

GENOA TOWN ADVISORY BOARD
Regular Meeting Minutes
November 3, 2015

The Genoa Town Advisory Board held a public meeting on November 3, 2015 beginning at 6:30pm at the 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 Tholen. Present were Board Members, Greg Pace, Timothy DeTurk, Linda Birdwell and Vice-Chair Nancy Aten.

Also present was 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 Ava Coons.

PUBLIC COMMENT

No public comment.

APPROVAL OF AGENDA

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

APPROVAL OF MINUTES OF PREVIOUS MEETING

The minutes of the Oct. 6, 2015 regular meeting were approved with revision of a word by Chair Tholen. Motion by Member Birdwell, seconded by Member DeTurk; passed unanimously.

ANNOUNCEMENTS AND CORRESPONDENCE: (Verbal report from Town Manager, Mr. Ritger)

A) Candy Dance Volunteer Appreciation Dinner:

I am working with the Candy Dance committee chairs to schedule a volunteer appreciation dinner in November. Candy Dance could not function without the assistance of the multitude of volunteers for candy making, merchandise, candy sales, dinner dance, vendor hosts, etc. A special thanks to this year's steering committee chairs: Dee Dykes, Candy; Andrea Anderson, Dinner & Dance; Lynn Spier, Vendor Jury; Sher Hutchings, Finance; Roger and Alison Grey, Vendor Hosts and Volunteers; June DeTurk, Sponsorship; Chris Ritger, Vendor Ice; Sarah Macellari, Vendor Contracts & Check-In.

B) Halloween:

Gina Coons, Jen Hukari and Sandy Granucci did another fabulous job as co-chairs of the event. The estimated attendance was 400+. This could be the first year that the "fish pond" ran out of give-away toys. The hayrides were safe and fun as usual. A special thank you to Capital Beverage for donating 2-kegs of beer for the party. Bar tip jar donations of \$170 were collected and are being presented this evening to Ava Coons to help support the Douglas County Animal Shelter.

C) Christmas In Genoa:

Town Christmas Caroling and Tree Lighting will be held on Friday, December 4th starting at 5:30pm. Breakfast with Santa will be Saturday, December 5th. Due to the large turn-out last year we will have three seating's this year: 8:30am, 9:40am and 10:50am. Price remains at \$5, children under 4 are free. This event would benefit immensely with a committee chair to coordinate volunteers for decorating the town hall, ticket sales, cooking, serving, cleaning. Sarah is currently the acting chair and lining up volunteers. "Mary Kaye's – Cowboy Christmas" concert will be held on Saturday, December 12th at 6:30pm. Sue Knight has graciously offered to chair this event. The show consists of Mary Kaye original cowboy Christmas songs, traditional cowboy songs and classic Christmas favorites. Concert tickets are \$20 for adults and \$15 for children. Sue and the Friends of Genoa are bringing back the Pre-Concert comfort food dinner (Chili & Baked Potato). Combined Dinner & Concert is \$35 for adults and \$25 for children.

D) Town Kitchen fire suppression system:

Repair work was completed, tested and approved by East Fork Fire on October 20th.

E) Kinsey Way Stop Sign:

Repair work was completed by Douglas County public works department; they were the low bidder on the project.

CONSENT CALENDAR FOR POSSIBLE ACTION

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

ADMINISTRATIVE AGENDA

Agenda item no. 4:

Discussion and possible action to approve the 2016 Genoa Event Calendar.

Each year an Events Calendar is prepared that includes all of the events sponsored and planned by the Town and community volunteers for the upcoming year. Board members have copy of the proposed calendar for the Town of Genoa 2016 events. Additional events listed on the calendar, however, are not official Town events include the GGBA Community Garage Sale and the Genoa Americana Celebration and the GVFD Chicken BBQ.

Mr. Ritger adds the only event not included on the Calendar is the Town official Arbor Day celebration which is being moved to Friday April 22, 2016.

Chair Tholen moves to approve the 2016 Town of Genoa Events Calendar, motion seconded by Member DeTurk and passed unanimously.

Agenda item no. 5:

Discussion and possible action to approve update report for the 2016 Genoa Cowboy Festival.

The Genoa Cowboy Festival is being proposed for April 28th – May 1, 2016. The 2015 Event was successful in terms of both budget performance and previous year performance. Financial trends are moving in a positive direction and indicating that it can be a substantial event for the Town of Genoa. Attached is the proposed 2016 Genoa Cowboy Festival budget, which has a projected net profit consistent with the 2015 results. The town budget for FY2015/16 has assumed this event to be profit & loss neutral. Board is given list of event committee chairs.

Member Birdwell moves to approve update report for the 2016 Genoa Cowboy Festival, motion seconded by Vice-Chair Aten and passed unanimously.

Agenda item no. 6:

Discussion on Town Manager's report on 2015 Genoa Candy Dance.

The 2015 Genoa Candy Dance was held September 26 and 27. The weather cooperated this year and the Town enjoyed a successful and safe Candy Dance. The current projections reflect event income of \$273,200 and event expense of \$119,600 for a net profit of \$153,600. The event was budgeted for revenue of \$262,000, expense of \$128,000 and revenue of \$134,000. Vendor booth rentals at near capacity were significant component to revenue exceeding budget estimate. Reduced spending on print and radio advertising, kept expenses below budget projections. The net result is that the 2015 Genoa Candy Dance exceeded the bottom line net profit objectives by \$19,600.

Board is presented with financial summary and comparisons for the past 8 years, questions and discussion about particular budget items discussed.

Vice-Chair Aten moves to approve the Town Manager's Report on the 2015 Genoa Candy Dance, motion seconded by Member Birdwell

NOT FOR POSSIBLE ACTION: BOARD COMMENTS AND REPORTS

Member Birdwell asks the Town Manager to take up discussion with the GGBA regarding incorrect use of signage, not in compliance with guidelines, in front of the Genoa Station and Sweet Repeats Store.

Member Pace suggests donating a tree to Mormon Station in honor of Arbor Day. There is an area in the park with no trees for shade. Town Manager, Mr. Ritger responds that he can speak with Daniel at Mormon Station regarding a tree, this year's Arbor Day, a tree will be going up in the Genoa Park.

Mr. Ritger presents to the board, discussion on possibly changing the day of week the Town Board Meetings are held.

Member DeTurk recommends the Board to consider making arrangements to have a certain percentage of revenue acquired from the Genoa Candy Dance to be transferred over to help fund Capital Projects.

Chair Tholen informs the Board that the Town Manger is up for a performance evaluation and the public review will take place on the next meeting's agenda.

Chair Tholen asks for a report to be submitted to NV Energy regarding the street light at 5th Street and Popular being out.

Chair Tholen mentions the Halloween event starting to get away from traditions of it being a Community Event. The event has gotten very popular and crowded and should be looked at scaling back. Mr. Ritger responds that the Town did little to no advertising of the event this year, due to it being on a Saturday and word of mouth, the event has gotten bigger and it would be difficult to scale back at this point. Suggestions amongst the board about possibly making it a ticketed event in the future may help with the large crowds.

PUBLIC COMMENT

Under public comment, Chris Ritger agrees that with the money the Town spends on Pizza, Prizes, etc. for the Halloween event, charging an admission fee seems fair.

ADJOURNMENT

Chair Tholen motions to adjourn the meeting at 7:15pm. Motion seconded by Member Birdwell and passed unanimously.

Minutes prepared by:

Sarah Macellari
Office Assistant II, Town of Genoa