

**Genoa Town Advisory Board
Minutes of Regular Meeting April 1, 2008**

MEMBERS PRESENT

Chairperson Kitty DeSocio, Member Brian Williams, and Clerk Greg Pace.

CALL TO ORDER

Chairperson DeSocio called the meeting to order at 7 p.m., in the meeting room at 2289 Main St., Genoa, NV.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Clerk, Greg Pace.

APPROVAL OF AGENDA

Chairperson DeSocio said she would like to bench item 10, discussion and possible action regarding the Town of Genoa Annual Work Plan until May 2008, and item 13 discussion and possible action regarding review and modification of the Town's Policies and Procedures. This review will include Candy Dance, Christmas Faire, and Standing Board Committees. Also move item 9, discussion and possible action to adopt the tentative Fiscal Year 2008-09 Town of Genoa's budget, including the Operational Fund, Ad Valorem Capital Projects Fund, and Construction Reserve fund until after item 12. Member Williams moved to approve the agenda as amended. Motion seconded by Clerk Pace. Motion passed unanimously.

APPROVAL OF MINUTES

Special Meeting Minutes of February 12, 2008 (held to next month)

Special Meeting Minutes of February 19, 2008

Chairman DeSocio moved to hold the minutes for approval until next month. Member Williams seconded, motion passed.

Regular Meeting Minutes of March 4, 2008

Resident Martha Williams reported the third paragraph on page three of the Manager's Report states "The Town is making effort to reach out to competing applicants in a collaborative way." According to Ms. Williams, that never happened. Clerk Pace moved to approve the minutes as noted, member Williams seconded, motion passed unanimously.

PUBLIC COMMENTS

Martha Williams asked to go on record that Kitty DeSocio is the only one who has tried to work with the private permit holders, and she would like these efforts to continue for 2009.

ANNOUNCEMENTS AND CORRESPONDENCE:

1. Sheryl Gonzales gave the Town Manager Report:
 - Installation of the doggie waste stations has been completed

- Tree trimming in front of church has begun
- Debris in park is being gathered and taken to the dump
- Storm drain installation in front of Town Office has started and will be completed within the next month. In May additional funds will be requested for cement in the back area.
- Special Events were very successful and well run by community volunteers.
- Linda Birdwell and Claudette Springmeyer of the Comptroller's office are working the with staff members Kris Wilkison and Sheryl Gonzales.
- Ms. Birdwell donated a flat computer screen for the Town Manager's desk.
- Ms. Gonzales had two meetings with the Sierra Philharmonic orchestra and has asked a member to speak at the next Town Board in meeting.
- Ms. Gonzales spoke at a Kiwanis's club meeting one morning during the previous week. The subject had to do with Candy Dance and the competing events.
- Park Supervisor Suzanne Sturtevant has verified the Campbell property will be available for this year's Candy Dance event, to allow the Town to expand the number of vendor booths.

CONSENT CALENDAR

Chairperson DeSocio read the consent items:

2. Approve the Comptroller's Report/Budget Performance Report for February 2008.
3. Authorize the chairperson to send a letter of support to the Carson Valley Trails Association as a part of their grant application to the State of Nevada Question 1 Program to fund a portion of the Foothill Trail System.
4. Discussion and possible action to approve a budget transfer of \$7,865 from the Small Project Account to the Capital Projects Account in the 624 Fund.
5. Discussion and possible action to approve a proposal for \$2,558.00 from Kustom Koatings for the completion of Crack Sealing of Foothill Meadows Court.
6. Discussion and possible action to award the Town of Genoa's 2008 Road Improvement Project to BR Construction in the amount of \$18,145.50.

Clerk Pace moved to accept the Consent Calendar. Member Williams seconded the motion, motion passed unanimously.

ADMINISTRATIVE AGENDA

Update from Lynne Bowersock, St. Patrick's Day Co-Chair, regarding the 2008 St. Patrick's Day Event. Lynne Bowersock reported on the St. Patrick's Day event she co-chaired with Marian Vassar. Ms. Bowersock was pleased to announce the event was a great success and only cost the Town \$18.23 to feed over 120 people. The Irish coffee donated by Sheryl Gonzales was a big hit and they plan to serve it again next year. Ms. Bowersock thanked all the people who had volunteered including Darlene Tiffany who donates five cooked whole corned beef roasts every year. She said Patrick Jolly's singing added a great deal to the enjoyment of the evening.

Update from Karen Holmes, Easter Egg Hunt Co-Chair, regarding the 2008 Easter Egg Hunt. Karen Holmes reported on the Easter Egg Hunt she co-chaired with Anita Mathews. Ms. Holmes thanked Sheryl for her advice, and weather for being great that day. The

event cost the Town \$241.62. She credited the happy children, and parents who provided plenty of eggs and an extra back-up supply kept in a basket next to the bunny for children who arrived late. She said the Easter Bunny was a big hit, but parents preferred to take their own digital photos. She recommends not doing Bunny photos and to spare the expense of buying film. She also suggested future committees re-think boiling real eggs for health and hygiene reasons and use all plastic ones instead.

11. Discussion and Possible Action regarding 2008 Candy Dance, including but not limited to:

- a. Changes to the event site and associated logistics;**
- b. The addition of new partnership programs;**
- c. Changing the date of the Candy Dance-Dinner Dance.**

Sheryl Gonzales reported on several meetings that have taken place over the last five months with the community, including business. Issues and opportunities have been identified for the next steps to take to keep Candy Dance a strong event enabling the Town to continue as an independent entity.

In discussing the three scenarios listed above, Sheryl Gonzales said that the town could keep Candy Dance as it is. The benefits would be the feel of Candy Dance remains the same, businesses in Town benefit from the crowd (30,000-50,000 people) being brought to their doors. She said the possible impact would be competing events benefit from the crowds attracted by Candy Dance, and the rest rooms, publicity, volunteer effort, debris boxes, etc., the Town provides. However, because of the presence of the buy and sell vendors, many of the Town juried vendors are less likely to return. This results in dwindling applications and revenues and puts the Town at risk of not being able to survive as an independent structure.

Ms. Gonzales discussed the possibility of two separate areas, one for “Buy and Sell”, or gift show, and a separate area for handmade crafts. The benefits would be a greater opportunity to generate revenue through increased participation of vendors; an area that would showcase the juried artists; ability to appeal to larger market; retain the feel of the event, and local business could still benefit from the crowds. The possible impacts would be competing events continue to benefit from the Town provided resources and juried vendors are still less likely to return.

Sheryl Gonzales said we could place Candy Dance in a specific corralled area, such as Mormon Station, the Campbell property, and Jack’s Valley Road (up to First Street). The benefit would be to provide an opportunity to segregate the juried show from competing events and dilute the benefits available to competing events. This would demonstrate to the juried vendors the Town is committed to supporting the quality of the event and to increase the likelihood of them returning the following year. Transportation could take attendees directly to the Candy Dance event entrance. The possible impacts would be that local businesses benefits may be diluted as the crowd would now be concentrated on north end of Town. Logistics of the event would require revision and as a result, a re-submission of the Outdoor Festival Permit to the County for approval would be necessary. The feel of the event would change and publicity would need to be increased to inform the public of the changes. Increased interaction

with the businesses would need to be developed to promote services that will draw attendees to their front doors.

Ms. Gonzales discussed the possible addition of a new partnership program, which would require a change in policy. Policies and criteria need to be considered before going forward. This is being proposed in order to provide an opportunity for companies to gain visibility and promote their products or services as well as reduce costs and raise revenues for Candy Dance. She suggested two opportunities: naming rights, and a booth for product including publicity. Ms. Gonzales said for example: *Official Candy Dance Juried Art Show Presented by* (a company's name). Advertising and signage assigned areas would be based on the level of giving. Selection considerations must ensure partners promote the fun, healthy and positive image and the history of Genoa, the Carson Valley, and Nevada. Religious, political, or sexual content sponsorship is impermissible use of public resources and the Town would reserve the right to prohibit such partnership. Amounts would range from \$100.00 to \$1,000.00

Sheryl Gonzales discussed changing the date of the Candy Dance Dinner-Dance. Many members of the community would like the Town to consider moving the dinner-dance date earlier in September. The weather being typically warmer then, may increase the sale of tickets and bring in more revenue. It would also allow workers at Candy Dance the opportunity to attend when they are not exhausted from the event's activity.

The Chair and the Board members discussed the three scenarios. Member Williams felt increasing buy and sell vendors will make it impossible to sustain the juried art show quality of the Candy Dance Faire. Clerk Pace said leaving things as they are does not seem to be working since revenues are falling. He likes Scenarios B and C. Chairperson DeSocio suggests going through B to end up at C, as a five to 10 year goal. Clerk Pace concurs and suggested Scenario B for this year and C for next year.

Resident Martha Williams had two comments. The first was that it seemed to her a lot of trouble was being gone to in order to stop private permit holders, and she asked if she and the Autumn Boutique could be a \$2,000.00 partner, e.g., *Peddler's Fair official sponsors of the Juried Candy Dance Show*.

Lynn Bowersock stressed the importance of letting vendors know the Town is taking steps to demonstrate an effort to improve the situation. She feels they need to be assured their experience will be enhanced from what happened last year and the year before.

Resident Brooks pointed out vendor fees are a major portion of the Town's revenue. It is discouraging to the juried vendors who go through the process of qualifying to see other vendors unloading imported items that are non-crafted. He believes Scenario B would continue to erode the vendor base. Chairperson DeSocio says it is a little late to reorganize the event to get to Scenario C and questioned whether it would even be logistically possible for this year.

Member Williams doesn't see B and C as all that different and suggested more thinking needs to be done. He was uncomfortable making decisions on such a major issue without the input of the two absent Board members.

Chairperson DeSocio stated the Board is in the process of developing a budget benchmarked for \$270,000.00 revenue from Candy Dance. The Town should see if the revenue needed to support these changes is available before deciding.

Resident Chris DeSocio said the community needs to act in concert since revenue comes from booth sales the Town would be competing with itself and should decide to go one way or the other. He suggested lowering booth fees to vendors to help with driving/gas expenses. He feels it is a bad idea to change everything for this year and does not like the idea of Scenario C, which would spread the event all over Town. He would rather see it kept quaint and concentrated in Town, and as far away as possible from residences.

Town Manager Sheryl Gonzales stated there could be 190-200 booths at Mormon Station and approximately 30 on the Campbell property. Ms. Gonzales said so far there are 260 applications compared to last year at this time when there were 290 – 17 of these are food vendors.

Jennifer Hollister said applications have been declining from earlier years. Town Manager Gonzales relayed in talking to vendors last year, she was told they will not be returning because "Buy and Sell" is decreasing their sales and the vendors do not see it as a juried art show. If the Town chooses Scenario C, this year's event would have to be re-permitted. The two competing event permit applicants during the same weekend as Candy Dance have estimated their expected attendance at 3,000. The weekend Candy Dance crowd actually numbers 30,000 to 50,000 people.

Christine Adamson, who has served on Genoa's jury committee, said she spoke with a hand-painted gourd vendor who has participated in Candy Dance for the past 10 years. This vendor told Christine she would not be returning because of the sale of all the merchandise made in China. Chairperson DeSocio stressed the importance of quality control and following-up with vendors who are in violation of Faire policies. She feels the Town should be actively seeking quality vendors.

Bill Bowersock asked about the two competing permit holders and if they are charging the same booth rental rates or cutting Genoa's prices. He feels the reputation of Candy Dance is going downhill and handmade American crafts cannot compete with imported items these days. Clerk Pace moved to accept the B Scenario of geographically separating hand crafted items from gift show/"Buy and Sell" items in the Genoa Park and Campbell property area. Motion seconded by Member Williams, passed unanimously.

In regards to the addition of the new partnership program, Member Williams moved to continue this item. Member Pace seconded, motion passed unanimously.

There was discussion regarding changing the date of the Candy Dance Dinner Dance. Jennifer Hollister said the original Candy Dance followed by a midnight dinner was held in December. She thinks it is a good idea to separate the dance from the Faire's weekend activities.

Member Williams moved to hold this year's dance no earlier than September 13, at the Orchard House venue. Clerk Pace seconded.

Resident Chris DeSocio said the Town would be diluting its resource pool by separating the two events. Kurt Hilderbrandt announced the Record Courier would read, *Genoa Unhitches the Dance from the Event That Started It*, and said it will no longer be the 88th Candy Dance unless there is a dance.

Resident Bill Bowersock stated he worked the bar at the Dance after running the ice truck all day and would appreciate moving the date to another weekend. He pointed out that it is really two different groups of people that put on the dinner dance and the fair.

Member Williams withdrew his motion. Chairperson DeSocio moved to leave the dinner/dance the same weekend as the Candy Dance Faire. Member Williams seconded, motion passed unanimously.

12. Discussion and Possible Action Regarding recommendation to the Board of County Commissioners on applications for Outdoor Festival Entertainment Event permits for the same weekend as the 20089 Candy Dance, including but not limited to applications submitted by Martha Williams and Phil Stoll.

Town Manager Gonzales spoke regarding Phil Stoll's and Martha Williams' applications and urged the Board to send letters to recommend denying the permits. She said estimated numbers have been understated and applicants have not provided sufficient details. Parking is not adequate for the two competing permit locations to accommodate even the low numbers they have estimated. Hand washing station, restrooms are also inadequate. The Town Board request to deny permits could be walked down to the County Clerk's office.

Resident Martha Williams stated she has 776 parking spaces. The County Code was developed to prevent a Woodstock type event from happening and David Hall, District Attorney said the formula is not applicable. Mimi Moss, in Community Development, advised applicants to use 10% of what the Town states in its application and says everything is fine.

Chairman DeSocio stated the Board is not the sani-hut or garbage police. When someone submits an application, it goes through various departments and checklists when at the County. The Stoll and Williams permit applications have been approved by every agency in the County and the Town Board is the only agency left to approve.

Captain Aymami of the Douglas County Sheriff's Department provided a detailed description as to where the road closures will be and how traffic will be directed. The Sheriff has recommended moving the location of an officer on Foothill Road to be further north than what has been done in the past.

Sheryl Gonzales reported on the calls she made to those who will be impacted by this change, including Dan Pendleton and Val Sonneman with Gardnerville Elementary School PTA. Mr. Pendleton manages all parking and transportation for Candy Dance. Ms. Sonneman and Gardnerville Elementary School PTA have managed the Foothill parking lot. Concerns were expressed about changing locations of the uniformed officer at locations to make sure everything happens in a safe manner. A volunteer will be stationed on the road in place of an officer. She will be meeting with the Nevada Department of Transportation. Dan Pendleton, who has been managing Candy Dance traffic for 28 years, will also attend that meeting. The traffic control plan will be discussed at that time. Captain Aymami stated the road blockage is not changing and there will be an officer's presence there. If it doesn't work out, it will be adjusted. The map was reviewed.

Chairperson DeSocio stated the Town of Genoa and Candy Dance have never been charged a fee from Douglas County Sheriff's office. This year it is costing \$6,149.00 for what is being called the Genoa Fall Event because it is not for the Candy Dance, etc., but for the entire weekend. If the Town does not want to share the cost with competing events, each applicant will have to pay the same amount. She feels the Board should consider engaging in the cost sharing agreement and that it is in the best interest of the Town of Genoa. Next year all participants could be under one permit.

Captain Aymami said during the Genoa Fall Festival the Sheriff's Department is dealing with a group of 40,000-60,000 people and a minimum fee to cover personnel is needed in order to do this. Fees have varied from year-to-year depending on who was in charge at the Sheriff's Office and assured the Town this is not an attempt at double-dipping but is charging equal fees in the interest of fairness. Various applicants are welcome to cooperate in fee sharing to save costs. The Department will not grant permits until the fee is paid so a decision must be made before meeting on Thursday. Gilles LaGourgue's application has not yet been submitted.

Member Williams expressed concern about two things: The first being volunteers feel their work benefits the private vendors. And secondly, juried vendors are not returning because of the buy and sell items. He would like to see that addressed as a condition for next year that all are coming under a single permit. He asked how Phil Stoll and Martha Williams feel about having their vendors juried.

Resident Martha Williams said she has been doing that for the past 11 years, and as an appraiser is qualified to jury what comes in. She just puts them in a different place the same, as the Town will be doing. As a longtime resident she has always kept her vendor base down out of respect to the Town. She stated it has never been her aim to destroy Candy Dance. Ms. Williams requested the Board set a date to meet. Chairman DeSocio wants to first decide who the two board members representing the Town will be.

Lisa Granahan suggested considering extending the cost sharing to any other fees the County Board might add in the future which are unknown. Ms. Granahan indicated she has heard discussion that the County may need to start charging for additional services in the future.

Chairman DeSocio moved to agree in principle to cost share all fees deemed necessary as stated by Douglas County. Genoa will be sharing a fee with the competing event holders Martha Williams and Phil Stoll this year--with the condition that next year there will be only one permit and details are to be worked out before then. Member Williams seconded, passed unanimously.

A break was taken and the meeting was called back in session at 9:56 p.m.

9. Discussion and possible action to adopt the tentative Fiscal Year 2008-09 Town of Genoa's budget, including the Operational Fund, Capital Projects Fund, and Construction Reserve fund.

Lisa Granahan and Sheryl Gonzales have refined the proposed budget and reported back to the Board that totals for the Operational fund are just over \$398,000.00; Ad Valorem capital projects fund is a little over \$19,000.00; and the Construction Reserve a little over \$141,000.00. At the March 25, 2008 Budget Workshop, the staff was directed to make changes which have been incorporated and reviewed with the Board. It had been determined in March that \$2,500.00 in expenditures cuts were needed. Ms. Granahan made the following recommendations: Reduce maintenance assistant vacation coverage by \$500.00; decrease advertising expense from \$1,700.00 to \$1,000.00; decrease Internet fees by \$500.00. The Town will still have Internet and a website, only the amount previously budgeted for modification has been removed. \$120.00 was added to the Christmas Faire for more advertising. The Comptroller's revised property Ad Valorem tax estimates are down \$3,111.00 so corresponding expenditure reductions were needed. Dirt road maintenance was reduced. Some of the Construction Reserve Town Hall repairs were moved into the fiscal year 2009-2010 budget. \$50,000.00 is earmarked for the Carson Street/Foothill Road Drainage Improvement Phase II Project. NDOT will be asked to participate. Ad Valorem Proposed 2008-09 \$27,000.00 is now at \$24,000.00—representing the biggest change since last meeting. Town Manager Gonzales discussed her revisions in the Candy Dance budget.

Ms. Granahan advised the Board they needed to adopt a tentative budget tonight. She also suggested the Board consider increasing the event facility rental rates and advertising targeting the market for May and November weddings. Clerk Pace mentioned cost of living increases by the County and that the lease at the church is expiring in June and might also be considered for an increase. Clerk Pace moved to adopt the tentative proposed budget, seconded by Member Williams, passed unanimously.

ADJOURNMENT

Member Williams moved to adjourn, Clerk Pace seconded. Motion approved unanimously. The meeting was adjourned at 9:10 pm.

Respectfully submitted,

Anita Mathews