There was discussion regarding the number of people who actually attend the event from out of town and stay in our hotels and eat in our restaurants as a direct result of this event.
- 2. Fernley Jr High and High School Rodeo:** Requested \$4,000. Shannon McKnight, director of the Fernley Jr. High and High School Rodeo Team, disclosed that she employed by the City of Fernley. Ms. Audrey King and Mr. Garret Bunyard provided an overview of the event as well as the funds the Rodeo Club earns on their own. The Fernley Rodeo will be held March 24-26, 2017 at the Out of Town Park. The average cost to put on this event is approximately \$32,000. The majority of this money is spent on stock. The event usually hosts more than 400 people, some

stay in hotels others stay in their trailers. This group raises the majority of their funds on their own as a club. The high school does not support the club financially.

- 3. Fernley Multi-Cultural Festival:** Requested \$6,000. Presented by Maria Duran and Cassidy Davis, owner of Northern Nevada Hot Spot. Ms. Davis explained the event will be changed to Friday and Saturday this year and will include a concert, Civil War reenactment, and fast draw groups. Ms. Davis stated she has been working with the Fernley Multi-Cultural Festival and they are changing the marketing up this year to build sponsorships. Ms. Davis explained this is the only Multi-Cultural Event in the State of Nevada. Board Member McKay asked about the fundraising for the event. Mrs. Duran stated they were seeking sponsors. Board Member McKay asked about the attendance at the event and how it was tracked. Ms. Duran explained she has tried different ways try to track attendance including, counting people as they come into the parking lot but she did not have an exact count of attendees. Board Member Whalen asked where the advertising money is being spent. Mrs. Duran stated the group would like to purchase TV ads and possibly a billboard.

- 4. Fernley Music Boosters:** Requested \$10,000. Presented by Band Director Jason Smith and Cory Maestas. Ms. Maestas explained the band was nominated to go to Washington DC to represent the State of Nevada. Ms. Maestas stated this trip will cost approximately \$1,500. per student. The funds awarded would sponsor the band members to travel to Washington DC. Chairwoman Seidl read from the guidelines for FCTA award funding, the board could award money because of the publicity and national exposure to the sponsors of the band for this event. Board Member Whalen disclosed that she is a teacher at Fernley High School but is not affiliated with the band. Board Member McKay disclosed that her grandson was previously a member of the band. Jason Smith reported more than 10% of the school's population will be attending this trip, over 100 kids. The banners used in the parade will be used at numerous events around the State for several years to come and will bring publicity to the City of Fernley. The band has already earned \$80,000 on their own and need a total of \$150,000 for this event.

5. Nevada Veterans Coalition: Requested \$3,000. Presented by Brett Palmer. Mr. Palmer provided an overview of the group and the Memorial Day Ceremony. The Northern Nevada Veterans Coalition (NNVC) has sponsored the Memorial Day Ceremony for over 25 years. Mr. Palmer requesting funding for promotions to market the event. Approximately 1,800 people attended the event last year, the goal this year is 2,500 attendees. Chairwoman Seidl disclosed that her father is buried at the Northern Nevada Veterans Cemetery. Board Member Whalen asked how the seating would be structured to accommodate 2,500 people. Mr. Palmer explained the changes have been made to the property including repaving the parking lot and removing the trees. He stated tent sizes and the numbers of chairs will be increased to accommodate additional people. Board Member McKay stated the NNVC brings families from all over and our community should be very proud of the cemetery. Mr. Palmer reported The Wreaths Across America event was 100% funded and every headstone will get a wreath next Saturday.

6. NV Old Timers Motocross: Requested \$12,000. Presented by Jeff McCollom. Mr. McCollom provided an overview of the race. The group leases the track from the Fernley Wadsworth Lions Club. The increase in the request for grant funds is to cover the cost of the equipment used to maintain the track and the cost of the lease. Chairwoman Seidl asked City Manager Hooper if the cost of the equipment and lease could be covered by this grant. City Manager Hooper stated the funds should be used for advertising.

7. Reno Over The Hill Gang: Requested \$14,000.

There was no representation.

Motion: MOVE TO APPROVE AN ADDITIONAL \$10,000 AVAILABLE FROM UNASSIGNED FUNDS FOR THIS AWARD CYCLE, **Action:** Approve, **Moved by** Stan Lau, **Seconded by** Sue Seidl. After discussion, it was decided to approve the additional funding to award it to the Fernley High School band. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 4). **Yes:** Board Member, Board Member Fran McKay, Board Member Shari Whalen, Board Member Stan Lau, Chairwoman Sue Seidl.

City Manager Hooper read the average recommendation for each application.

Fernley 4th of July Committee: \$14,012.50

Fernley Jr High and High School Rodeo: \$4,375.

Fernley Multi Cultural Festival: \$3,437.50

Fernley Music Boosters: \$21,037.50

Nevada Veterans Coalition: \$3,525.

NV Old Timers Motocross: \$4,112.50

Reno Over the Hill Gang: \$500.

Chairwoman Seidl asked if the remaining \$2,000 be added to the FHS band request.

Motion: MOVE TO APPROVE THE FERNLEY MUSIC BOOSTERS FOR \$23,037.50 IN ADDITION TO ANY FUNDING FROM THE PREVIOUS GRANT CYCLE THAT IS NOT REQUESTED FOR REIMBURSEMENT. **Action:** Approve, **Moved by** Shari Whalen, **Seconded by** Stan Lau. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 4). **Yes:** Board Member Fran McKay, Board Member Shari Whalen, Board Member Stan Lau, Chairwoman Sue Seidl.

Board Member Whalen stated she did not support the funding for The Over the Hill Gang because they did not send representation. Board Member McKay suggested rounding down each average. This would give and an additional \$562.50 to the Music Boosters.

Board Member Lau removed his recommendation of \$2,000 to the Over The Hill Gang due to lack of representative.

Motion: MOVE TO ACCEPT THE AVERAGES FOR A TOTAL OF \$53,000. **Action:** Approve, **Moved by** Fran McKay, **Seconded by** Shari Whalen. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 4). **Yes:** Board Member Fran McKay, Board Member Shari Whalen, Board Member Stan Lau, Chairwoman Sue Seidl.

7. Discussion and possible action to appoint FCTA Chairperson.

Motion: MOVE TO TABLE THIS ITEM AND DEFER IT FOR ACTION AT A LATER DATE, FOLLOWING A REGULAR CITY COUNCIL MEETING, **Action:** Approve, **Moved by** Stan Lau, **Seconded by** Shari Whalen. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 4). **Yes:** Board Member Fran McKay, Board Member Shari Whalen, Board Member Stan Lau, Chairwoman Sue Seidl.

8. Reports by Staff and Board Members. Board Member Whalen thanked the applicants for their time. She also thanked staff for their efforts.

9. Address Requests for Future Agenda Items. Board Member Whalen asked for an update on the Convention Center at the next meeting. Chairwoman Seidl asked for an item regarding a sign at the Out of Town Park for upcoming events.

10. Public Input. Cory Maestas thanked the board for their support for the Music Boosters.

ADJOURNMENT:

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 6:47 pm.

Approved by the Fernley Convention and Tourism Authority on May 3, 2017 by a vote of:

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

Chairwoman Sue Seidl

ATTEST:

**Meeting Minutes of the
Fernley Convention and Tourism Authority
January 18, 2017**

Chairman Sue Seidl called the meeting to order at 6:47 pm at Fernley City Hall, 595 Silver Lace Blvd, Fernley, NV.

1. ROLL CALL: Present: Chairman Sue Seidl, Board Member Dan McCassie, Board Member Shari Whalen, Board Member Stan Lau, and Board Member Fran McKay, (Not Voting) Daphne Hooper, (Not Voting) City Clerk Kim Swanson.

2. PUBLIC INPUT:

There was none.

3. APPROVAL OF THE AGENDA

Motion: MOVE TO APPROVE THE AGENDA AS SUBMITTED, **Action:** Approve, **Moved by** Board member Stan Lau, **Seconded by** Board member Shari Whalen. **Motion passed unanimously.**

4. DISCUSSION AND POSSIBLE ACTION TO APPOINT FCTA CHAIRPERSON.

Motion: MOVE TO APPOINT CHAIRWOMAN SUE SEIDL TO CONTINUE AS THE FCTA CHAIR, **Action:** Died for lack of a second.

Motion: MOVE TO APPOINT BOARD MEMBER MCCASSIE AS CHAIRPERSON, **Action:** Approve, **Moved by** Board member Stan Lau, **Seconded by** Board member Fran McKay. **Motion passed unanimously.**

5. PUBLIC INPUT:

There was none.

6. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS.

There were none.

7. ADJOURNMENT:

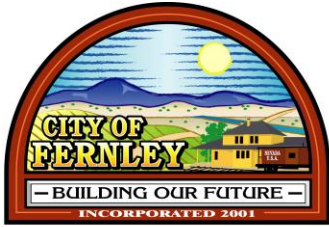
There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 6:51 pm.

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

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

Chairman Sue Seidl

ATTEST: City Clerk Kim Swanson



Meeting Date: 05.03.17
Agenda Item: # _____

Mission Statement

To provide our growing dynamic community excellent municipal services to make Fernley a great place to live, work, and play. Together, we enhance the desirability, safety, friendliness, aesthetics and quality of life in our city.

CITY OF FERNLEY CONVENTION AND TOURISM AUTHORITY STAFF REPORT

REPORT TO: Fernley Convention and Tourism Authority
REPORT BY: **Daphne Hooper, City Manager**
REVIEWED BY: Brandi Jensen, City Attorney
REVIEWED BY: Denise Lewis, Finance Director
AGENDA ITEM: Discussion and possible action to approve \$10,000 from City Set-Aside Funding for City Advertising through Biggest Little Radio and the Fernley Reporter

ACTION REQUESTED: ___ Consent ___ Ordinance ___ Resolution x Motion ___ Receive/File

RECOMMENDED ACTION BY FERNLEY CONVENTION AND TOURISM AUTHORITY

“I move to approve \$10,000 from City Set-Aside for City Advertising through Biggest Little Radio and the Fernley Reporter.”

Key Points:

1. The City of Fernley continues to look for media outlets to provide public service announcements, education, and community information.
2. Locally-owned media outlets are available within the community.
3. This effort will provide a consistent source of information to the community.

POLICY REFERENCE

Nevada Statutes: NRS

*Fernley Municipal Code:*FMC Title

Policies & Procedure Manual: N/A

Community Assessment: N/A

Other:

SUPPORTING INFORMATION

The Fernley Convention and Tourism Authority provides funding for advertising events within the community. Funding is available specifically for the City, separate from the grant funds available to organizations. The City requests \$10,000 for advertising purposes to share information with the community about City projects, events, public service announcements, educational information, etc. This partnership will provide a consistent avenue to share information with the public.

Currently, there is \$13,365 budgeted for City projects. No projects have been presented for this Fiscal Year.

FINANCIAL INFORMATION

FISCAL IMPACT:

- 1. Is There A Fiscal Impact? Yes
- 2. Is it Currently Budgeted? Yes
- 3. If Budgeted, Which Line Item/Account?
225-575-320

FISCAL SYNOPSIS:

Advertising costs to be paid from Professional Services – Other designated for City set aside funds.