

**MINUTES OF THE
FERNLEY CONVENTION AND TOURISM AUTHORITY MEETING
JUNE 12, 2023**

1. INTRODUCTORY ITEMS

1.1. Roll Call

Present: Chair Albert Torres, Board Member Ryan Hanan, Board Member Fran McKay, City Clerk Kim Swanson, Administrative Specialist I Sandy Harris, Administrative Specialist III April Homme **Absent:** Board Member Felicity Zoberski, Board Member Stan Lau.

1.2. Public Forum

There was none.

1.3. (For Possible Action) Approval of Agenda

Motion: MOTION TO APPROVE AGENDA. **Action:** Approved. **Moved by:** Board Member McKay, **Seconded by:** Board Member Hanan. **Vote:** Passed, **Summary:** Yes 3. **Yes:** Board Member McKay, Chair Torres, Board Member Hanan, **No:** None.

1.4. (For Possible Action) Approval of Minutes

Motion: MOTION TO APPROVE MINUTES AS WRITTEN. **Action:** Approved. **Moved by:** Board Member Hanan, **Seconded by:** Board Member McKay. **Vote:** Passed, **Summary:** Yes 3. **Yes:** Board Member McKay, Chair Torres, Board Member Hanan. **No:** None.

2. REPORTS BY STAFF AND BOARD MEMBERS

April Homme, Administrative Specialist III, shared a video from SoSu TV. The City has contracted with SoSu to do the Fernley Focus monthly videos. They have also agreed to record FCTA events. The most recent was the Music, Murals & Margaritas Festival. At the end of each grant cycle SoSu TV will compile all the videos and we will run them on our Facebook, website and they will also be accessible on YouTube. She thanked the FCTA Board for funding the event, it is growing each year, and a special thanks to the Fernley ACES.

At the December 22, 2022, meeting Chair Torres requested the City reach out to sports leagues for the overflow on their events to be held in Fernley. Multiple leagues and organizations were contacted and informed that we have grant funding available and also we have fields available for the overflow. It was well received but have not received any applications for the grant at this point. The City of Sparks have an activity guide on their website. Would like to have something on our website along the lines of the City of Sparks where we can advertise FTCA events, all league events and sports.

Ms. Homme continued the next item Chair Torres was exploring was the legality of having a member at large sit on the FCTA Board. Per legal Article 2, Section 1 states the Board should be comprised of the members of the City Council. This will limit membership on the FCTA board to members of city council only, however, the board may direct staff to work on an amendment to the bylaws under Article 7 to add a member at large position. The City Code 2.09.34 would also need to be amended, and the amended

FCTA bylaws and City Code item would then be placed on the agenda and brought to council for approval.

3. FY2022-23 BUDGET/EXPENDITURES REPORT 05/2023

3.1. TLT May 31, 2023

Lydia Altick, Acting City Manager, went over budget handout. The May 31st ending balance shows that there is \$107,680.50 left unexpended, but haven't received submittals for reimbursement from last grant cycle, will have numbers in July.

4. POSSIBLE ACTION, REVIEW, AND DISCUSSION ON FCTA GRANT APPLICATION REQUESTS SUBMITTED FOR FY2023/2024 ROUND ONE, JULY-DECEMBER GRANT CYCLE.

4.1. Grant Application Submissions

Cody Wagner presented for the Fernley Community Foundation, Fernstock is a 3 part event. He explained he is asking for funding just for the concert portion, which is free to the public. The Fernstock event has become so popular that Ferndale, CA, actually stole the name of the event, so organizers are now pursuing a federal trademark to trademark Fernstock.

Tom Howell presented for Fernley Junior Rodeo. There are 2 segments, the Junior Rodeo kids and families, and then the roping segment. He thanked the city for getting the facilities ready for the event.

Michelle Barney presented for Main Street America. The event is for the Historic Poker Run. She would like to have plaques put on historic buildings and have them registered, right now there are only 2 buildings registered. The Poker Run would be to give out a plaque this year for the historical church.

Chad Johnson presented for OTMX Nevada, Nevada Oldtimers Motocross. They are 1 of 11 chapters of older riders on the west coast. The Primary goal is to hold 1 event a year in Fernley. The request is to help with the September race at the 95A Race Track, the funds will go towards renting of the track, advertising, and staffing.

Jay Rodriguez presented for Fernley 4th of July. He went over the events and times. The request is for advertising. He showed clips of what will be shown on the television stations, streaming platforms and digital media.

Nancy Ripcan presented for the Nevada Veterans Coalition. Request is for advertising and printing of the tri-folds for the Wreaths Across America. The cost of the wreaths have increased.

Dana Uhlhorn and Jamie Daniels presented for the Fernley ACES. He went over the various events that are being scheduled. They will be advertising over various radio stations.

Shari Walsh presented for The Fern 45 Patriot Poker Run. The Poker Run started in 2015 during the Veteran's Day weekend. They raise money for the Veterans Coalition and other veteran groups. The growth has been about 20% every year with participants. In 2021 they had 315 vehicles, 210 campers and 570 participants. In 2022 they had 370 vehicles, 245 campers and 727 participants.

Double Header – No presentation.

Remix PRO AM & Race for Life – No presentation

Break 7:00 PM - 7:12 PM

Motion: MOTION TO INCREASE OUR \$44,000. BUDGET TO \$63,166. WHICH IS \$19,166. ADDED.

Action: Approved. **Moved by:** Board Member McKay, **Seconded by:** Board Member Hanan.

Vote: Passed, **Summary:** Yes 3. **Yes:** Board Member McKay, Chair Torres, Board Member Hanan.

5. ITEMS REQUESTED BY BOARD MEMBERS

There were none.

6. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

Board Member Fran McKay would like to see future mandatory attendance, also would like to have more statistics on heads in beds.

Board Member Ryan Hanan agreed that better numbers are needed for events.

7. PUBLIC FORUM

Jay Rodrigues, Fernley 4th of July, congratulated Fran McKay for being chosen as this year’s Grand Marshall for 4th of July parade.


Chair Torres would like to have everyone who was present to please pass on that this was the biggest award night for FCTA grants in the history of the city.

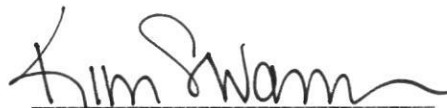
8. ADJOURNMENT

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 7:20 PM.

Approved by the Fernley Convention and Tourism Authority on December 11, 2023, by a vote of:

AYES 5 NAYS: 0 ABSTENTIONS: 0 ABSENT: 0


Chairman Albert Torres


City Clerk, Kim Swanson