

**GENOA TOWN ADVISORY BOARD**  
**Regular Meeting Minutes**  
**January 6, 2015**

The Genoa Town Advisory Board held a public meeting on January 6, 2015, beginning at 6:34pm at the following location:

Genoa Town Meeting Room, at 2289 Main St., Genoa, Nevada.

**CALL TO ORDER, ROLL CALL, AND PLEDGE OF ALLEGIANCE TO THE FLAG**

The meeting was called to order by Town Manager, Phil Ritger. Present were Board Members Greg Pace, Nancy Aten, Trent Tholen, Timothy DeTurk and Linda Birdwell

Members of the public were asked to sign in, and the sign in sheet is attached to the original minutes as Exhibit A.

Pledge of Allegiance was led by June DeTurk.

**Agenda item no. 1:**

Discussion and possible action to elect the Chair and Vice-Chair of the Town Advisory Board.

Member Pace moves to nominate Trent Tholen for Chair, motion seconded by Member DeTurk and passed unanimously.

Member Pace moves to nominate Nancy Aten for Vice-Chair, motion seconded by Chair Tholen and passed unanimously.

**APPROVAL OF AGENDA**

Member Birdwell moved to approve the agenda, motion seconded by Member DeTurk and passed unanimously.

**APPROVAL OF MINUTES OF PREVIOUS MEETING**

The minutes of the December 2, 2014 meeting were approved, with a correction in the abbreviation of "GAAP" under Town Budget update, page 2-2. Motion by Member Pace, seconded by Vice-Chair Aten and passed unanimously.

**OPEN FOR PUBLIC COMMENT**

Under public comment, Sue Knight states that she would like a discussion regarding funding for this year's Genoa Americana event, taking place in July, to be added as an agenda item at next month's GTAB meeting.

Sue Knight brings to the boards attention, an annual conference put on by the Nevada Commission on Tourism, called Rural Roundup. Each year the event is held in a different location, this year will be in Carson Valley. On April 15<sup>th</sup>, the Commission on Tourism has chosen Genoa for conference attendees to have a "free afternoon" from 2pm-5pm, provided with any entertainment the Town can give, with a Western theme. She asks for the Board's support with this event and any suggestions they may have.

## **ANNOUNCEMENTS AND CORRESPONDENCE**

Verbal report from Town Manager Phil Ritger:

### **A) Christmas in Genoa:**

1. We experienced record attendance for the Christmas Caroling and Tree Lighting; it was standing room only outside of the Church that evening. We started the event ½ hour later than in previous years to help working families attend. We also set records for attendance at Breakfast with Santa with head count exceeding 400 people (133% higher than any previous year). We will need to consider conducting breakfast in three seating's in order to accommodate our space constraints.
2. The Douglas High School Madrigal singers and jazz ensemble concert was extremely entertaining but not well attended, despite our paid promotional efforts. The event was impacted by having full page local press coverage for the free concert they performed the next evening for the Carson Valley Arts Council coupled with no mention of the benefit concert being performed in Genoa. Despite this set back, the Town was able to generate enough proceeds to donate \$1,000 to the Douglas High School music department for the new band uniforms.
3. "Mary Kaye's – A Cowboy Christmas" concert met expectations with a near sold out performance. The combined P&L for all three Christmas Events netted a profit of \$1,900 which was just shy of our budget plan for \$2,000. I want to thank Kim Copel and Sue Knight for chairing the two concert events, Michael Jurian for providing sound technician support, and Sarah Macellari and all of the volunteers who made Breakfast with Santa a success.

### **B) Town Roads:**

1. The town received acknowledgement from Douglas County Engineering regarding proper placement of speed limit signs on Kinsey Way. New signs, posts, and anchoring materials are on order per County recommendations and installation should be completed within the month, weather permitting.
2. The establishment of speed limits, per Nevada State Statue, must be by ordinance and therefore must be performed by the Douglas County Board of Commissioners. Pursuant to the 1982 ordinance, the Town of Genoa may establish vehicle speed limits and zones within its town boundaries.

### **C) Nevada Commission on Tourism Rural Roundup:**

1. The 2015 Rural Roundup will take place in the Carson Valley and the visitor's authority has decided to focus the pre-event activities in Genoa on the afternoon of Wednesday, April 15<sup>th</sup> from 2pm-5pm. The Mormon Station and Court House Museums will be open for that day. I am working with AJ Frels and Sue Knight to arrange for some Chautauqua presentations as well as a Cowboy Festival primer (local musician and poet, if possible). We will open the Town Hall for use that day. The CVVA has approached me to see if the Town would be interested in being a sponsor for the event; \$500-\$1,000 donation. I will make this an agenda item for the next meeting if the Board agrees.

### **D) Town Budget:**

1. Cost Allocation: Jim Nichols is requesting a meeting with the three Town Managers and one board member from each town to discuss Cost Allocation. The requested meeting date is Wednesday, January 28<sup>th</sup> from 1pm-2pm; I will need a representative from this board to attend.

### **E) Miscellaneous Items:**

1. Next GTAB meeting will be held February 3, 2015
2. Town Office will be closed on Monday, January 19<sup>th</sup> in observance of Martin Luther King, Jr. Day.

## **CONSENT CALENDAR FOR POSSIBLE ACTION**

Vice-Chair Aten moved to approve consent calendar, motion seconded by Member DeTurk and passed unanimously.

## **ADMINISTRATIVE AGENDA**

### **Agenda item no. 4:**

Discussion and possible action to approve the renewal of a two year Town Church lease with the Alcoholics Anonymous (AA) 11<sup>th</sup> Step Group for calendar years 2015 – 2016.

Town Manager Phil Ritger states the renewal of the Town Church lease agreement between the Town of Genoa and the Alcoholics Anonymous (11<sup>th</sup> Step Group) organization allows for two hours of use each Tuesday evening from 7pm-9pm. The term of the lease is for 24 months at \$67 per month. The lease agreement is based upon the 2015 rental rate structure.

Member Birdwell asks if we provide the group with a discount. Mr. Ritger points out on page 4-7 there is a lease summary that shows a breakdown of the costs and that they do in fact, receive a 95% discount.

Member DeTurk moves to approve the renewal of a two year Town Church lease agreement with the AA – 11<sup>th</sup> Step Group. Motion seconded by Chair Tholen and passed unanimously.

### **Agenda item no. 5:**

Discussion and possible action on the 2015 6<sup>th</sup> annual Genoa Cowboy Festival update.

Town Manager Phil Ritger states the 6<sup>th</sup> Annual Cowboy Festival will be held April 30<sup>th</sup> thru May 2, 2015. Dave Whitgob serves as the Steering Committee Chair for this year's event. The entertainment committee has finalized their selections and contracts are being sent to the performers listed below:

Lacy J. Dalton, Wylie & the Wild West, Larry Maurice (poet), Bimbo Cheney (poet), Mike Beck, Richard Elloyan, Gary Allegretto, Belinda Gail, Tony Argento (poet), Ken Gardner (poet), Jon & Betsy Elliot, Ed & Connie Kretschmer, Sourdough Slim, All Hat No Cattle, and The Mountain Girls.

The steering committee met on Friday, January 2<sup>nd</sup> to review event planning, goals and objectives and set timelines, deliverables, roles and responsibilities.

Member Pace mentions that Town Manager, Phil Ritger planned to make changes as far as advertising that will be more effective and asks what those changes will be. Mr. Ritger responds, television advertising in the past has shown little return in investment, by placing ads in magazines, on the internet, etc. to a targeted audience will be more beneficial, also looking into email distribution options.

Member Pace asks how much, the performers, Wylie & the Wild West will be getting for performing at the Cowboy Festival. Mr. Ritger gives him an estimated figure.

Member Birdwell asks Town Manager, Phil Ritger if he is a permanent member of the steering committee for Genoa Cowboy Festival. Mr. Ritger confirms that he is a member of the committee.

Member DeTurk asks if we advertise in The Record Courier newspaper. Mr. Ritger responds that we do advertise in The Record Courier and adds that they will also be doing some advertising with local television through the Visitor's Authority. There is an electronic billboard on HWY 395 that Genoa has access to use through the Visitor's Authority as well, at no cost to the Town.

Vice-Chair Aten asks about "F.O.G."s (Friends of Genoa) involvement in the Genoa Cowboy Festival for last year's event. Mr. Ritger explains that F.O.G. is a mechanism for which charitable donations can be accepted without directly being involved with a government entity. Vice-Chair Aten asks approximately how much in donations was accumulated through F.O.G. last year. Mr. Ritger responds, between \$37,000-\$40,000.

Vice-Chair Aten asks for an update on this year's donations amount. Mr. Ritger replies, as of Jan. 2, 2015 meeting, the amount was near \$36,000 with the possibility of added memberships to the Heritage Club, which would also bring in more funds.

Under public comment, Sue Knight points out that a considerable amount of the entertainers for this year's festival are locals from around the area. Mr. Ritger adds that the Friday night concert series theme has been named "Nevada Night", featuring all local performers.

Under public comment, June DeTurk comments that she is pleased to see this event continue on another year.

Chair Tholen motions to approve the update on the 2015 6<sup>th</sup> Annual Genoa Cowboy Festival, motion seconded by Member DeTurk and passed unanimously.

**Agenda item no. 6:**

Discussion and possible action to set date for combined Town Board training on Open Meeting Law, land use, ethics overview and MUTCD overview.

Town Manager, Phil Ritger states, annual town board training on open meeting laws, and land use planning is required by Nevada Revised Statutes. This required training meeting is being coordinated with the towns of Minden and Gardnerville. The training is required for all new board members and needs to be renewed by current members every 2 years. In addition to the mandatory training, the session will include ethics overview and MUTCD overview. The joint training meeting is tentatively scheduled for Friday, February 6 at 10am at the Minden CVIC Hall.

Member Birdwell states she will be out of town on February 6<sup>th</sup>, and asks if there is another date available to make up the training, or if the meeting will be taped so she could listen and review. Mr. Ritger replies that he will need to look into any other options there may be to do so.

Town Manager, Phil Ritger gives additional insight to what topics and training will be covered during the meeting.

Chair Tholen moves to approve the date Friday, February 27<sup>th</sup> for Town Board training meeting, if this date is not possible, then Friday, February 6<sup>th</sup> will be the approved meeting date. Motion seconded by Member Pace and passed unanimously.

**Agenda item no. 7:**

Discussion and possible action to set date for the annual Town Hall Community meeting to discuss Town accomplishments, events and priorities for FY2015/2016.

Town manager, Phil Ritger states, to assist the Town Board to set priorities for the FY2015/2016 budget; it is being recommended the Board hold a town hall community meeting. The proposed date for this meeting is Wednesday, February 11, 2015 beginning at 6:30pm until 8:30pm in the Genoa Historic Town Hall. Proposed community discussions include Strategic Plan update, Town accomplishments, community events and proposed projects and priorities for

FY2015/2016. Steve Lewis will be available to attend this meeting again, as he was the prior year. The meeting will be conducted similar to the prior year, with everyone splitting up into smaller groups.

Member Aten comments on the prior year's meeting and thought the concept of splitting into smaller groups was very efficient with letting everyone get to express their views and opinions, and agrees to this coming up meeting being constructed in the same manner.

Board discusses dates and times that accommodate their schedules.

Under public comment, Sue Knight asks how the community will be informed of this meeting. Mr. Ritger responds, as with previous years, it will be posted as a public notice at places such as the Post Office and will also be included in the newsletter, and emails.

Member Birdwell moves to approve annual Town Hall Community meeting for Wednesday, February 11, 2015. Motioned seconded by Member Pace and passed unanimously.

Member Birdwell asks if the board members will have a discussion prior to the meeting to discuss what, if any roles they should be conducting at the meeting. Mr. Ritger responds it is best for board members to attend the meeting as residents of the community, rather than board members of the town.

**Agenda item no. 8:**

Discussion and possible action to set dates to hold budget planning workshop for the FY2015/2016 Town Budget.

Town Manager Phil Ritger states, in order to prepare for the FY2015/2016 Town Budget, a budget workshop is recommended for Tuesday, March 24, 2015 at 6:30pm in the Town Meeting Room. The Genoa town FY2015/2016 draft budget will be reviewed at that time. The Genoa town FY2015/2016 draft budget will then be forwarded to the County Board of Commissioners for review and approval.

Board discusses dates and times that accommodate their schedules.

Member Birdwell moves to approve the date of Thursday March 19, 2015 at 6:30 pm for budget planning workshop for the FY2015/2016 town budget. Motion seconded by Vice-Chair Aten and passed unanimously.

**ADJORNMENT**

Vice-Chair Aten motions to adjourn the meeting at 7:33pm. Motion seconded by Member DeTurk and passed unanimously.

Minutes prepared by:

Sarah Macellari  
Office Assistant II, Town of Genoa