

GENOA TOWN ADVISORY BOARD
Regular Meeting Minutes
February 3, 2015

The Genoa Town Advisory Board held a public meeting on February 3, 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 Chair Trent Tholen. Present were Board Members Greg Pace, Timothy DeTurk and Linda Birdwell. Absent was Member Nancy Aten.

Also present were Town Manager, Phil Ritger and staff. 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 Sue Knight.

APPROVAL OF AGENDA

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

APPROVAL OF MINUTES OF PREVIOUS MEETING

The minutes of the January 6, 2015 regular meeting were approved, motion by Chair Tholen, seconded by Member Birdwell and passed unanimously.

OPEN FOR PUBLIC COMMENT

No public comments.

ANNOUNCEMENTS AND CORRESPONDENCE

Verbal report from Town Manager Phil Ritger:

A) Town Board Training Workshop:

The Joint Board training workshop on Open Meeting Law, Ethics in Government, Land Use Planning and Manual on Uniform Traffic Control Devices will take place this Friday, February 6th at the CVIC Hall starting at 9am.

B) Town Hall Workshop:

Reminder that the annual Town Hall Community Workshop will be next Wednesday, February 11th at 6:30 pm. This is an important forum for gathering information about what the community would like to have considered as priorities and possible projects in the next fiscal year budget.

C) St. Patrick's Day:

Save the Date - Tuesday, March 17th in the Genoa Town Hall starting at 6pm. Marian Vassar has graciously agreed to chair this event again this year.

D) Alaska Airlines Magazine:

The Genoa Cowboy Festival will be a featured article in the April "Horizon" Edition. Much thanks to Dave Whitgob for answering the interview questions and Melanie Miller for providing event photos to accompany the article.

E) Concerts on the Green:

Our summer concert series is looking for a new event chairperson. I want to thank Kim Copel for all her dedicated work for the past few years as chair of this event. She informed me that she needed to step down this year so if anyone knows of someone who can assist the office in identifying and booking the 4 groups needed for this summer please call the office and let Sarah or myself know.

F) Miscellaneous

1. Next GTAB meeting will be held March 3, 2015
2. Town Office will be closed on Monday, February 16th in observance of President's Day.

CONSENT CALENDAR FOR POSSIBLE ACTION

Member Birdwell 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 Douglas County Resolution No. 2015R-011 to augment the Town of Genoa FY2014-15 budget.

Town Manager Phil Ritger states the town experienced greater than anticipated ending fund balances for FY2013-14 for Genoa Construction (624) account of \$76.00 resulting from increased interest revenues. This budget augmentation will increase the opening fund balance for the Genoa Construction (624) account for FY2014-15 to match the ending fund balance. The budget augmentation worksheet is attached to board packet to show where funds are being distributed.

Member Birdwell moves to approve Douglas County Resolution No. 2015R-011 augmentation. Motion seconded by Chair Tholen and passed unanimously.

Agenda item no. 5:

Discussion and possible action to approve budget transfers for FY2014-15.

Town Manager Phil Ritger states to improve the accuracy of rental/lease revenue reporting and tracking, the town has elected to delete the individual rent accounts (362-110, 362-120 and 362-140) for the Town Church, Town Hall and Town Kitchen, respectively and consolidate those funds into the single account: 362-100 (Rent/Lease Income).

The town experienced a lower than anticipated opening fund balances for FY2014-15 for the Operations budget (620) account of \$15,646.00 and the Genoa Ad Valorem (622) account of \$71.00. The lesser opening fund balance for the Operations Budget account was offset by increased revenue in Rent/Lease income and Candy Dance; and savings in Maintenance Road and Professional Services. For the Ad Valorem accounts there was an over budgeting of interest revenues. In both of these accounts, there are reserve funds available to absorb these less than anticipated opening fund balances.

Member Birdwell asks about the rental accounts being combined into one account instead of individually, and how this will affect the town being able to know how the rental income is being distributed between each facility. Mr. Ritger explains the reasoning behind eliminating the separate accounts and using just one is because of confusion with money going into several accounts, this change makes for a much cleaner and easier way of recording the rental money. From Genoa's spreadsheets, we still have the ability to distinguish funds from individual facilities.

Member DeTurk asks how the income for rental leases, such as the AA Group in the church's income gets classified. Mr. Ritger responds that it is accounted as revenue right away, as there is a contract in place with those leases, no cancellations, as with a rental.

Member DeTurk motions to approve the budget transfers for FY2014-15, motion seconded by Member Birdwell and passed unanimously.

Agenda item no. 6:

Discussion and possible action on a request from Carson Valley Visitor's Authority to sponsor the 2015 Rural Roundup tourism conference April 15, 2015, in the amount of \$500.00.

Town Manager, Phil Ritger states, A.J. Frels, executive director of the Carson Valley Visitor's Authority, regrets that he could not attend tonight's meeting, however, is requesting \$500.00 from the Town of Genoa in sponsorship fees towards Carson Valley hosting the Rural Roundup tourism conference. With approximately 280 statewide attendees from the tourism industry staying in the Carson Valley for two nights and three days, this is an outstanding opportunity to showcase our area. The sponsorship fees will assist with the cost of hosting the conference. In return for the sponsorship, the Town of Genoa will host the conference attendees for the afternoon of April 15, 2015 from 2:00-5:00pm; the town of Genoa will also receive one complimentary registration to the conference, a listing in the conference program, a table top exhibit at the opening dinner on April 15, 2015 and co-sponsor of refreshment break. Should the board elect to sponsor the event, it should appoint a member of the town board to attend the conference. As a side note, both the Town of Gardnerville and the Town of Minden were also asked to sponsor the conference, as of this afternoon, Town of Gardnerville's board approved their sponsorship.

Chair Tholen states that the Carson Valley Visitor's Authority has been very generous to the Town of Genoa over the years and it would be his recommendation to approve the sponsorship.

Under public comment, Sue Knight points out that the conference dates are April 15-17, 2015. As previously stated the attendees will be in Genoa on the afternoon of April 15th, there is a great program set up to welcome the attendees and will be a good opportunity to promote the Genoa Cowboy Festival. The theme for the afternoon program will be "Western". The conference starts with an opening dinner on Wednesday night at the Community Center. On Thursday, there is a key note speaker and various conference sessions throughout the day, and a dinner that night, with Friday morning breakfast.

Member Pace asks who the typically attendees are. Sue Knight responds that they are usually people associated with the tourism industry, i.e. chamber members, travel lodge owners.

Member Deturk moves to approve the \$500.00 sponsorship to the Carson Valley Visitor's Authority for the Rural Roundup conference, motion seconded by Member Birdwell and passed unanimously.

Town manager, Phil Ritger asks the board if they would like to appoint someone from the board to be the invited attendee that goes along with the sponsorship, board agrees to defer the decision to appoint Vice-Chair Nancy Aten to attend the conference should her schedule permit.

Agenda item no. 7:

Discussion and possible action on a request for Town financial assistance and support from Friends of Genoa for the Genoa Americana Celebration (July 4th event in MSSHP). Presentation by Sue Knight.

Town manager, Phil Ritger states, Sue Knight, with Friends of Genoa, a non-profit 501(c)(3) organization, is requesting assistance from the Town to host the 2nd Annual Genoa Americana Celebration on July 4, 2015. The request for support is three-fold: 1) they have asked the Town to submit the necessary applications with Douglas County and the Mormon Station State Park to hold an outdoor festival; 2) they have asked the Town to provide the liability insurance for the event as required by the outdoor festival permit process and 3) they are requesting funds from the Town to help defray the cost of putting on this free event.

Sue Knight presents to the board; the Americana event last year was very popular, and the committee has decided that they would like to move forward with the event again for this year, however, a big donation that helped cover a lot of the costs for last year, has decreased by a substantial amount for this year. She discusses with the board a proposed budget for this year's event, based off of the previous year and what items can be modified to reduce costs. She explains that they are seeking funding support from the Town in the amount of \$5,000.

Member Birdwell points out that she attended the event last year, it was a great turn out and well attended, she asks Sue Knight if the committees has discussed a way to raise funds during the event. Sue Knight responds that they do a passing of baskets that collects money, as well as a raffle; however, it is not included in the budget proposal as funding because the amount from that would be undetermined. The committee did discuss a 50/50 raffle for this year and some merchandising ideas.

Chair Tholen asks about the insurance for the event being included in the budget proposal, yet it is part of the request that they town cover the cost, Mr. Ritger explains that with other Town events, there is a liability policy and also a separate event policy that would cover such things as inclement weather causing a cancellation of the event and still being able to cover the cost of contracts for performers, etc. He also points out that the town did provide the liability insurance for the Americana event last year.

Chair Tholen asks if the committee has approached the county for funding support, and suggests doing so by placing a call to the County Manager. Sue Knight explains that the committee has some ideas about approaching places, such as Walley's for sponsorships as well.

Town manager, Phil Ritger recommends the Board approves support for items 1 and 2; submitting the necessary applications and providing the liability insurance for the event; in regards to item 3, the \$5,000 funding support, it is recommended for that to be contingent upon securing the annual donation from Gillmor-Coons Real Estate. Every year for the past 6 years, Gillmor-Coons Real Estate has donated funds to the town, the amounts of the donation varies, this year, Mr. Ritger suggests that the funds be used to support the Americana event with recognition to the Gillmor-Coons Real Estate Group for that donation.

Member Tim DeTurk suggest presenting a proposal to the county to match funds with the Town, \$2,500 each, if the proposal is turned down, a decision about the \$5,000 support from the Town can be determined at next month's meeting, after determining the donation amount from Gillmor-Coons Real Estate Group.

Member Birdwell asks if the Towns of Minden and Gardnerville also put on Fourth of July celebrations that may make the County apprehensive about supporting Genoa's event and not the others. The response was that no one was familiar with any events taking place in Minden or Gardnerville for July 4th, and that would be up to the County to determine that decision.

Member DeTurk moves to approve items 1 and 2, to submit all applications for permits and provide liability insurance for the event, also to present a proposal to the County to match funds with the Town of Genoa in the amount of \$2,500 each for financial support of the Genoa Americana Celebration, motion seconded by member Pace and passed unanimously.

Agenda item no. 8:

Discussion and possible action regarding an update on the 2015 Genoa Cowboy Festival.

Town manager, Phil Ritger states the staff is working on the following tasks related to the event: 1) website redesign with updated information, 2) concert ticket pricing and on-line order system, 3) food, mercantile and art vendor applications and contracts, 4) marketing/advertising, 5) outdoor festival permits and 6) logistic contracts: tents, portable restrooms, trash, etc.

Member Birdwell adds that she has been contacted by the volunteer committee, pointing out that things have been moving forward with the volunteers as well.

Chair Tholen asks for an update on sponsorships. Mr. Ritger responds that per a conversation with Randy Falcke about the most recent Friends of Genoa meeting, the amount was at \$35,000.

Under public comments, Sue Knight states she recently attended the National Cowboy Poetry gathering in Elko, Nevada, she took save the date cards for the Genoa Cowboy Festival to get more word out about the Festival and states she heard good things regarding the event.

Member Birdwell moves to approve update on Genoa Cowboy Festival, motion seconded by Chair Tholen and passed unanimously.

Agenda item no. 9 & 10:

Discussion and possible action regarding the 2015 Peddlers Fair and 2015 Autumn Boutique at the White House Outdoor Festival permits applications.

Town Manager, Phil Ritger recommends discussing agenda items 9 and 10 together, as they are the same discussions, board agrees.

Mr. Ritger states, Martha Williams conducts the Annual Peddlers Fair and Phil Stoll conducts the Autumn Boutique at the White House, both events take place the same weekend as the Genoa Candy Dance. In order to have the events, Douglas County requires an application for an outdoor festival entertainment event be submitted to the County for review and recommended approval by the Planning Dept., East Fork Fire Dept., Douglas County Sheriff's Dept., the Traffic Engineer's office and the Town of Genoa. These applications are identical to previous year's applications, which were approved by the County Board of Commissioners. Ms. Williams and Ms. Stoll are requesting that the BOCC alter the existing

methodology of fee allocations for Douglas County Sheriff's Office (DCSO) and East Fork Fire and Paramedic District (EFFPD) expenses related to conducting the various festivals in Genoa during this weekend.

Staff guidance to this board is to recommend approval of the applications to the Douglas County Board of Commissioners with the provision that they retain the DSCO and EFFPD public safety costs methodology as currently defined.

Mr. Ritger points out that in the past, the Genoa Town Board has denied their applications, with the County overruling and approving them, this year, it is suggested to simply approve their application but keep the safety costs as is.

Member Pace asks if the safety costs are split three ways, Mr. Ritger confirms they are. Member Pace asks about the request on the application, for the cost adjustments to be the same as they were previous to 2012 and asks Mr. Ritger what the arrangement was before 2012. Mr. Ritger responds that he is not familiar with the arrangement before 2012, as it was before his time in the Genoa Town Office.

Mr. Ritger says Ms. Williams and Ms. Stoll are requesting for the safety costs to be determined by the number of potential booth spaces at each separate event, however, the safety costs accumulate from the amount of foot traffic the event attracts, causing departments such as the Sheriff's office to acquire more staffing during the event weekend to ensure public safety, therefore the current split between the events is fair and reasonable.

Chair Tholen states that he agrees the cost should be split per permit, and not based on the booth spaces at each event. The Town covers the cost for logistics and other things such as marketing, which in turn benefits Ms. Williams and Ms. Stoll's events as well.

Member Pace asks where La Ferme Restaurant fits into this, as they have also held their own event during Candy Dance weekend in previous years. Mr. Ritger responds as of right now, it's not clear that they will be holding their own event this year and plans to approach them about coming on board with Genoa Candy Dance.

Member DeTurk points out on the applications submitted by Ms. Williams and Ms. Stoll they claim to have around 500 people in attendance; however the attendance over that weekend is significantly more than that. He points out a few more discrepancies on the applications; copies were provided to the board members.

Member DeTurk reads a statement from Ms. Williams and Ms. Stoll, regarding written requests to meet with Mr. Ritger and receiving no response. Mr. Ritger addresses this by stating at the conclusion of the board meeting regarding their applications last year, he spoke with Ms. Williams and Ms. Stoll about moving forward to resolve some of the issues between them and the town. Contact was made by Ms. Williams and Ms. Stoll's attorneys only. Mr. Ritger points out that he is more than willing to speak with them directly, not via their attorney. The Town office doors are open 5 days a week, allowing access to speak with him at any time.

Under public comment, Sue Knights states she and Brian Williams met with Ms. Williams several years ago to talk about her getting on board with the Genoa Candy Dance and being a part of the event and claims she is not willing to do so. She also points out that the people in attendance of the Genoa Candy Dance are not aware of these separate events, whose vendors have buy and sell products, causing them to think they are a part of Candy Dance, therefore tarnishing the integrity of the Genoa Candy Dance being juried handmade vendors only.

Member DeTurk commends Town Manager Phil Ritger for recognizing the opportunity with La Ferme Restaurant to possibly get on board with Genoa Candy Dance, and thinks he's done a great job if he could get one of the three separate events to combine with Genoa Candy Dance.

Member Birdwell adds by Mr. Ritger recommending accepting Ms. Williams and Ms. Stoll's applications this year, it would be a great first step in opening the door to a more positive relationship between them and the Town. Mr. Ritger responds that he wants to accept the applications this year to hopefully breakdown the barrier with Ms. Williams and Ms. Stoll.

Chair Tholen states there is an impression with these outside events that is degrading the Genoa Candy Dance's name and the town is trying to move away from that. The Genoa Candy Dance wants to provide it's attendees with quality, hand crafted items, which is not what's being sold at these other fairs, leaving a bad reflection on what the Genoa Candy Dance stands for. Most of the property owners in town do a 50/50 split on all the booth fees, benefitting both them and the town; however these other fairs do not contribute to the town. It may be a good strategy to accept the applications this year and go from there.

Member Birdwell asks what has happened in the past when the town has denied the approval of Ms. Williams and Ms. Stoll's applications. Mr. Ritger responds that the approval form is sent to several entities; Town of Genoa being one of them, his best guess is that the majority of the other entities are approving the applications, which is why the applications are pushed through and approved.

Under public comment, Sue Knight points out that the Town of Genoa has tried to get an exclusive permit for Genoa Candy Dance and has been denied by BOCC. Chair Tholen adds to that by stating, they are going to continue to push for that.

Member Pace states, in Ms. Williams' defense, in the past, when vendors were turned away from the Genoa Candy Dance for not passing the jurying process but still wanted to be part of the event; she was approached and asked if she would provide a space for them, which she did. Some of her vendors do hand craft their products and just can't afford the booth fees for Candy Dance. Vendors do not like having to compete with other vendors selling product that was not hand crafted, however the County doesn't want the liability of turning down those people. He would like for them to come together with these other fairs but only if it would have a meaning behind it.

Member Pace moves to recommend that the Town of Genoa does not oppose the permit applications submitted for the 2015 Peddler's Fair and Autumn Boutique, with a continued split in the safety cost allocation. Motion seconded by Chair Tholen, passed by board with Member Birdwell opposing.

ADJOURNMENT

Member Birdwell motions to adjourn the meeting at 7:56pm. Motion seconded by Member DeTurk and passed unanimously.

Minutes prepared by:

Sarah Macellari
Office Assistant II, Town of Genoa