

**Genoa Town Advisory Board
Regular Meeting Minutes of May 6, 2008**

MEMBERS PRESENT

Chairperson Kitty DeSocio, Member Brian Williams, Member Bill Donohoe, Member Dave Whitgob and Clerk Greg Pace.

Also present was Town Manager, Sheryl Gonzales.

CALL TO ORDER

Chairperson DeSocio called the meeting to order at 7:02 P.M. at the meeting room at 2289 Main St., Genoa, NV.

PLEDGE TO ALLEGIANCE

The Pledge of Allegiance was led by Lisa Granahan.

APPROVAL OF AGENDA

Action Item

Member Williams made a request to move Item 21, review and modification of the Town's Policies and Procedures to the June meeting.

Sheryl Gonzales stated that Item 2 under the Consent Calendar the Comptroller's Report/Budget Performance Report for February 2008 had already been approved and the March 2008 Report will be moved to the June 3, 2008 agenda. There was an error in the report which should have read March instead of February.

Clerk Pace requested to move Item 3 of the Consent Calendar to the Administrative Agenda.

Member Williams made a motion to approve the Agenda as modified. Motion seconded by Member Whitgob. Motion approved unanimously.

APPROVAL OF MINUTES

Action Item

Minutes of Special Meeting of February 12, 2008:

Sheryl Gonzales stated that on page 3, last paragraph, Dirk Goering, City Planner should read County Planner.

Member Whitgob moved to approve the minutes of the Special Meeting of February 12, 2008. Motion seconded by Clerk Pace. Motion approved 4 – 0. Member Donohoe abstained.

Minutes of Special Meeting of February 19, 2008:

Chairperson DeSocio stated that the minutes of the Special Meeting of February 19, 2008 had previously been approved, therefore, there is no action to be taken on these minutes.

Minutes of Special Meeting of March 25, 2008:

Sheryl Gonzales stated that on page 10, 3rd paragraph, the County's Capital Improvement Fund should read the Town's Capital Improvement Fund.

Chairperson DeSocio moved to approve the minutes of the Special Meeting of March 25, 2008. Motion seconded by Member Williams. Motion passed unanimously.

Minutes of Regular Meeting of April 1, 2008:

Chairperson DeSocio stated the approval of the minutes section is inaccurate if the minutes of February 19, 2008 had been previously approved.

Chairperson DeSocio asked these minutes be reviewed again as there are motions that are incomplete as well as some other errors. These minutes need to be corrected and placed on the agenda for June 3, 2008.

Minutes of the Special Meeting of April 15, 2008:

Member Whitgob made a motion to approve the minutes of the Special Meeting of April 15, 2008. Motion seconded by Member Williams. Motion approved 3-0, Chairperson DeSocio and Member Donohoe abstained.

PUBLIC COMMENTS

1. Resident Bill Bowersock gave an update on the platform in the park on behalf of the GGBA. Twenty people volunteered. The County has done its inspection and the platform has been approved. Additional beams will be added to the top to create a trellis and plants will be planted to create shade. He stated that funds from the Town may not be needed.
2. Resident Bill Brooks said the electrical on the platform project is awaiting the GGBA to complete the rough-in around the pipes. The lights need to be hung and the breakers need to be connected.
Mr. Brooks advised the community that the County Commissioners approved Item 31, an ordinance titled Floodplain Management Ordinance, and it applies to everyone in Zone X. There are major changes requiring extra permits and engineering for anyone who wants to build in Genoa.
3. Resident Lynn Bowersock stated that the Information Booth is up and running in the center of town. There has been a great response and she thanked the volunteers who man the booth on weekends. She thanked Chad Coons for storing their items and Cammy Murray for moving the gazebo.

ANNOUNCEMENTS AND CORRESPONDENCE:

1. Sheryl Gonzales gave her Town Manager report:
 - Candy Dance planning meetings began on April 29, 2008;
 - Volunteers that will oversee Candy Dance program areas are:
 - Bill Bowersock – ice;
 - Marian Vassar – candy making;
 - Kathi Diehl – jurying;
 - Bill Hutchison – food booths;
 - Bob Vibe – merchandise;
 - Barbara Wilson – publicity;
 - Dan Pendleton – parking, transportation, & operations;
 - Tom Peters – sanitation;
 - There is no chair for the Dinner/Dance;
 - The next meeting will be May 12, 2008.

- Jurying is almost complete and contracts will begin going out the week of May 12, 2008. There are 263 craft vendor applications and 20 food booth applications.
- The Town road improvement project will begin next week. Mark Gonzales, Town Engineer, will be over-seeing that project.
- Upon approval of the magnesium chloride bid, this process will be included with the entire road improvement project schedule.
- A Genoa Town Advisory Board Training meeting is set for May 13, 2008 at 6:30 P.M. at the Town offices.
- The newsletter will be going out to residents next week.

CONSENT CALENDAR

Member Donohoe moved to approve the Consent Calendar as amended Motion seconded by Member Williams. Motion passed unanimously.

4. Discussion and possible action to approve the proposal with the Douglas County Sheriff's Mounted Posse (DCSMP) to park vehicles and collect fees at the Genoa Lane Lot as well as direct traffic of the overnight vendors and daytime vendor parking for the 2008 Candy Dance. DCSMP will receive 25% of the \$5.00 parking fee and 50% of the \$35.00 overnight parking fee.
5. Discussion and possible action to approve the proposal with the Douglas County Sheriff's Mounted Posse (DCSMP) to provide night-time security patrol services for the 2008 Candy Dance at a cost of \$1,000.00;
6. Discussion and possible action to approve the proposal from the Gardnerville P.T.S.O. to park vehicles and collect parking fees at the Foothill Lot during the 208 Candy Dance for 25% of the \$5.00 parking fee;
7. Discussion and possible action to approve the proposal with the Silver Knights Motorcycle Club to park vehicles and collect parking fees at the Genoa Cemetery Lot for \$1.25 or 25% of the \$5.00 parking fee that is collected per car;
8. Discussion and possible action to approve the agreement with the Giovacchini Family – Ranch One to park cars on Ranch One during the Genoa Candy Dance Arts and Crafts Faire, September 26, 27 and 28, 2008 for \$8,500.00;
9. Discussion and possible action to approve a payment to not exceed \$656.08 consistent with the agreement with the Genoa Cemetery Association to park cars on the Genoa Cemetery parking lot during the 2008 Candy Dance, September 27 and 28, as provided for in the rental agreement between the Town of Genoa and Genoa Cemetery Association which was renewed in April 2004;
10. Approve the agreement between the Town of Genoa and Genoa Volunteer Fire Department to provide assistance with the 2008 Candy Dance by providing space on the Fire Department's property for food booths;

11. Discussion and possible action to adopt the FY 2008-09 Town of Genoa Budget, including the Operational Fund, Ad Valorem Capital Projects Fund and Construction Reserve Fund;
12. Discussion and possible action to approve a proposal for \$4,076.16 from Western Oil and Spreading for the supply and spreading of magnesium chloride for dust mitigation and surface treatment in conjunction with the Town's 2008 Road Improvement Project;
13. Discussion and possible action to approve a proposal for \$9,600.00 from Carson Valley Tree Care for the trimming of trees and the removal of decayed trees to reduce hazardous conditions in Genoa Park and in the Town;
14. Discussion and possible action to approve a proposal from The Genoa Company to provide the necessary labor and materials to remove and replace the wooden porch deck at the Genoa Town Hall;
15. Discussion and possible action to approve a proposal from Rainbo Tims Concrete for \$1,876.00 to pour concrete around drain system recently installed at the Town Hall;
16. Authorize chairperson to send a letter thanking the GGBA and volunteers who raised funds and built the platform in the Genoa Town Park.

ADMINISTRATIVE AGENDA

3. Approve agreements with Genoa property owners, Orchard House/Randy Falcke, Trimmer Ranch One/Lisa Lekumberry, Rustic Romance/Kathi Diehl, Genoa House Inn/Keith and Suzanne Corban, and Gilmor-Coons Realty/Chad and Gina Coons, who have agreed to lease their property during the 2007 Candy Dance.

This item will be continued to the June 3, 2008 GTAB meeting Administrative Agenda as there is an error in the agenda stating 2007 Candy Dance. It should state 2008 Candy Dance.

17. Discussion and possible action to approve Gilmor-Coons Realty underwriting of the Genoa Connection Newsletter for the May, August, November, February issues for an amount not to exceed \$450.00 to cover the cost of postage and folding.

Town Manager Sheryl Gonzales stated Chad Coons has come forward with a proposal to underwrite postage and folding of the newsletter issues at a cost of approximately \$450 per year. The newsletter is distributed to approximately 650 residents.

Member Williams thanked Mr. Coons for his donation.

Resident Ron Funk suggested selling advertising. This will be discussed at a later date.

Clerk Pace moved to accept Chad Coons' proposal. Motion seconded by Member Whitgob. Motion passed unanimously.

18. Discussion and possible action to review the 2008 Candy Dance, including but not limited to:

- A. Changes to event site and associated logistics
- B. Changing the date of the Candy Dance/Dinner Dance
- C. Determining or defining quality of juried vendors and associated activities to support that determination.

Chairperson DeSocio stated that each item would be discussed separately.

In response to a question from Chairperson DeSocio as to why this item is being discussed again after being discussed in April, Sheryl Gonzales said that several members of the community asked that the matter be re-agendized. The County attorney said that it is lawful and appropriate to go forward.

Sheryl Gonzales reviewed the options that had been presented at the April 1, 2008 meeting.

- A. Changes to event site and associated logistics:

Ms. Gonzales said the option approved at the previous meeting for item A was to have all of the vendors throughout the town as well as the opportunity to have buy and sell in Genoa Town Park.

Ms. Gonazles stated the recommendation of Candy Dance volunteers coming forward at this time is to place Arts and Crafts juried vendors in the following locations listed in order of priority. First, Mormon Station and Campbell property filled with juried vendors, followed by Nixon Street, followed by Genoa Town Park, and then distributed to the private property owners. The volunteers would also like to have candy and merchandise housed at Mormon Station/Campbell Property. The goal is to locate the juried show in a specific area.

Ms. Gonzales discussed the procedures that would be done to identify the vendors as an Official Arts and Crafts and/or Food vendor of the Town of Genoa Candy Dance.

Sheryl Gonzales referred to the Candy Dance 2008 Recommendations attached to the agenda of this meeting.

Chairperson DeSocio stated, based on the current number of applications, private property owners would not have any booths on their property.

Member Donohoe asked where are we going to come up with additional vendors to fill spaces. He feels that not filling the spaces of the private property owners, opens the door to those property owners getting their own permits and not being part of Candy Dance.

Discussion continued regarding the number of applications received to date. Ms. Gonzales said we are doing publicity, arts and crafts fairs are being attended by jury committee members, as well as calls being made to other vendors inviting participation.

Jury committee chairperson Kathi Diehl said the committee has agreed to do a “telephone tree” to find additional vendors. She said they are trying to find good quality sources.

A lengthy discussion continued regarding several issues including the timing of changes which may be made at this meeting, concerns about the re-agendizing of these items which were discussed at the April meeting, and the decisions of the Board at that meeting.

Member Donohoe requested a review of the issues regarding this agenda item. Ms. Gonzales gave a summarization of the recommendation being presented as stated at the beginning of this item. Ms. Gonzales explained how vendors had been assigned booth spaces in the past and how this recommendation differs from the past.

There was a discussion regarding prioritization of placement of vendors on private property. Ms. Gonzales said the committee would identify criteria on how to distribute the booths after receiving direction from the Board tonight. Ms. Gonzales discussed the various recommendations of the Candy Dance Committee as they relate to placement and designation of official Candy Dance vendors.

Member Whitgob summarized his understanding of what would take place irregardless of the Board’s decision tonight:

- 1) All vendors will still be juried;
- 2) Recruitment of vendors will still be very aggressive.

Member Whitgob said the recommendation appears to state that there be more integrity in the event, we draw more attention to the genuine Candy Dance, fill that first, and then aggressively continue to fill the event with vendors with the goal to put vendors on private property – with a 50/50 split.

There were public comments and discussion regarding the numbers of current and anticipated vendors.

Member Whitgob said the most important issues in his opinion, in order of importance, are:

- 1) The Town of Genoa – sustainability, financial independence and rich heritage, which need to be guarded;
- 2) The volunteers – people who work hard year-round. Making sure they are happy and motivated;
- 3) The property owners.

Clerk Pace said he agrees with Mr. Whitgob’s priorities. The purpose of Candy Dance was to fund the Town’s infrastructure.

Member Whitgob moved to support the recommendation of prioritizing booth placement in the interests of maintaining the integrity of the genuine Candy Dance juried vendors and work out from the initial point at Mormon Station, fanning it out as described, with the intention of

getting enough booths to make it financially viable and allowing the excess booths to be on private property, with a revenue share for 2008. Clerk Pace seconded the motion.

Discussion continued regarding placement of juried vendors.

Chairperson DeSocio called for a vote on the motion. Motion passed, 4-0. Chairperson DeSocio abstained.

A short break was taken.

Chairperson DeSocio called the meeting to order at 8:50 A.M.

B. Changing the date of the Candy Dance/Dinner Dance:

Sheryl Gonzales recommended to have the dinner/dance September 6th and to make the month of September, Candy Dance Season. Other events scheduled in September would include, September 14th – Concert on the Green, with candy pre-sales and wine tasting; September 20th, an event such as Suds and Duds, at the Genoa Bar with sales of Candy Dance merchandise. The committee also discussed having a barbeque on Saturday evening of Candy Dance hosted by Trimmer/Ranch One.

Member Whitgob asked if there would be any budget requirements for this increased activity. Ms. Gonzales said she had researched this issue. There would need to be additional volunteers only for candy sales. The goal would be to not have additional expenditures.

Ms. Gonzales stated a permit would have to be obtained for the dinner/dance. This has not been discussed with the Sheriff's or Fire Departments.

Clerk Pace said that this Board had previously decided that we wanted this event to be a money-maker, which is predicated by the number of people attending. Cold weather affects the event. He stated moving the dinner/dance up is a revenue opportunity.

Member Whitgob said we would have to rely on projections. Mr. Whitgob said if we have volunteers and we can market it, and if we were going to have the dinner-dance in a more favorable environment, we would probably do better with the change. He said he is concerned, however, that we would be able to execute and get enough people to attend.

Discussion continued regarding the weather and its effect on the dinner/dance and the work of the volunteers. Resident Les Kynett said volunteers work all day at Candy Dance and are tired in the evening.

Member Donohoe said the dinner/dance has been on the same weekend for 88 years and he sees no reason to change, regardless of the weather. He suggested having the dance during the summer as an additional revenue source.

Concerns were expressed that included the permitting process, changing the tradition of the dance, timing and weather.

Sheryl Gonzales pointed out this was the recommendation of the volunteers who put on the event and the people who would be organizing the events. They are the ones who would be implementing it. The volunteers are tired by the evening. Changing the date provides a better opportunity for warmer weather and for an energized volunteer group. It also provides an opportunity for people in the area to come to Genoa and spend money at our businesses during the whole month.

Resident Lynn Bowersock stated two of the last three years have not been good weather and that as a volunteer she is exhausted after a long day. She feels that the first weekend in September would be better weather than the last weekend.

Member Whitgob said he felt there was a lack of clarity regarding the barbeque issue. He said the weather probably would be better the first weekend, and he applauds the volunteers for coming up good ideas. However, he does not think this has been completely worked through and is lacking detail which makes it difficult to support.

Member Donohoe moved to continue with the dinner/dance on Saturday evening of Candy Dance weekend. Chairperson DeSocio seconded the motion.

Member Whitgob stated he would like us to further explore some of the other events.

Resident Jody Kynett said at the Candy Dance Committee meeting, the volunteers supported the date change because of the weather and they would be fresh because they had not been working late at Candy Dance. She said they discussed having the dance at the Town Park which would result in a savings.

Chairperson DeSocio called for a vote on the motion. Chairperson DeSocio and Member Donohoe voted for the motion. Member Whitgob voted against the motion. Member Williams and Clerk Pace abstained. The motion does not carry.

Chairperson DeSocio said the dinner/dance remains on Candy Dance weekend based on last month's motion.

C. Determining or defining quality of juried vendors and associated activities to support that determination.

Sheryl Gonzales stated the members of the jurying volunteer group approached her with the idea of an international market at the Genoa Town Park, requesting her guidance regarding the meaning of buy and sell in the Park and what does juried mean. She said she is looking to the Board for direction on how to define this and if we are going to allow buy and sell, and what does that mean. An option would be the items are handmade, not necessarily in the United States, and the vendor who is selling these items did not necessarily make the items, but they

can still possibly be juried. Or, it could be buy and sell that has the look of handmade items which would still be juried, and would be called the International Market Place.

Ms. Gonzales said direction was given at the April 1, 2008 GTAB meeting to have buy/sell in Genoa Town Park. If the Board wishes to proceed with that same position, how would the Board define buy/sell and how would it be juried?

Member Donohoe asked about the criteria for the jury process. Ms. Gonzales responded the current criteria is the applicant has made their item, 75% of the materials used to make the item are from the United States, the applicant provides photographs showing the production of the item and of the items for sale in their booths, as well as an essay describing how they make their item.

Chairperson DeSocio made a motion that we stick with juried crafters – the way it is written in our policy today, the five criteria items – that we seek quality vendors, and add quality control. Motion seconded by Member Whitgob.

Clerk Pace asked if it is strictly goods, or services as well. Chairperson said it could be services too.

Motion passed unanimously.

19. Discussion and possible action to review 2009 Candy Dance and framework for including other events previously held the same weekend to be included with the Town application for the Douglas County Outdoor Entertainment and Event permit for 2009.

Sheryl Gonzales said in the first 2008 GTAB meeting, the Board agreed in principle to cost-share all fees deemed necessary as stated by the County with for-profit events held the same weekend as Candy Dance. The Town will be sharing the Sheriff's fee with event holders, Martha Williams and Phil Stoll, this year with the condition that next year there will be only one permit and details will be worked out before that event. Discussions are to begin soon. Ms. Gonzales is looking for direction from the Board on how to proceed with integrating all of the events under one permit for 2009.

Member Whitgob expressed his concerns regarding this issue. He suggested this is not just a 2009 event, but a moving forward event. Further, this is more of a foundation and there should be guiding principles.

Chairperson DeSocio said it was always the intent to go 10 years out. Member Whitgob said he believes in a letter it specifically said 2009.

There was discussion whether to go forward with the framework a year at a time or for years out.

Resident Martha Williams presented a draft proposal on behalf of herself, Phil Stoll, and Gilles LaGourgue to the Board and the Town Manager for consideration. The proposal states that each of them will pay 25% of the Sheriff's total fees of \$6,149; 25% of the fire and paramedics; 25% of the \$1,000 per day permit fee; and 25% of the Sheriff's command station, if charged. They will pay all of their own expenses which would be sani-huts, trash, security, parking, insurance - but they also would like to be covered under the Town insurance - and for their own certified flaggers. In return, they want no road blockage at the Peddler's Faire parking lot, they will be in charge of their own events, jury their own vendors, and set their own booth fees. They will pay 75% of the town's expenses for what the Town pays right now for County fees. This will be a 10-year contract.

Discussion continued. Member Whitgob suggested starting a series of conversations with the competing event participants, with an eye toward arriving at a common goal that lasts for an extended period.

Resident Bill Brooks said this proposal does not address the quality assurance concerns. He said the Town needs to insist there be one jurying entity, not individual jurying entities. Mr. Brooks said he would like to see all working under one permit, one set of rules.

Phil Stoll commented that she, along with the other permit holders, is willing to work with the Town.

Resident Bill Brooks suggested the GTAB choose two Board members, along with a group of other stakeholders, to negotiate with the various parties toward the goals brought forward.

Discussion was held regarding negotiations. Member Whitgob said there should be a consensus of the Board before beginning negotiations.

Sheryl Gonzales suggested the Town Manager could be directed to work with the permit holders, and then members of the Board could work with the Town Manager to have those discussions.

There was Board discussion on how to move forward. The item was continued to the June meeting.

20. Discussion and possible action regarding a recommendation to the Board of County Commissioners on the application for Outdoor Festival Entertainment Event permit for the same weekend as the 2008 Candy dance submitted by Gilles LaGourgue.

Chairperson DeSocio disclosed in the past she has had business transactions with Gilles LaGourgue. Those transactions are fully concluded. At this time, she does not have any agreements for future business with Mr. LaGourgue. Under the ethics standards, none of these constitute any conflicts of interest in this matter, however in an effort to make sure there is no concern, she will not participate in discussions or vote on this item.

Member Williams also excluded himself as he has known Mr. LaGourgue for years.

Clerk Pace chaired this item.

Sheryl Gonzales said Gilles La Gourgue has submitted an application to the County for an Outdoor Festival Entertainment Event permit. Ms. Gonzales requested input from the Board on how to proceed either recommending approval or denial of the application.

Member Donohoe asked why this application is different from the other two previously submitted.

Ms. Gonzales said there are items in the application that do not meet with codes. However, the Town is moving forward with the other events to be under one permit, and because Gilles was not part of those original discussions, she needs to know if the Board intends to bring Gilles in to those discussions.

Member Whitgob asked if Gilles had been asked to participate in discussions.

Martha Williams responded Gilles had indicated to her that he would abide by any decision that she and Phil Stoll decided was good.

There was discussion regarding Gilles not attending this meeting.

Member Whitgob asked if it would be possible that this approval would be contingent on Gilles providing us with a statement that he would agree to work with the Town.

Resident Bill Brooks reviewed the County Codes regarding Outdoor Festival Entertainment Event permits with regards to parking issues. Mr. Brooks asked to be on the record expressing his concern about the County Commissioners approval of the Outdoor Festival Entertainment Event Permits for Mr. LaGourgue and Ms. Stoll's events to park 2,500 vehicles at the Williams premises which only holds 750 vehicles and is in violation of the County Code.

Tim Stoll discussed that the ordinance Mr. Brooks refers to is no longer valid and was written at a time when there was a Woodstock-type event.

Clerk Pace said we can agree that the County is not following regulations, but is this a reason to oppose Mr. LaGourgue's application.

Mr. Brooks said the ordinance is in effect and until it is amended, or re-written totally, that is the ordinance that is in effect and should be the criteria used to approve permits. Mr. Brooks said he is told the ordinance is to be re-written.

Member Whitgob moved to conditionally approve the application, subject to a letter of intent from Gilles LaGourgue to work under one permit and to be involved in conversations and

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treated the same as the other competing events in moving forward. Motion seconded by Member Donohoe. Motion passed unanimously.

ADJOURNMENT

Chairperson DeSocio moved to adjourn the meeting. Motion seconded by Member Williams. Motion passed unanimously. Meeting adjourned at 10:36 P.M.

Respectfully submitted
Kris Wilkison