

**MINUTES OF THE
MAY 3, 2017
FERNLEY CONVENTION AND TOURISM AUTHORITY**

Chairman McCassie called the meeting to order at 8:30 pm at Fernley City Hall, Fernley, NV.

1. Roll Call:

Present: Chairman McCassie, Board Member Sue Seidl, Board Member Shari Whalen, Board Member Stan Lau, Board Member Fran McKay. **Not Voting:** City Manager Daphne Hooper, City Clerk Kim Swanson.

2. Public Comment.

There was none.

3. Approval of the Agenda:

City Manager Hooper stated no changes to the Agenda.

Motion: MOVE TO APPROVE THE AGENDA AS SUBMITTED, **Action:** Approve, **Moved by:** Board Member Seidl, **Seconded by:** Board Member Lau. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Chairman McCassie, Board Member Sue Seidl, Board Member Shari Whalen, Board Member Stan Lau, Board Member Fran McKay.

4. (Possible Action) Approval of Minutes Motion:

Motion: MOVE TO APPROVE MINUTES FROM DECEMBER 16, 2016 AND JANUARY 18, 2017 AS SUBMITTED, **Action:** Approve, **Moved by:** Board Member Lau, **Seconded by:** Board Member Seidl. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Chairman McCassie, Board Member Sue Seidl, Board Member Shari Whalen, Board Member Stan Lau, Board Member Fran McKay.

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.

City Manager Hooper explained communication is a priority for the City. Ms. Hooper met with The Fernley Reporter, Robert Perria and Biggest Little Radio, Juan Rodriguez, and discussed how to better communicate and get information out to residents in our community. She explained the format The Fernley Reporter uses to communicate information. Mr. Perria would devote separate tab to the City of Fernley and the cost would be \$3,600 for one (1) year. Biggest Little Radio would charge \$9.95 for a 60 second time spot. City Manager Hooper explained \$10,000 could be used from the fund for advertising with the online newspaper and the radio station.

Councilwoman Whalen asked about the readership for the Fernley Reporter. Robert Perria, The Fernley Reporter, stated about 10,000 readers per month.

Councilwoman Whalen asked about the audience for the Biggest Little Radio. City Manager Hooper did not have the data information. Councilwoman Whalen inquired about spending the money this fiscal year. Ms. Hooper stated the entire amount could be paid now.

Councilwoman Seidl asked if the money is coming out of the Grants Fund or Building Fund. City Manager Hooper stated the money is designated from the Grants Fund. Councilwoman Seidl stated she was not in favor of giving one person so much more than the other.

Councilwoman Whalen felt \$3,600 for The Fernley Reporter was completely valid. She stated she did not know how many listeners the Biggest Little Radio had. She suggested buying 200 spots from Biggest Little Radio. She suggested adding the remainder of the money to the set aside in the next budget.

Motion: MOVE TO ALLOCATE \$3,600 OF THE SET ASIDE MONEY FOR THE FERNLEY REPORTER AND \$2,000 SET ASIDE MONEY FOR THE BIGGEST LITTLE RADIO, **Action:** Approve, **Moved by** Councilwoman Shari Whalen, **Seconded by** Councilwoman Sue Seidl. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Chairman McCassie, Board Member Sue Seidl, Board Member Shari Whalen, Board Member Stan Lau, Board Member Fran McKay.

Councilwoman Whalen asked if the balance from the TLT grant fund would automatically go into the coming fiscal year budget. City Manager Hooper stated it is not agendized, but she would take direction at the next budget meeting and make the adjustment in the budget at that time.

6. PUBLIC INPUT:

There was none.

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

There was none.

8. ADJOURNMENT:

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 8:45 pm.

Approved by the Fernley Convention and Tourism Authority on 6/19/17 by a vote of:

AYES: 5 NAYS: 0 ABSTENTIONS: 0 ABSENT: 0



ATTEST:



Chairman Daniel McCassie

