

**Meeting Minutes of the  
Fernley Convention and Tourism Authority**

**June 19, 2017**

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

**1. ROLL CALL:** Present: Chairman Daniel McCassie, Board Member Sue Seidl, Board Member Shari Whalen, Board Member Stan Lau, and Board Member Fran McKay,

**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 Fran McKay, **Seconded by** Board Member Sue Seidl. Motion carried by unanimous roll call vote (**summary:** Yes = 5) **Yes:** Chairman Daniel McCassie, Board Member Fran McKay, Board Member Sue Seidl, Board Member Stan Lau, Board Member Shari Whalen.

**4. (Possible Action) Approval of Minutes from May 3, 2017**

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

**5. Review, Discussion And Possible Action On Fernley Convention And Tourism Authority Budget:**

- A. FY 2016/2017 budget update, revenues received to date and expenses to date**
- B. Committed fund balance**
- C. Unassigned fund balance**

City Manager Hooper explained that as of today there was an available balance of \$18,400 for disbursement. Applicants will have through June 30<sup>th</sup> to spend, then 30 days to submit for reimbursement. Ms. Hooper reported the expenditures report includes \$5,600.00 which was approved previously for advertising. She also reported the City allocated \$44,000 for grants to be awarded for this cycle. City Manager Hooper stated there is an additional \$20,000 available, if needed.

**6. Review, Discussion, And Possible Action On Grant Application Requests Submitted For FY 17/18 Round One, July-December Grant Cycle:**

3<sup>RD</sup> ANNUAL FERNLEY 45 OFF ROAD PATRIOT POKER RUN – Presented by Lisa Farmer, Committee Member. The funds will be donated to the Nevada Veterans Coalition (NVC). Ms. Farmer shared a video of the event from the previous year. The committee is asking for \$1,000 for advertising, and \$3,500 to offset the overhead cost.

Board Member Seidl stated it was a “great presentation” and it looked like an exciting event. Ms. Seidl stated one of the reasons for FCTA was to provide startup money for new organizations that will bring tourism to Fernley.

Board Member McKay asked what percentage of participants stay in a hotel verses at the race track. Ms. Farmer reported last year 5% stayed in hotels. She anticipated a 5% increase this year to 10% adding she has had a lot of out of town requests.

28<sup>TH</sup> ANNUAL FERNLEY JR RODEO – Presented by Gidget Kelsey and members from the Jr. Rodeo Club. This event will be held on August 4-5.

FERNLEY FARMERS MARKET – Ron Peterson with Lattin Farms requested \$7,182.00 in funding. He stated he has more than 20 vendors participating in the event this year.

Mr. Peterson stated the market services 400-500 customer's each Wednesday. This is a benefit for the City.

FERNLEY CHAMBER OF COMMERCE- Presented by Tracy Jo Johnson, Vice President she requested funding to upgrade equipment in the Chamber Office. Board Member Sue Seidl reminded the board that equipment purchases are not eligible for grant funding.

Councilwoman Whalen wanted to support the Chamber if not with FCTA funds maybe staff could look into other resources.

NATIONAL SR PRO RODEO - Presented by Gidget Kelsey. She requested funding in the amount of \$17,500. She explained the Jr. Rodeo Club, and the Senior Pro Rodeo sell out local hotels because of the large crowds the rodeos attract. Board Member McKay disclosed that she had resigned from the National Sr. Pro Rodeo Board.

WREATHS ACROSS AMERICA - Presented by Bret Palmer. Mr Palmer requested funding in the amount of \$4,300. Mr. Palmer reported this is the 9th year, starting with 28 wreaths the first year.

Board Member McKay asked how many wreaths they will need this year. Mr. Palmer stated they are at 8,000 wreaths, this is an increase of 44% from last year.

Board Member Seidl disclosed her father is buried at the cemetery, she has no more or less of a benefit from being on the board than any other person who has a relative buried at the cemetery. Ms. Seidl there are people from all over coming to visit the cemetery.

Board Member McKay inquired if the Farmers Market was non-profit. Mr. Peterson explained this event is for profit. He explained what the advertising funds will be used for, and he earns \$20 per vendor but puts everything back into promoting the event. He stated there may be a few people that stay at our local hotels. He explained most vendors are local from Fernley and Fallon.

Break 6:15-6:29

City Manager Hooper reported the Fernley Chamber of Commerce withdraw their grant application. Ms. Hooper explained she reviewed the requirements with the applicant and the Chamber will submit an application next round.

City Manager Hooper provided an overview of the award amounts submitted by the board members. Fernley 45 Off Road Patriot Poker Run \$4,400.00, Jr Rodeo \$5,600.00, Farmer's Market of \$2,096.00, Sr Pro Rodeo of \$15,100.00, and Wreaths Across America of \$4,340.00. A total of \$31,536.00.

**Motion:** MOVE TO APPROVE THE TOTAL ALLOCATION OF \$31,536.00 FOR THIS FUNDING CYCLE, **Action:** Approve, **Moved by:** Board Member Shari Whalen, **Seconded by:** Board Member Stan Lau. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5) **Yes:** Chairman Daniel McCassie, Board Member Fran McKay, Board Member Sue Seidl, Board Member Stan Lau, Board Member Shari Whalen.

**7. PUBLIC INPUT:**

There was none.

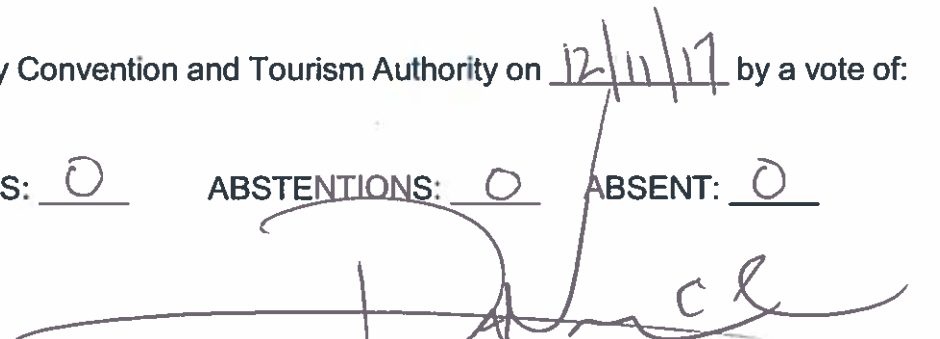
**8. ADJOURNMENT:**

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 6:33 pm.

Approved by the Fernley Convention and Tourism Authority on 12/11/17 by a vote of:

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

  
ATTEST: City Clerk Kim Swanson

  
Chairman Daniel McCassie