

**Genoa Town Advisory Board  
Regular Meeting Minutes of August 7, 2007**

**MEMBERS PRESENT**

Chairperson Kitty DeSocio, Member Brian Williams, and Member Bill Donohoe.  
Absent were Members Dave Whitgob and Clerk Greg Pace.  
Also present was Interim Town Manager, Lisa Granahan.

**CALL TO ORDER**

Chairperson DeSocio called the meeting to order at 7:03 P.M. at the meeting room at 2289 Main St., Genoa, NV.

**PLEDGE TO ALLEGIANCE**

The Pledge of Allegiance was led by resident Marty Adamson.

**APPROVAL OF AGENDA**

**Action Item**

Member Donohoe requested that item #3 on the Consent Calendar be pulled and placed on the Administrative Agenda.

Member Donohoe moved to approve the agenda. Motion seconded by Member Williams. The motion was approved unanimously.

**APPROVAL OF MINUTES**

**Action Item**

Member Donohoe made a motion to approve the Minutes of the Regular Meeting of July 10, 2007, seconded by Member Williams. Motion passed unanimously.

**PUBLIC COMMENTS**

There were no public comments.

**ANNOUNCEMENTS AND CORRESPONDENCE**

1) Lisa Granahan gave a verbal Interim Town Manager report:

- Gearing up for Candy Dance has been the top priority for office staff and event coordinator this month. Candy making started on Monday, August 6, 2007.
- Dirt road maintenance project has been completed by Canyon Creek Construction. Mark Gonzales, Town Engineer, monitored the work closely. Mark reports that in all the years he has been working with the Town, this is the best blade work he has seen.
- The slurry seal of Sierra Shadows Subdivision is on schedule for Thursday, August 9, 2007. Notice has been given to residents. This is a one-day project.
- The wood floor in the Town Hall has been re-sanded and resurfaced and looks really good. It was in use for a wedding over the weekend and for ballroom dancing on Monday.
- Problems with trash attracting bears has been a real concern and demanded a lot of time this last month. This will be discussed further under item #9.

- The stop sign on Kinsey Way at Jacks Valley Road is scheduled for replacement and that may have taken place earlier today. The sign was faded and creating a traffic hazard.
- There have been some problems with the commercial freezer in the kitchen. We had it looked at and serviced yesterday, but they could not find any problems and it is working great. We will keep a close eye on it.
- On August 1, 2007, we had a minor plumbing repair done in the Town Hall to eliminate a leak underneath the sink.

### **CONSENT CALENDAR**

Item #3 was pulled for discussion at the request of Member Donohoe.

Resident Marian Vassar requested the item #4 be pulled for discussion.

Member Williams moved to approve the Consent Calendar, items #2 through #7, with the exception of items #3 and #4. Motion seconded by Member Donohoe. Motion passed unanimously.

2. Approve the Comptroller's Report/Budget Performance Report for June 2007.
5. Authorize Board Members to make deposits, and to take mail and claims for payment to and from the County Administration Center.
6. Approve a request by the Destination Genoa Wedding Committee to cosponsor two wedding open houses, November 3, 2007 and March 1, 2008, by contributing the use of the Town Hall.
7. Approve disposal of a Mason-Hamlin organ currently in storage.

### **ADMINISTRATIVE AGENDA**

#### **3. Approve payment, or purchase in lieu of payment, of an amount up to \$3,000 to Nevada Division of State Parks for Special Use Permit for use of Mormon State Park during the 2007 annual Candy Dance.**

Lisa Granahan stated this is an item before the Board every year for the Town to enter into an agreement with State Parks to use Mormon Station Park for Candy Dance. This year the fee is \$3,000 - last year it was \$2,836. It is generally best for the State Parks if the Town can purchase something for Mormon Station rather than paying the fee, which would go into the general fund and not benefit Mormon Station Park. This year the request is to either pay the fee or there are picnic tables requested. The Park Supervisor prefers the Town purchase those picnic tables which would be no more than \$3,000.

Member Donohoe stated that in the past the Town has purchased items directly for Mormon Station Park to avoid the fee going into the general fund. Lisa Granahan confirmed that last year benches and sprinklers for the Park were purchased.

Discussion was held regarding purchasing of the items requested as opposed to paying the fee. Member Donohoe expressed concern that if the fee were paid, the Park would not receive the benefit. Lisa Granahan said that this is the desire of the Park Supervisor as well. She is in the process of obtaining approval for the purchase of items in lieu of the fee, however she is also aware that the Town needs to have a Special Use Permit in place to have Candy Dance.

Member Donohoe asked if there was someone we can call to move this along. Lisa Granahan she will communicate with Suzanne Sturtevant at the Park to see if it would be helpful to talk to a Supervisor. Member Donohoe requested that the Town exert all the pressure it can short of losing the contract.

Member Donohoe made a motion to approve the payment, or purchase in lieu of payment. Motion seconded by Member Williams. Motion approved unanimously.

#### **4. Approve a Candy Dance Arts and Crafts Program that recognizes vendors for high quality booth displays.**

Sheryl Gonzales, Contract Events Coordinator, stated at the July 26, 2007, Candy Dance Event Planning Committee meeting, it was brought forward by the jury committee to establish an awards program that would recognize three vendors for high quality presentation of their items as well as their booth. This has been discussed at many meetings and finally presented a formal recommendation that includes first, second, and third place, that would be judged by members of the jury committee in addition to checking all the booths to assure that they are presenting items that were approved. The recommendation is that first place would receive 50% off next year's booth fee plus selection of booth location; second place would receive 25% off the booth fee plus selection; and, third place would receive selection of their booth space.

The goal is to promote high quality presentation and display of items. The Event Planning Committee reviewed the recommendation and requested that it be brought to the Town Board for approval.

Resident Marian Vassar stated she felt that doing this would be a major problem. She said that vendors set their booths up the best they can and to make it appealing. Marian also felt that depending on the type of craft, some booths could not be judged as high quality booths. She further stated that she thought some vendors would be offended and may not return.

Resident Ron Funk asked how this plan came forward. Sheryl Gonzales stated that the jury committee had been discussing it for the purpose of focusing on higher quality and presentation of items. The jury committee brought it to the Candy Dance Event Planning Committee. This is the plan approved by that committee to bring before the Town Board. Mr. Funk asked if there had been a problem with "junk" vendors. Sheryl Gonzales said there had been and the goal is to promote a higher quality. The jurying process has been strengthened and there was higher degree of scrutiny this year.

To further underscore the quality and presentation in the booths, the jury committee recommended this action.

Chairperson DeSocio asked if this program could be presented to the vendors in their welcome packet, explaining it to them and giving them the option to participate or not.

Sheryl Gonzales said that this is correct. She said discussions were held by the committee during which they talked about including an option to participate or not in the packet and that it would not preclude their participation in future events.

Member Williams said he did not see any benchmarks in the proposal that establish standards for judging. He said he is somewhat persuaded by Marian Vassar that the product can affect the look of the booth.

Lisa Granahan said the committees having been working very hard this year and many recommendations are being brought forth from the committees that have been implemented. She said that it is real positive direction to affirm the recommendation of the committees whenever possible.

Chairperson DeSocio said that she feels this is a policy decision for the Board and that the criteria for judging is for the committee to decide. The Board needs to decide if this program is acceptable and something they want to do. The committee can work out the details and take into consideration the concerns expressed.

Member Donohoe said because of difficulty getting vendors because of costs of fuel or whatever reason, if there was any chance of alienating any vendors, it would not be a good thing to do.

Discussion continued regarding the loss of booth revenue and participation or non-participation by vendors.

Member Williams said he would like to hear what the standards are for judging from the committee. Sheryl Gonzales suggested that the Board may want to give the committee general direction in coming back with criteria on how the booths will be evaluated.

Resident Christine Adamson said she could see this as an incentive to vendors enabling them to get a reduced booth fee, and she also sees Marian Vassar's concern about scaring vendors away. She felt that it should be discussed further to come up with a judging criteria.

Discussion continued regarding whether or not this program would be problematic or not.

Member Donohoe moved that the Board not approve this item as written and if someone would like to come back at another time, that would be fine. Motion seconded by Member Williams. Motion approved unanimously.

### **8. Information from Steve Lewis about the Strategic Planning process and the planned Strategic Planning Workshop of August 21, 2007.**

Steve Lewis from the University of Nevada Cooperative Extension talked about the process of strategic planning and what he would be presenting at the Strategic Planning Workshop on August 21, 2007.

He said that the purpose of the meeting on August 21, 2007, is to engage the Town in an initial strategic planning process. Strategic planning is a management tool – deciding where you want to go, identifying a vision, what strategic actions to take to lead toward the direction, to implement those actions, and to measure those actions. Steve Lewis said the process is usually very creative.

He presented an agenda for the workshop as follows:

- Purpose: To initiate an approach that prepares the Town of Genoa for the future.
- Introductions/ShareYour Vision: Write a short vision statement describing Genoa 10 years from now.
- Town Assets: Identify a special feature/characteristic/asset of Genoa that you find to be extraordinary.
- Historical Perspectives: Describe the Town 25 years ago, 10 years ago, and today. Identify characteristics of yesteryear that should be restored and those of today that need to be maintained or changed.
- Milestones: What is the most significant condition to create in Genoa?
- Benchmarks: What are the best indicators to measure progress toward the desired Genoa conditions?
- Follow-Through: How do you suggest we follow-through with the work we accomplish tonight?

Mr. Lewis estimates that three sessions or so would probably be needed. There is no charge for his services.

Lisa Granahan encouraged everyone to attend the workshop and to tell their neighbors.

### **9. Update from the Interim Town Manager about recent problems with trash attracting bears to Genoa.**

Lisa Granahan said Carl Lackey from the Nevada Department of Wildlife is present. Trash from various events, and other sources, since July has attracted bears to the Town and this has become a real problem. Carl Lackey told Lisa Granahan about an experimental tote that Tahoe Bear Box Company had available. A tote was obtained for the Town Park on July 17, 2007 – this was more of a residential tote however it gave us the opportunity to try it out. A bear did attempt to get in the tote, jumped on it, but did not get it open. The tote did work as it was intended. A trap was placed in the Town Park and the bear was caught. That was not the Town's only bear, there is at least one more in the area. Flyers have been posted around town advising to report incidences of bears, secure trash, and to visit the Nevada Department of

Wildlife website for information. Lisa Granahan said the purpose of this item is to advise residents that they need to do their part to secure their trash.

Chairperson DeSocio thanked Carl Lackey for attending the meeting and answering questions that may be presented.

Carl Lackey said he had two points. The bear totes Lisa Granahan talked about, are only experimental as far as Douglas Disposal goes. The bear tote company has sold thousands in places where they have been effective for a year or two. The main goal is to get the totes visible and let people use them. The totes are a low cost alternative compared to a metal enclosure. The second point, the Nevada Department of Wildlife dispatch is being inundated with bear calls, up to 40 per day. Calls should only be made if it is a bear causing major problems. A bear getting into trash or a bear sighting in a place like Genoa does not warrant a call.

Mr. Lackey said bear sightings are more common due to growth in the area, the learned behavior of the bears and the drought this year. Bear problems will probably get worse in the fall.

Discussion was held regarding the population of bears, the number of recent occurrences, and how the bears have become human habituated.

Carl Lackey suggested that trash be put out the morning of trash pick-up and that the use of bear-proof containers has been prove as a deterrent.

Lisa Granahan spoke with Douglas Disposal, Inc. (DDI). Trash is picked up in the back streets of Genoa around 9:00 A.M., however, on the main thoroughfares that would be difficult because of other vehicle usage at that time and safety issues. She said that DDI has been working with Tahoe Bear Box Company to make some adjustments to their tote to conform to DDI's requirements. It looks like these trash totes will become an approved item and be able to be purchased by residents.

Lisa Granahan said that Douglas County is going through the process of changing its development code to allow types of bear boxes to be placed in the Carson Valley.

In response to an audience question regarding shooting bears stalking livestock, Mr. Lackey stated that State law allows you to protect your property. However, there are a lot of things you can do ahead of time, such as bringing the animals in at night and hot wire on fencing. He said that, bottom line, when people bear-proof their trash the problems go away. He said that bear-aversion tactics are a lot more successful than relocation and is designed to modify their behavior to avoid people.

**10. Discussion and possible action to authorize the purchase of bear-proof trash containers for the Genoa Park.**

Lisa Granahan said we are contemplating a purchase of three bear-proof trash containers. There are seven trash containers at the Park now. If these work well, we may look to add more

next year. At this time, the trash containers at the Town Hall and Office have not been bothered. If that happens, we may look into purchased more bear-proof totes or a dumpster to be located in the Park and do away with all of the Town's trash containers. Lisa Granahan said that Mormon State Park has a bear-proof dumpster and that their trash containers are emptied into that dumpster every night.

Chairperson DeSocio said that the Board needs to set an example to residents by placing bear-proof trash containers in the Park.

Lisa Granahan said she is recommending the purchase of three bear-proof trash containers for a total of \$2,043 from Tahoe Bear Box Company, installed. One of the containers is handicapped, 30 gallons and the other two are 32 gallon containers.

Member Donohoe moved that we purchase the three bear-proof trash containers. Motion seconded by Member Williams. Motion passed unanimously.

**11. Update from Sheryl Gonzales, Contract Event Coordinator, regarding the 2007 Candy Dance and other Genoa Events.**

Sheryl Gonzales presented her review of tasks completed in July and August for Candy Dance. She passed out a list corresponding to the completed tasks, which includes the following items:

- All permits have been completed for road closure, Mormon State Park, Nevada Department of Transportation.
- Operations committee has now met twice and safety and security activities are in progress. Emergency evacuations plans are in the process along with plans regarding the extreme fire danger. Residents living behind Genoa will be asked to keep people from parking on the streets due to emergency issues that may have to be addressed.
- Vendor packets are being distributed.
- 292 craft spaces have been sold and 27 food booth spaces, and we continue to receive more vendors. The goal is 300 minimum and 320 maximum, craft vendors. Food vendor goal is approximately 30.
- Proposals from Krispy Kreme and Model Dairy will be presented at the next Board meeting.
- The 7-Up/Dr. Pepper Bottling Co. proposal has been approved.
- Everything is completed for the dinner-dance. The caterer is in place and John Ascuaga's Nugget will be providing desserts. Dealer's Choice is the band.
- Tickets for the dinner-dance go on sale August 13, 2007. There are 8 – 10 businesses selling dinner-dance tickets in Genoa and the Carson Valley. Tickets will be \$20 for adults and \$12 for children.
- The poster is almost completed and logo concepts have been submitted.

- All articles for the tabloid have been submitted to the Record Courier.
- The reader board has been confirmed and the Genoa Volunteer Fire Department has agreed to pick it up and return it.
- Candy making has begun. Resident Marian Vassar reported that six people came for the fudge-making workshop and 160 pounds of fudge was made in two days. She is pleased with the numbers of volunteers who have come out.
- A process for controlled load-in of vendors is being worked out with the assistance of Dan Pendleton, transportation and parking, and Cerena Cooper of Douglas County Mounted Posse Group. Also the bus turn around in the streets is being worked on.
- Met with all private owners who have juried vendors going to their spaces and finalized their maps.
- The August newsletter – Genoa Connection, will go out before the end of August. Many articles from the tabloid and other articles that did not make it into the tabloid, will be included. Emphasis on parking in the Town will also be included.
- The banner company has been selected.
- We are working on staffing needs for the weeks before the event relative to set-up and vendor check in.

Sheryl Gonzales listed additional items that still need to be completed. She also said that everything is going well. Things that need attention are getting staffing for the set-up plans with the new load-in process, as well as volunteer staffing for the whole set-up and load-out of the event.

Chairperson DeSocio requested that when resident parking passes are given out, to give the residents a reminder not to let their guests park on the streets. Member Donohoe said that employees of businesses need to park in the parking lots unless the business has room at their business for such parking. The employees are given a parking pass.

Member Donohoe asked about the \$2.00 being charged for round-trip shuttle from the Carson Valley Inn. Sheryl Gonzales stated that the money comes to the Town and an accountability system is being set in motion. He also asked about merchandise being ordered, specifically as relating to T-shirts. Resident Carole Hart said that the Merchandising Committee is working really hard to obtain quality items.

Sheryl Gonzales said that part of the 7-Up/Dr. Pepper sponsorship will include radio spots which will be begin the next week or so.

Sheryl Gonzales said the third of the four Concerts on the Green will be the Quake City Jug Band performing on August 19, 2007. She will be selling beer, wine and water.

Resident Marian Vassar asked about petty cash to be used for change for selling candy. Sheryl Gonzales said this is part of the program that resident Linda Birdwell is involved on. Marian said they never have enough petty cash for change. Lisa Granahan said there will be a meeting to discuss these issues prior to Candy Dance. Chairperson DeSocio suggested that Ms. Vassar give her requirements to Sheryl Gonzales and Lisa Granahan prior to their meeting.

No action taken.

**12. Report regarding the Town's Annual Community Garage Sale held on July 14, 2007.**

Sheryl Gonzales, Contract Events Coordinator, reported there were 20 Genoa residents participating in the community garage sale. They paid a \$10 fee to help pay for the signs and advertising. \$27 was made on the event and it was a successful event.

No action taken.

**13. Report regarding the Town's First Annual 4<sup>th</sup> of July Chicken Barbecue held at the Genoa Volunteer Fire Department.**

Lisa Granahan indicated there are copies of the event evaluation available.

In response to a question from Member Donohoe regarding the budget, Chairperson DeSocio stated that the expense column was actually estimated amounts from the original budget. The Total column is actual.

Chairperson DeSocio stated that this is the first 4<sup>th</sup> of July Chicken barbeque held in conjunction with Pops in the Park. The purpose was to generate revenue and build community camaraderie and spirit. 168 chicken barbeque dinners were sold. There were approximately 18 people who volunteered approximately 159 hours. Suzanne Corban volunteered and decorated the tables and they were spectacular. She suggested doing more publicity next year. She felt having one theme, with no choices, made the execution seamless. There was ice cream, root beer floats, and various drinks.

Chairperson DeSocio recommends that there be a meeting with the volunteers, and anyone who is interested, to talk about what should be changed if it is decided to go forward next year or what should be the same. This information can then be reviewed early next year.

Chairperson DeSocio stated that \$1,075.74 was made on the event. The event was very successful.

**ADJOURNMENT**

Motion to adjourn the meeting by Chairperson DeSocio, seconded by Member Donohoe. The motion approved unanimously. The meeting was adjourned at 8:53 P.M.

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