

**Genoa Town Advisory Board  
Special Meeting Minutes of February 17, 2009**

**MEMBERS PRESENT**

Chairperson Brian Williams, Clerk Dave Whitgob, Member Greg Pace, Member Jenn King and Member Karen Holmes.

Also present was Town Manager, Sheryl Gonzales.

**CALL TO ORDER**

Chairperson Brian Williams called the meeting to order at 6:40 P.M. at the meeting room at 2289 Main St., Genoa, NV.

**PLEDGE TO ALLEGIANCE**

The Pledge of Allegiance was led by Jenn King.

**APPROVAL OF AGENDA**

**Action Item**

Clerk Whitgob moved to approve the agenda. Motion seconded by Member Holmes. Passed unanimously.

**PUBLIC COMMENTS**

Resident Bill Brooks renewed his request made to the Board Members in January – what are the items they want to accomplish and how are they going to get there, and what are the top three items they want to accomplish in the next few years.

**ADMINISTRATIVE AGENDA**

1. Discussion and possible action regarding direction related to the identification and prioritization of activities to be engaged from the Strategic Plan for 2009-10.

Chair Williams introduced Steve Lewis of the University of Nevada Cooperative Extension. Mr. Lewis reviewed his past participation with the Town's Strategic Plan. He reviewed the Plan, including goals and objectives.

Mr. Lewis encouraged participation by the community. He said participation in the Plan is another opportunity for Genoans to become engaged in the well-being and forward progress of their community. He discussed how to educate the community on why it is important to be involved.

Mr. Lewis discussed the promotion of Genoa as a destination location and how to cultivate a strong economy. He talked about supporting existing programs. There was discussion regarding the recently established Economic Development Committee and its recommendations to be submitted to the GTAB.

There was discussion regarding the plan.

Sheryl Gonzales reviewed accomplishments of the community over the last year. There was discussion regarding the objectives of the plan and how to encourage members of the community to volunteer. Provide information in the newsletter and on website. Invite participation through broadcast email and on the marquee. Recognize volunteer efforts through an expanded Candy Dance volunteer recognition dinner, and by thank-you notes and invitation to GTAB meetings to formally thank individuals.

Promotion of businesses in town was discussed. There was discussion of other items such as grant programs available, beautification programs, out-reach programs, town clean-up, and partnering with surrounding businesses to establish Genoa as a destination location. Utilize the Community Garage Sale and Christmas in Genoa events to promote Genoa as a destination.

There was discussion to create a plan for a Visitor Center at the Town Office.

A time-line for completion of goals was discussed.

Sheryl Gonzales recommended development of a Town Hall meeting program where the community can come together on these projects to review and celebrate progress. It was decided to meet quarterly.

2. Discussion and possible action regarding the Douglas County Proposed Outdoor Festival Ordinance.

Sheryl Gonzales said the County is proposing amendments to the current Outdoor Festival Ordinance. The Town has been involved with this process. We are recommending additional changes to Ordinance. The Town attorney advised us to request provision in the Ordinance that provides for issuance of a priority permit. Ms. Gonzales reviewed the language the Town would be requesting as part of the Ordinance.

The first reading of the proposed Ordinance by the County Commissioners will be February 19<sup>th</sup>.

There was discussion regarding the language and requirements of the proposed Ordinance.

Resident Bill Brooks suggested the Town Board pass a Resolution to be presented to the County Commissioners on February 19<sup>th</sup>. The Resolution should request the following language be added on page 19/11, under Definition, Section 5.12.010, sub-item F as #4 to include "unincorporated Towns created pursuant to NRS 269-500 – 269-652, inclusive." This would exempt the three unincorporated towns from this Ordinance.

Member Pace moved to include language that exempts the Towns created at that time, such as Gardnerville, Minden and Genoa, and that they be exempted along with the Churches and Parks and Recreation Department. Motion seconded by Clerk Whitgob. Motion passed unanimously.

Genoa Town Advisory Board Minutes  
February 17, 2009  
Page 3

Ms. Gonzales asked if this means the Board submit the recommended language and just talk to it, or does the motion include a resolution.

Member Pace said that we present a resolution to the County Commissioners from the Town of Genoa that this language be included in their exemption.

### **ADJOURNMENT**

Member Holmes moved to adjourn the meeting at 8:50 PM. Motion seconded by Member King. Motion passed unanimously.

Respectfully submitted  
Kris Wilkison