

GENOA TOWN ADVISORY BOARD
Regular Meeting Minutes
October 2, 2019

The Genoa Town Advisory Board held a public meeting on October 2, 2019 beginning at 6:30 PM, Genoa Town Meeting Room, 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 Steve Shively. Present were board members Gordon Pasley, Steve Shively, Patricia Eckman, Linda Birdwell, and Brian Crowe. Also present was Town Manager JT Chevallier.

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

Pledge of Allegiance was led by Member Pat Eckman.

PUBLIC COMMENT

Under opening public comment, Penelope Wright read a statement regarding her efforts to clear tumbleweeds from along the Genoa Vista Trail in an attempt to create a more hospitable habitat for monarch butterflies. Ms. Wright also sought assistance in her efforts, and encouraged anyone willing to help to contact her. Her statement has been included in the minutes as **Exhibit B**.

Sue Knight thanked Ms. Wright for what she has done, noting it is important to keep the butterflies around. She mentioned she meets with children at River Fork Ranch for presentations and gives them milkweed seeds to spread in an effort to help with the issue. Ms. Wright mentioned she also has milkweed seeds collected.

Member Crowe asked if there would be a need to better educate weed control on the proper plants to remove, asking if they should be given good photos of the plants. Ms. Wright commented that they have to actually see the plants. She added that she had spoken with Jeff Begovich and that NDOT had assisted in removal of the tumbleweeds she had removed and piled along the walkway.

Terri Schultz asked if the trail was on an NDOT easement. Town Manager JT Chevallier explained it was a County easement. Ms. Wright

Town Manger JT Chevallier stated that he applauded Ms. Wright for her effort and coordination. He mentioned they had discussed the project and he had given her contact information for the Chamber of Commerce to seek individuals who needed community service hours, noting that the Town would be willing to sign off on such hours and provide pull carts for the cleanup as well as continuing to try and get help for her.

Sue Knight mentioned that the Friends of Snowshoe Thompson had a presentation planned to be held in the Genoa Town Hall. The event will be a Chataqua fundraiser to raise money for the statue. The event is planned for 5 PM on November 23rd and will include a no host bar and appetizers during the first hour as well as music by Richard Blair.

No further public comment.

APPROVAL OF AGENDA

Member Eckman moved to approve the agenda; motion seconded by Vice-Chair Birdwell and passed 5-0.

APPROVAL OF MINUTES OF PREVIOUS MEETING

Member Eckman moved to approve the minutes of the September 4, 2019 meeting; motion seconded by Member Pasley and passed 5-0.

CONSENT CALENDAR FOR POSSIBLE ACTION

Agenda Item No. 2:

Discussion to approve the September 2019 financial report including claims paid.

Agenda Item No. 3:

Discussion to approve Town Manager's time cards.

Member Pasley moved to approve the consent calendar; motion seconded by Member Eckman and passed 5-0.

ADMINISTRATIVE AGENDA

Agenda Item No. 4:

Discussion on Town Manager's monthly report

Town Manager JT Chevallier noted that he had not been at the September meeting, and proceeded to discuss pending and important item including the following:

- Office Assistant Tiffini Drew's 1 year review to be done
- His vacation to be taken October 7th to the 14th
- Candy Dance after-event clean-up, including an issue of vandalism that occurred in Mormon Station State Park
- Speeding and radar feedback proposals, which he hoped to move forward on by November
- Genoa Lane realignment research and review of options, with the goal to take action on the item
- Proposed security camera plan details, and further information gathering prior to any action by the Board
- Upcoming Town events including Halloween and Christmas as well as a book release and fundraiser event to be held October 20th at the Town Hall
 - The Halloween hayride has been discontinued, but trick-or-treating and a costume contest will take place in the Park, and the Town is asking for candy donations for the event as well as any outdoor decorations
 - Joni Morris will be performing at the Christmas concert
- Volunteer support for Ms. Wright's noxious weed efforts, and Monarch butterfly support
- The RDA 1 fund projects and their status, which has been accepted and is now moving forward under Scott McCullough as the project manager
- The Towns' annexation process, which will be undergoing the first reading at the upcoming Board of County Commissioners' meeting, and the Town's public noticing of the annexation; he noted specifically that the annexation will not be under vote by

the Board of County Commissioners' at their next meeting, contrary to rumors currently circulating, and that the reason for the annexation is in part because of the parcels use of Town maintained roads and other resources, and that the annexation is in accordance with NRS

- Plans for the Genoa Western Heritage Days event, and the possibility of Town involvement to some degree in the event; discussions of the event with relevant parties are ongoing, and critical points of discussion include, full financial transparency, inclusivity, and the possibility for future growth

Chair Shively noted that he had seen the Halloween hayride still listed on the Town website as well as a flyer showing it, so the Town needs to correct that. He also asked about the motion the Board made to move forward with a letter to NDOT and the County Commissioners regarding the Genoa Lane intersection. Mr. Chevallier stated he would look to bring that to the November board meeting. Chair Shively also asked about the historical documents that were brought up at the previous meeting, and was told staff was still looking. Mr. Chevallier added he would also look into any previous resolution. Chair Shively also stated he thought the Board would require more information before agendaizing Genoa Western Heritage Days.

Vice-Chair Birdwell asked why there had been a change to the hayride. Mr. Chevallier explained there had been concerns regarding safety expressed. Vice-Chair Birdwell asked if the annexation would result in additional revenue to the Town or a diversion of tax revenue previously paid to the County, and was told it would be an addition. Regarding Genoa Western Heritage Days, Vice-Chair Birdwell noted she would like to see some kind of profit sharing for the event. Town Manager JT Chevallier stated there was a need for a game plan in place to lay out details for the event, including financial impacts, that there needs to be more discussion to find the correct approach for the event, and that he believes any planning should begin at least by November.

Chair Shively stated he believes planning should have begun months ago and added that the Board still has not seen the financial report for the 2019 Genoa Western Heritage Days event. Terri Schultz asked if the report had been requested. Chair Shively and Vice-Chair Birdwell stated it had been requested of Dan Aynesworth, who was on the steering committee. Ms. Schultz stated she could provide that information, and added there had been a \$15,000 net profit. Vice-Chair Birdwell requested she provide gross numbers. Ms. Schultz stated she could provide those at a later point. Town Manager JT Chevallier added there must be consideration of the opportunity costs as well. Chair Shively added that he believes in order to bring the event back there needs to be a steering committee driving it, and he does not believe that is currently in place.

Under public comment Chris Ritger noted she had seen a lot of vendors during Candy Dance using stakes in Mormon Station and asked if this had been the issue mentioned. Mr. Chevallier explained it appeared someone had pulled out or kicked 16 sprinkler heads in the pavilion area and the park ranger had thought it likely vandalism. He added the Town was using Nevada Landworks to look at the damage and that repairs could be into the \$1000s.

Terri Schultz, Treasurer of Friends of Genoa, noted that she was able to provide more detailed information on the Genoa Western Heritage Days financials, noting there had been

\$16,000 in expenses and \$31,000 in income to result in the net of \$15,000. She noted she had detailed financial reports for the event as well. Town Manager JT Chevallier requested she send those to him. Vice-Chair Birdwell asked what the largest expense had been. Ms. Schultz stated it had been costs associated with the entertainers.

No further public comment.

Chair Shively moved to accept the Town Manager's report; motion seconded by Vice-Chair Birdwell and passed 5-0.

Agenda item No. 5:

Discussion and update on the Centennial Candy Dance "Lillian" Statue Project including the maintenance schedule and responsibilities

Debrine Smedley offered congratulations on Candy Dance and thanked the Town for clearing the space in front of the statue, noting people enjoyed utilizing the space at the event. Regarding maintenance for the statue, she stated that she, Steve Shively, Pat Eckman, and Judith Hanson had agreed to serve on the maintenance committee for a two-year volunteer term. Ms. Smedley informed the Board there was still no update on the ending fund finances, though the committee is hopeful to have it by the end of next month and believe it will leave a good amount in the maintenance fund. She added that the details of where the fund would go to still need to be worked out.

Chair Shively asked if the maintenance committee would need to meet in December. Ms. Smedley stated they would need to meet this month to discuss a timeline and guide for Town responsibilities. She then reviewed the plan she had laid out and included for the Board in their packet regarding this. She added that she would like to share the App for the security camera monitoring the statue with the committee members, so multiple individuals have the ability to monitor and access it. She noted there will need to be a discussion of the landscaping maintenance as well. Chair Shively asked if she had a date in mind for the meeting, and Ms. Smedley said she would email the committee members to set up a meeting time.

Under Public Comment Sue Knight agreed that it was nice that the space by the statue was cleared, though she noted one of the Candy Dance food vendors was upset about his booth location being moved.

Mary Boykin noted that John Engels had commented about the statue on NPR, saying he couldn't believe the detail and thought behind it, and encouraging people to go to Genoa. She added that when she had worked the Town information gazebo on the weekends she had seen tremendous interest in it and that it is a focal point for Genoa.

No further public comment.

Member Eckman moved to accept the update; motion seconded by Member Pasley and passed 5-0.

Agenda Item No. 6:

Discussion and update on the security camera system placed at the Centennial Candy Dance "Lillian" Statue

Larry Smedley explained the committee had installed a camera at the statue site, noting he was please they had because there was a lot of value there to secure. He added they had placed a sign notifying of the camera. He explained the camera can record 48 hours but has no real-time monitoring, though the footage can be extracted and there is an App that can

download the last 48 hours of footage. He added the footage is good quality, it utilizes a WiFi router with a LAN to download, and cost \$600 to the project. The company that installed that camera offered to install a second camera facing down Main Street as a security measure. It could be tied in to the existing router and cost \$300, and the committee has decided it would be willing to pay if the Town desired the installation. They were not sure how it would tie into the Town plans or if the Town would want it, so the committee is seeking Town input.

Town Manager JT Chevallier explained he had not been present at the last meeting, and wanted the decision to be made by the Board. He added he was somewhat reticent, noting the company had invoiced the committee before getting final word. He suggested the Town start over in considering the issue of security cameras, adding he felt the Town had put the cart before the horse. Chair Shively stated he felt there needed to be some analysis done first. Vice-Chair Birdwell asked if any other businesses in Town had cameras. She was told the bar, Pink House, and museum do. Larry Smedley noted the advantage of the new placement would be the ability to record vehicles on the road.

Under public comment Elaine Shively noted the camera the same company had installed on the corner of the Genoa Country Inn can see traffic and the intersection. Debrine Smedley said that camera was tied into a different system, and the statue system would not be open to public access. Terri Schultz stated she was confused as to why this camera installation would only be \$300 when the proposal the company offered at the last meeting was \$10,000. She questioned whether there was even a need for it.

Town Manager JT Chevallier said the Town needs to run an analysis, and he would contact DCSO for information. Larry Smedley stated that the camera would provide a much better image of the traffic through the intersection than the one on the Genoa Inn, but added that the committee is neutral on the issue and will do whatever the Town wants. Mr. Chevallier added that the Town would have the option to do this later, and that this wasn't something that had to be decided immediately. Chair Shively thanked the committee for their offer.

No further public comment.

No action was taken on this item; the issue will be tabled and visited further at a later meeting.

Agenda Item No. 7:

Discussion on the Town Manager's update of the 2019 Genoa Candy Dance

Town Manager JT Chevallier provided an update on the 2019 event, noting that a lot more information would be needed for the financial P & L's, but that he was able to talk about the event in generalities. He noted that Douglas County Sheriff's Office said that Saturday was the single biggest for Candy Dance ever, with an estimated 25,000-35,000 people attending. He added it was likely because of the weather, but that the event stayed busy through the day.

Mr. Chevallier stated that the Dinner-Dance had experienced challenges, and that unfortunately the band could not play because of the weather conditions. He thanked everyone for still coming, eating, and drinking at the event, noting it was representative of the heartiness of the community. He mentioned there would not be refunds issued. Mr. Chevallier proposed the Town needs to discuss options to avoid this in the future. He added the Dinner-Dance bar had only had around \$2400 in sales as opposed to around \$3700 last year.

In looking at the positives of the event, he stated there had been no public safety issues at the event, and thanked Douglas County Roads and Emergency Response for their assistance. Mr. Chevallier also thanked Chris Ritger for managing ice sales; Mike Ford, Andrew Jimenez, and Terry Roney for assisting with logistics, commending Terry for how great he was with the

vendors; Linda Birdwell for managing merchandise sales; Elaine Shively, Sue Knight, Debrine Smedley, and Pat Eckman for their collective volunteer efforts; and Allison Grey for the level of service provided to the volunteers.

Mr. Chevallier noted that candy sales had come in around \$55,000 in revenue, sponsor payments were up this year, and memorabilia sales were around \$6,000. In regards to the event finance, Mr. Chevallier wanted to thank Sher for her fantastic job, noting that she had had to deal with personal issues while still managing the finance committee and responsibilities during the event.

Mr. Chevallier stated that Cottonwood Cottage was a new location and knocked it out of the park during the event. He wanted to note that Julio Cervantes, who had been a member of the temporary staff during the Candy Dance previously, had been killed in a motorcycle accident shortly before the event this year. This and other changes had left the Town short-handed and with a number of new temporary staff members for the event. Brent from Cottonwood Cottage stepped up to assist in the load-in process and during the event had a DJ and games going on to draw people to that end of town. He noted that he received a number of compliments on the addition of Cottonwood Cottage. He added that Brent is on board for next year's event as well.

Mr. Chevallier noted there had been a couple lost children during the event, but both situations were quickly and positively resolved. He mentioned again the vandalism to the Mormon Station sprinklers, and noted there had been some increases in cost to this year's event, including for security and increases to the Dinner-Dance budget.

In discussing the Candy Dance vendors who participated, Mr. Chevallier noted there had been challenges with some not following rules and procedures laid out. He also noted there had been some who showed disrespect to volunteers and staff which was not acceptable. He recommended that the Town create an acknowledgment of the policies and rules for vendors to sign, to provide the Town with support in addressing such circumstances.

Mr. Chevallier noted some other issues that had been encountered during the event, including issues with the WiFi, generator issues, shuttle buses, and parking issues. He noted the Town will be looking to limit the number of entries in certain categories to provide for more diversity of products and also considering additional ATM locations for the event.

He thanked the Rite of Passage, China Springs, and Boy Scout groups for their work during the event.

Under public comment Sue Knight offered kudos to the Sierra Sweethearts for their performance during the Dinner-Dance despite the conditions.

No further public comment.

Vice-Chair Birdwell suggested planning for the Volunteer thank-you event get underway. She also noted that Brent had offered a shout out and thank you to the China Springs group during the event. Chair Shively offered congratulations to Town Manager JT Chevallier on his first Candy Dance.

Debrine Smedley noted several years back when she had made candy the volunteers had been given certificates of recognition.

Member Pasley moved to accept the Town Manager's update on Candy Dance; motion seconded by Member Eckman and passed 5-0.

Agenda Item No. 8:

Discussion on Board Members' comments, activities, and liaison committee reports

Vice-Chair Birdwell noted there would be a health fair at Carson Valley Medical Center on October 19th from 9 AM to 12 PM. She encouraged everyone to get their flu shot. Chair Shively noted that Stanley and Lin, seasonal employees at Mormon Station, would have their last day on Sunday and would be at Genoa Bar that day at 4:30 PM if anyone wished to thank them for their effort this year.

PUBLIC COMMENT

No comments.

ADJOURNMENT

Member Pasley moved to adjourn the meeting at 8:15 PM; motion seconded by Vice-Chair Birdwell and passed 5-0.

Minutes prepared by:
Tiffini Drew
Office Assistant, Town of Genoa

Exhibit B

From: Phil Wright <filpen@aol.com>
To: filpen <filpen@aol.com>
Date: Wed, Oct 2, 2019 5:49 pm

THE GENOA VISTA TRAIL

I'm here this evening to see if I can persuade anyone to assist me in the pulling of tumbleweeds on the Genoa Vista Trail to allow more narrowleaf milkweed to grow to both beautify the trail and aid the monarch butterfly whose numbers are in distress in the west and across the country. If you can help, I'll give you my phone number at the end. Throughout the US milkweed, which used to be commonplace along roadsides, is being killed by herbicides to the tune of thousands of acres to the detriment of monarch butterflies whose overall numbers are down 90% in the last decade or so.

There are two distinct areas of the US which experience the migration of monarchs — the Eastern migration and the Western migration. The eastern ones migrate from Canada down to Mexico through Minnesota, Texas and other eastern states. Our population goes from Arizona, Utah, Oregon and Nevada over to the California coast.

My interest in the monarch started with a workshop on the monarch butterfly in June of 2014 at the interpretive center on Genoa lane where I learned about monarch butterflies, milkweed and how to recognize it.

There are at least 100 species of milkweed, native to various states throughout the US. Narrowleaf and showy milkweeds are two of the native milkweeds in our area.

I first spotted showy milkweed, which is broad leafed, on Waterloo Lane in August of the year I took the workshop and collected caterpillars there over the following weeks, raising 50 butterflies that first year. I then discovered there was narrowleaf milkweed growing on the Genoa trail and started collecting caterpillars there too.

The following year in late June I discovered my go-to yards-long patch of narrowleaf milkweed on the Genoa trail, had been sprayed with herbicide perhaps by Douglas county Weed Control Division charged with destroying noxious weeds such as tall whitetop and poison hemlock. I never discovered for sure which entity was responsible but the sprayers I talked to swore they knew what milkweed looked like - they showed me pictures- but someone didn't know and was killing off precious milkweed. They had sprayed some poison hemlock (the intended target) and overspraying onto the milkweed had permanently killed that too. Other single standing milkweed had been sprayed purposely with no noxious weeds in sight, probably thinking it was tall whitetop.

tumbleweed
I noticed the ubiquitous, otherwise known as Russian thistle, which covered large portions of the trail and completely blocked the growth of any milkweed, sagebrush or

any other plants that might be attractive and beneficial to monarch butterflies. The rabbitbrush on the trail, though an allergen to many humans, provides nectar for butterflies; in fact in the coming months that may be the only nectar source they can find.

In 2015 I personally set about pulling most of the green tumbleweeds and the dried crisp tumbleweed skeletons from previous years. With the fence alongside the trail the tumbleweed will never blow away to another location. I brought home pickup truck loads of tumbleweeds to burn and also persuaded NDOT to pick up some of my piles. I had to pile it up for them as they obviously wouldn't pick up odd bits all along the trail. That meant a lot of walking back and forth with my pitchfork to add to the piles.

During this time I wrote a letter to the editor of the Record Courier asking for volunteers to help me but they omitted my email address and so I only got one persistent lady who had called the paper for my contact info. She was an avid gardener but also 90 years old so not a lot of help but I appreciated her willingness.

I think the trail stayed relatively free of thistles for two years but this year when I returned to the trail they were definitely making a comeback.

I started growing milkweed in my own garden and so wasn't coming down to the trail in 2016, 17 and 18.

In 2017 I raised and released 650 monarch butterflies, having collected the eggs from my own plants. When the eggs are collected they are less likely to be already infected with parasites.

In 2018 the monarch count on the California coast, where they overwinter, dropped 86% from the previous year and my number dropped to 250. This year it will be a disappointing 24 butterflies.

This year that area was covered with mullein which is tall with a wide leaf base and an invasive tall grass which falls over blocking any other growth not to mention the cat tails (or bulrushes as we English call them) which in the past few years have spread down to the path and across to the fence on the other side. There are no large patches of milkweed as there were in 2015, just a few individual plants. I am still seeing many milkweed plants which have been sprayed with herbicide on the trail. They are noticeably different from the healthy plants by their brown and twisted look as they immediately wither and die and they will not come back next year.

When I first discovered the trail in 2014, a year after it was installed, it was a butterfly and monarch highway. There were many monarchs, drawn to both rabbit brush and the milkweed on which the females must lay their eggs. Milkweed is the only plant on which monarch caterpillars will feed. Without milkweed, there will be no monarchs.

The monarch in the form of egg, caterpillar or chrysalis has many predators that eat them and parasites to destroy them from within, including wasps, lizards and flies. We bring caterpillars indoors to raise them because in the wild less than 5% survive.

As I said, I'm here tonight to drum up some help to remove more tumbleweeds. I ask for just a couple of hours a day when you can. Some thistles are already dying off and setting seeds and getting pricklier by the day. There are a lot of Russian thistles-tumbleweeds— leading out of Genoa onto the trail, particularly on the east side and I'd like to remove them as soon as possible. They are relatively easy to pull, some involving more of a tug, but gently so as to pull up the root and not break it off. When they are all in a row as they are here, it's rather like the old Lays potato chip ad: you can't pull just one. You have to keep going.

Thank you for your time.
775-771-8518