

GENOA TOWN ADVISORY BOARD
Regular Meeting Minutes
November 6, 2019

The Genoa Town Advisory Board held a public meeting on November 6, 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, and Brian Crowe. Also present was Town Manager JT Chevallier. Vice-Chair Linda Birdwell arrived during opening public comment.

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 Chair Steve Shively.

PUBLIC COMMENT

Under opening public comment, Perry Hand noted that there had been a Club 89411 that had held a Town New Year's Eve party in 1999 and it would be nice to do that again. He noted he had contacted Town staff but was told the Hall had already been booked for that day. He stated it would be an idea for the Town or FOG to do a party and it might be good to have a club to do events, and perhaps they could come up with an alternate venue and it could be good for the Town to have

John Usher stated that he had read Genoa has the record for one of the best waters in the country. He is concerned about the proposed slaughterhouse at the corner of Centerville and 88 polluting the water, adding that they are very toxic and that it would be bad for the valley's water and air. He offered ads to anyone interested and added if anyone has questions he has pictures. He added that blood cannot be hauled away so it instead pools and attracts flies and he noted the proposed location would be within 100 yards of houses and that it doesn't need to be here He added that Genoa is located North, which is the flow of the water and that we are in an aquifer.

Lori Leonard from River Fork Ranch Preserve stated they would be hosting a program series called Feathers and Furs on Thursday nights which will have speakers offering talks on bird identification, animals, and habitats in the Carson Valley.

Sue Knight stated that Lori Leonard had not been at River Fork long, but she has already done incredible things for reaching out to the community with events and education. She thanked and welcomed her.

Renee Plain introduced Karen Sinclair and Mike Holcomb of Carson Valley Meats and stated there would be an open house held Saturday, November 9th from 10 AM to 2 PM at 876 Centerville Lane regarding Carson Valley Meats and their plans for the proposed slaughterhouse. She stated that the information on the flyer passed out is not quite correct. She welcomed everyone to attend and have any questions answered, noting their engineer would be onsite.

Perry Hand noted he had caused a stir at the May GTAB meeting asking about tree trimming to be done by NV Energy and asked if there was any update. Town Manager JT Chevallier stated he believes NV Energy is behind schedule, but he would follow up. Mr. Chevallier added he also had calls out about some light outages in Town, and he will try to get more information to pass around.

Mike Holcomb of Carson Valley Meats welcomed everyone to come to the open house on Saturday where they would be offering information and answering questions. He noted he felt there was a lot of false information and scare tactics out currently and they want to put the facts out on the table. He added that the engineers would be on site to answer technical questions as well.

No further public comment.

APPROVAL OF AGENDA

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

APPROVAL OF MINUTES OF PREVIOUS MEETING

Member Eckman moved to approve the minutes of the October 2, 2019 meeting; motion seconded by Member Pasley and passed 5-0.

CONSENT CALENDAR FOR POSSIBLE ACTION

Agenda Item No. 2:

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

Agenda Item No. 3:

Discussion to approve Town Manager's time cards.

Vice-Chair Birdwell moved to accept the consent calendar and the two items there-in; 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 Town staff has been conducting a review and update of the Town Rentals Policies & Procedures, and plan to bring revisions before the Board for approval by the January Board meeting. Town Staff is also reviewing the Town's Policies & Procedures to bring all items current. Staff is requesting 1-2 Board members to assist in reviewing for revision with the goal to bring revisions to the full Board for adoption in January or February of 2020. Mr. Chevallier requested any Board members interested contact him.

The Town has contracted with Andrew Jimenez for part time maintenance work.

Final Candy Dance claims have been processed. Item 11 of the agenda is the review of the financials, but Mr. Chevallier noted the event did well even with the additional challenges and costs. The damaged sprinklers in Mormon Station have been repaired, and Mr. Chevallier

thanked Nevada Landworks for the work and Chris from Mormon Station for his understanding and accommodation of the issue. There will be an after action review of the event with first responders, which has yet to be scheduled, to review what worked and look to streamline the process and staffing moving forward. The Volunteer Thank You event has been scheduled for January 25, 2020, and it will be similar to last year's potluck event with the Town providing the main dish.

Mr. Chevallier informed the Board he had received an update from Scott McCullough regarding the RDA projects. The estimated start date for work is November 1, 2020. That date should allow the Town to execute rentals and next year's Candy Dance without experiencing a significant negative impact to revenue. The RFQ will be sent out in the next 1-2 months. Mr. McCullough will share that information with the Town for distribution, and a committee will be formed to review those received in January. The CMR, Construction Manager at Risk, selection should take place around March. The use of the CMR is to guarantee the projects remain within budget. Mr. Chevallier noted he would be meeting with Gail Teig regarding an access easement agreement for the construction and hopes to have an agreement for Board review by December. He added that Mr. McCullough had liked the idea of using the alley between the Town Hall and Town Office building as a solution to the issue of an Ingress/Egress point for the buildings. Mr. Chevallier added the Town would still develop an emergency egress agreement with Lois Wray for her property and continue to work with her during the process. Chair Shively asked if Mr. Chevallier was keeping Ms. Wray apprised of the situation. Mr. Chevallier stated he was.

Mr. Chevallier noted that there had been no hayride at this year's Halloween event, adding there had been an overwhelming response about it being a tradition that was missed. He noted he had spoken with Corey about the possibility of bringing it back next year, adding that there would need to be a look at the liability issues involved and possible waivers for participation to move the responsibility back to the parents. He added that the new element added this year, the "Parade of Horrors" had gone well, noting the volunteers had done well in handing out close to 200 pounds of candy. He estimated 75 to 100 children participated.

Office Assistant Tiffini Drew's review has been completed and her raise has been authorized and approved by Human Resources.

The Town will be looking into revising and updating the Town website. The current site is outdated and challenging to use. The goals of the project will be to simplify the site, make it easier to navigate, satisfy ADA compliance requirements and meet NRS requirements. Mr. Chevallier stated that Revise Websites is a company that has done a number of websites for small towns which are template based and had approached the Town regarding a website upgrade. The Town will be looking to get a bid for a proposal from them as well as looking into other site developers. While the project would not need to go out to bid by law, Mr. Chevallier stated it would be in the Town's best interest to do so. He will work on a timeline and ideas for the process.

The annexation process has been postponed as the County has decided, after discussion with the Town, to pull the item from the November 7, 2019 Board of County Commissioners' meeting.

Regarding the Highway 395/Genoa Lane issues, Mr. Chevallier had a very positive meeting with James Settlemeyer regarding the possibility of an easement through his property for the

realignment. Mr. Settelmeyer was very open to the project idea. Mr. Chevallier noted that Bill Brooks has been assisting him in moving forward with the process.

Christmas lights are scheduled to be put up on November 21st with the assistance of Town of Minden. The Cowboy Country Christmas tickets are available for sale. The Town will be sending out an e-blast and posting information. Tickets will be available online, with a link to Eventbrite on the Town website, or in-person at the Town Office. Tickets for Breakfast with Santa are also available for purchase or reservation, but only through the Town Office.

There has been a delay in the speeding mitigation radar feedback signs plan. The Major for NHP that would have been providing the letter of support has been reassigned and the Town is now waiting for the new Major to be assigned to get the letter.

There are light outages in Town, including one with significant damage from the fixture falling. Mr. Chevallier is following up with NV Energy. He added that there is a documentary on Netflix about the Paradise Fire which drives home the importance of planning and maintenance around power and fire safety.

Under public comment Sue Knight asked if the Caroling and Tree lighting were still planned for this year, and if so, if the Town had contacted the Volunteer Fire Department and Chad Coons. Mr. Chevallier stated they were still planned, that he had contacted Chad Coons, and that he had not yet spoken with the Volunteer Fire Department but would do so.

No further public comment.

During Board discussion, Vice-Chair Birdwell asked what company the Towns of Minden and Gardnerville use for their websites and if there were any way to leverage that for some kind of cost sharing or reduction. Mr. Chevallier stated he did not have that information but would look into it.

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

Agenda item No. 5:

Discussion and update on the annexation process and timeline of parcels 1319-09-501-005, 1319-09-501-006, 1319-09-701-006, and all of APNs 1319-09-601-001 through-005, 1319-09-701-001, 1319-09-701-002, 1319-09-701-004, 1319-09-701-005

Town Manager JT Chevallier noted this item had been placed on the agenda because the second reading of the annexation was scheduled for the Board of County Commissioners' meeting on Thursday the 7th. He noted that item has since been continued. He added that the item prior to it on the BOCC agenda was the Park Cattle Company item, and after conversations with the County it was determined it would be too cumbersome to follow at that meeting. It was decided it would be best to remove the item from that agenda. Mr. Chevallier stated that the Town had gone through the process of noticing the parcel owners and had received a lot of negative feedback from them, but noted that the Town is within its legal right to follow through with the process.

Mr. Chevallier explained that there was one parcel that was an anomaly. It is bisected by the Town boundary and the parcel is accessed off of Main Street. He noted that the initial reasoning for annexation was that the parcel had only been paying County taxes, but the property owner brought tax receipts in showing she had been paying the Town rate on the parcel section within

the boundary and the parcel may fall outside the justification. Mr. Chevallier stated he would like to do an audit of and further research into the parcels to ensure that all the parcels meet justifications. He added that removing that particular parcel, if needed, would mean starting over with the process, including a new map and new resolution, though he believes the Town should still go forward. He added the item will be reagendaized and he will come back with an update at the next Board meeting about putting it back before the Board of County Commissioners.

Under public comment Bill Brooks stated he was confused because Trent Tholen, County Assessor, had told him that the bisected property discussed has its in-town portion being assessed based on the outside portions tax rate, which is the opposite of what Mr. Chevallier had stated. He advised that when Mr. Chevallier comes back, he come back with the information the Assessor has determined. Mr. Chevallier stated that had been his concern as well so he had asked the parcel owner to bring in her tax receipts. Mr. Brooks recommended the tax receipts provided by the parcel owner be taken to Mr. Tholen to confirm so that everyone is on the same page. Mr. Brooks added the Town line runs through the middle of the house. He believes that to remove that parcel would be muddying the water and suggests the Board stick with the original application. He added that the Board had the backbone to go forward with the process and hoped the BOCC would as well. Additionally, Mr. Brooks stated that the Town had done its work and that the last step was to go to the BOCC for a hearing and ratification. Mr. Chevallier stated that he would be happy to provide a full audit of each parcel to the public to make all information clear. He added that the improvements on the property, meaning the structure, determines the value of the property.

Town Manager JT Chevallier stated he believed the right course of action was to do the audit to ensure the application can go forward without question. Chair Shively stated that Mr. Brooks point is well taken that the Town needs to go to the County Assessor. Mr. Chevallier added that he intends to take the provided receipts to the assessor for closure on the issue.

No further public comment.

Chair Shively moved to accept the update and forge ahead with the process; motion seconded by Member Pasley and passed 5-0.

Agenda Item No. 6:

Discussion to accept a \$500 donation from Mrs. Letha Meeks for painting the Genoa Town Church sign

Member Pasley explained his mother-in-law, Letha Meeks, wanted to make a donation of \$500.00 to the Town to help paying for the Church sign to be repainted.

Under public comment, Sue Knight expressed thanks to Mrs. Meeks, noting she had brought the need to repaint the sign to Town Manager JT Chevallier's attention

No further public comment.

During Board discussion Chair Shively expressed thanks to Mrs. Meeks.

Vice-Chair Birdwell moved to accept the \$500.00 donation from Mrs. Meeks for painting the sign; motion seconded by Member Eckman and passed 5-0.

Agenda Item No. 7:

Approve, approve with modification, or deny the request for waiver of rental fees for the Genoa Town Hall for the Friends of Snowshoe Thompson Fundraiser scheduled for November 23, 2019 from 5-8 PM

Town Manager JT Chevallier explained the request is for a waiver of fees for the Friends of Snowshoe Thompson to hold their annual fundraiser in the Town Hall. He added staff opinion is that the Snowshoe Thompson statue is a vital part of the Town, the Friends of Snowshoe Thompson volunteer their efforts to manage the maintenance of the statue and goes above and beyond in engaging in public tours. He added that public art is an important part of the community and waiving the fees would be a support to them and allow them to utilize resources for the best of the Town and community at large in keeping the statue in good condition.

Under public comment Sue Knight clarified that this is not an annual event, as FOST fundraises as needed. She added that FOST is a non-profit organization with very basic funds for their needs. She noted she had provided the plans for that evening and it would be appreciated if the rental would be waived. In addition, she noted the organization has provided a Certificate of Liability Insurance to the Town for the event and they do have a liquor permit for the event.

No further public comment

During Board discussion Chair Shively noted he thinks it is a worthy cause, and he is behind it.

Member Pasley moved to waive the fees for the Friends of Snowshoe Thompson fundraiser; motion seconded by Member Eckman and passed 5-0.

Agenda Item No. 8:

Approve, approve with modification, or deny official memo to the Nevada Department of Transportation regarding the Genoa Lane/Highway 395 public safety issue

Town Manager JT Chevallier explained the memo was drafted from guidance given by the Board regarding the Highway 395 safety issues and is to be directed to the District 2 offices of the Nevada Department of Transportation. The memo lists four reasons the Town feels the intersection is dangerous and asks for any assistance in addressing the issues and providing solutions in the long term such as raising the priority of the realignment.

No public comment.

Member Crowe moved to approve the draft letter; motion seconded by Vice-Chair Birdwell and passed 5-0

Agenda Item No. 9:

Approve, approve with modification, or deny official memo to Commissioners Larry Walsh and Barry Penzel regarding the Genoa Lane/Highway 395 public safety issue

Town Manager JT Chevallier explained the content of the memo is essentially the same as the previous but this will be directed to Commissioners Walsh and Penzel.

Under public comment Bill Brooks asked what the Board hoped Commissioners Penzel and Walsh will accomplish. Chair Shively stated the hope is that the Commissioners will put pressure on the state to revise the master plan and elevate the realignment project priority within it. Mr. Brooks said his understanding is that the Commissioners are on the County Transportation Commission which has nothing to do with the master plan. He stated that what happens is if they can get the County Transportation Board to recommend to the County

Commissioners next June when the NDOT Director and her staff come down for their annual visit to determine the priorities that NDOT will do in the coming year, adding he wants everyone to understand how the process works. He stated the idea is to get a letters of recommendation from the County Transportation Board to the Board of County Commissioners who then tell the Director of NDOT and her staff to move this up and get it done as soon as possible.

No further public comment.

Vice-Chair Birdwell moved to approve the letters to the two County Commissioners; motion seconded by Chair Shively and passed 5-0.

Agenda Item No. 10:

Approve, approve with modification, or deny the Genoa Western Heritage Days charter agreement between the Friends of Genoa, Genoa Volunteer Fire Department, and the Town of Genoa regarding the roles and responsibilities for the 2020 Genoa Western Heritage Days event

Town Manager JT Chevallier presented the document drafted as a possible agreement between Town of Genoa, Friends of Genoa, and the Genoa Volunteer Fire Department outlining roles and responsibilities in putting on the 2020 Genoa Western Heritage Days event. Mr. Chevallier noted the event last year had been one of the first he experienced with the Town, adding he had seen some of the discussions and final preparations for execution of the event and the challenges faced. He saw the event as an injection of life for the Town at a time of year when that wouldn't have happened otherwise and as a great benefit. He also saw ways for the Town to take a more active role and support the event without engaging in a cumbersome amount of tasks and began thinking of ways for the Town to do so.

Mr. Chevallier stated that the three organizations involved do the lion's share of a lot of good work in Town and if all work together to provide individuals for a committee, the event could be a success. He noted he had conversations with Dave Whitgob and Martin Manning to outline the roles, responsibilities, and share of revenues and expenses as outlined in the draft agreement. Mr. Chevallier read through the draft agreement for the Board. The draft document is attached to the minutes as **EXHIBIT B**.

While Mr. Chevallier was reading through the agreement, Chair Shively asked for clarification on the funding for the event, specifically what would happen should the expenses incurred by the Town in fulfilling their responsibilities exceed the \$1500.00 contribution the Town would initially make under the agreement. Mr. Chevallier explained that \$1500.00 would be combined with the \$1500.00 and \$7500.00 contributed by the Volunteer Fire Department and FOG respectively to serve as the seed funding for the operating budget in addition to any sponsorship funds.

Terri Schultz commented that it seemed the Volunteer Fire Department was still totally separate and not running anything through the Friends of Genoa if they are managing all their expenses and keeping all their profits. Mr. Chevallier explained the Volunteer Fire Department's initial contribution would go into the general fund for operations and then would be recouped from the revenues of the BBQ and bar.

Mr. Chevallier finished reading through the draft agreement before stating the idea is to mirror the structure of the Genoa Americana Celebration which is a committee run event, with the Town providing logistical support. He added there are some concerns, noting specifically the opportunity cost of staff time directed to the event. He added that Bill Brooks had provided a letter of concerns to the Board relating to the challenges faced in the history of the event and that the Town did pull out of involvement, as well as conflicts if Town staff is involved in managing the event.

Martin Manning of the Volunteer Fire Department stated that when the Volunteer Fire Department ran the event two years ago it had been very profitable, but the Volunteer Fire Department doesn't do events, they participate in Town events and felt they should approach the Town to take lead on the event with their support. He noted that the Volunteer Fire Department is all in if the Town will oversee it, but not be overburdened by it, and added that the event has a good playbook and should not be that difficult or demanding.

Under public comment, Terri Schultz, treasurer of FOG noted that the first page of the agreement talked about transparency, but it seems the only transparency will be on the part of FOG in providing financial information. Mr. Chevallier stated that FOG would have the responsibility of reporting the profit and loss as part of their role in the event committee. Ms. Schultz stated that all she can report on is what is run through FOG, which would leave out all of the Volunteer Fire Department stuff. Mr. Chevallier stated the event would need to break out the reporting that would recognize all the expenses and all the revenue from all the organizations. Ms. Schultz clarified that meant the other two organizations would provide their information to FOG. Mr. Chevallier said that would be correct. All three organizations information would be reported in a single profit and loss statement.

Sue Knight commented that she would like to see Mormon Station State Historic Park as a partner in the event, noting their past support of the event and stating it is important to include them.

Bill Brooks stated that he hoped the Board had seen his message and that he does not object to any activity with a proven record of providing significant net revenue to the Town coffers, but that he has significant reservations with this proposal. He directed the Board's attention to page 10-15 of their packet which referred to a previous meeting when the Board had determined the Town's contribution for the event last April. He quoted the motion at that meeting as being "Member Crowe moved to approve the use of Town facilities at no charge for this year only, with the understanding that if the event were to be held next year the Town would negotiate a fee." He then stated that proponents of the event were now asking not only to provide the facilities, but for the Town to take over and manage the event. He reasoned that if the Board complied, any 501c3 could come to the Board expecting the same. Mr. Brooks added that the second request at that February meeting was to provide the office facilities and staff, which was refused. He argued the new request was contradictory to this and that such a request diverts Town resources, the funds and staff time, from the primary function and objective of providing the mandated services. Mr. Brooks offered examples of these services, noting the Town currently lacks the resources to carry out that mandate and is in default. He offered an example in the Vista Trail and fence which have fallen into disarray and is a Town maintenance responsibility. He also added that the proposal as presented is totally amorphous as to the roles and responsibilities. Chair Shively requested that Mr. Brooks wrap up his comments as he had used his allotted five minutes. Mr. Brooks discussed the Town costs, including the underwriting of \$1500.00 and providing usage of the Town facilities at no charge. He stated that as a Town resident he pays twice for that in that he pays for the maintenance of the building through his taxes and then, should he want to use the facilities, by paying half the rental fee, whereas here the Board has waived the whole thing in this proposal as they did for an earlier item. Other costs he listed were the health, event, and liquor permits, ticket sales, marketing and advertising, all of which will take staff time. He stated that he and the Town Manager had extrapolated the amount of time used for Candy Dance at around 1000 hours and added this event would not be accomplished using only a few hours. Mr. Brooks commented that the town staff time is billed at \$50/hour for the Town Manager and \$25/hour for the Town Office Assistant. He concluded by asking that the Board deny the proposal and let Friends of Genoa continue to maintain the event if they want to, and if necessary provide the use of the facilities at no cost.

Sue Knight asked to remind the Board and Mr. Brooks that FOG was not formed to put on events but as a financial conduit for funds that people wanted to donate to Town events, and to support the Town in advertising.

Bill Brooks commented that it was his understanding that the Board of Directors of FOG had put on the last event.

No further public comment.

During Board discussion Vice-Chair Birdwell asked where in the agreement it is stated the Town was taking the lead, noting she read it as an equal share in the committee. She added she doesn't read the agreement as requiring Office staff time and that volunteers could be used. Vice-Chair Birdwell asked whether the sponsorship revenue would include the Heritage Club or some sort of subset of what has been done in the past.

Town Manager JT Chevallier stated as far as the Town taking ownership of the entire event, he saw it as the Town taking ownership over operations and logistics items that the Town has shown success managing in the past, whereas the overall operations and logistics for the event would be volunteer based. He stated he is confident in looking at the Town's responsibility it would not overburden him in his role as Town Manager. He does want to make sure to acknowledge concerns. Regarding the Heritage Club, he stated he thinks there needs to be a clear understanding that this event is for the general public and community to attend and enjoy and that there is no additional benefit to a club because that misconstrues the true message and intent of the event to celebrate the western heritage. What he advises, after discussions with Dave Whitgob and Martin Manning, is that rather than there being a Heritage Club, that there be a Heritage level sponsorship that would allow anyone to commit resources from a personal level with some acknowledgement. This would eliminate the idea that there is some secondary benefit that not everyone sees. He believes that having the Town take a role in interfacing with community participants and serve as a partner in the event would be beneficial.

Vice-Chair Birdwell asked if the \$7500.00 contribution from FOG would be from funds they currently have in place and was told it would be. She added there had been a lot of misunderstanding in the past of the revenues and expenses in the initial forming of the event when it was Cowboy Poetry and Music and run through the Town. She feels that by moving those dollars off of the Town's budget and to the Friends of Genoa will relieve a lot of distress for everyone. She added that in the Town contracts now a break is given to 501c3's but that the exceptions the Town has given, such as the one earlier and this event if approved, are intended to make money, like Candy Dance, and the Town doesn't charge the Candy Committee for rent of the Town Hall or some subset of it. She acknowledged there needs to be some net profit to the Town and they hope it will be more than the \$1500.00 the Town would be putting in, which she thinks it will be. She suggested that if some other 501c3 such as the Lion's Club wanted to hold an event to raise funds for Genoa she would be happy to give a break on the rent, which, to her knowledge, is all the Board has ever done, noting the Snowshoe statue is part of Genoa.

Member Pasley stated he felt it would be disruptive having tickets sold out of Town Hall and disrupting staff. He noted last year private businesses had handled that and the Town had not handled that money. He added he thought the online sales would be a good idea. Town Manager JT Chevallier stated it was his intent to have exclusively online ticket sales, and a solution would need to be found for any in-person sales, as ticket sales would not be the best use of staff time. Member Pasley agreed and added it would be good to keep the Town away from handling the money. Vice-Chair Birdwell agreed it was good to keep that at arm's length.

Member Eckman agreed that it would be better for the Town to maintain distance from the money handling and ticket sales. She also does not think the Town should put in \$1500.00 on top of giving the use of the facilities for free or that that money should be taken out of the Town budget and put into the event. She is not opposed to the Town being part of a committee in running the event but does not believe the Town should underwrite any money at all for the

event. Town Manager JT Chevallier added that the genesis of this draft agreement was to spur discussion on the Town involvement. Vice-Chair Birdwell stated that was a good point, and that the Town's seed money would be like an in-kind contribution of the fees from the Town's opportunity lost by other rentals. Mr. Chevallier added that in fact there would be the loss of a rental that weekend for the event.

Chair Shively stated that if the Town is involved he would like to take the name "Heritage" out of it because he agrees the Heritage Club is a private club and it should be renamed to Cowboy Festival which the Town has a copyright on. He added that he believes the key is to establish a steering committee of 1-2 members from each organization to be run like an Incident Command System with the committee reporting to Mr. Chevallier while they do the work. Chair Shively stated he had a conversation with Dave Whitgob who agrees that it should be others and not Mr. Chevallier on the committee to take the load off of him. Chair Shively sought clarification on the total sponsorship fund goal and was told it was \$9000.00 total. Mr. Chevallier explained each organization would provide a list of potential sponsors and an individual from the committee would be responsible for the outreach. Chair Shively stated he does not have a problem with the \$1500.00 seed money contribution, and added he would like to see the event make money if the Town is to remain involved. He commented that before any approval he would like to see the committee, as the draft document is merely a proposition and nothing very solid.

Town Manager JT Chevallier stated the document had been important for him to get in front of Dave Whitgob, Martin Manning, and the Board to see where everyone lands. He added he believes the event is still far enough away and some additional due diligence needs to be done before approval. He added Mr. Brooks brought up valid points of things to be discussed, such as staff allocation of time. Regarding staff time, Mr. Chevallier noted the listed responsibilities, such as acquiring permits, would take him less than a day, but there are always the unknowns leading up to the event.

Sue Knight noted that the committees that have worked well before include having individuals responsible for specific components such as logistics and educational activities. She believes a committee would be well-rounded with individuals who know what they are doing and have done so before.

Member Eckman asked if it was too late to hire talent for the event. Ms. Knight stated they usually require a six-month lead at least.

Vice-Chair Birdwell asked if the event was planned for the April 24th/25th weekend. Town Manager JT Chevallier stated he believed it was TBD and no official date had been set. Dan Dykes stated the Friends of Genoa had reserved the facilities for that weekend. Mr. Chevallier clarified no outward marketing had been done, so if the date needed to be moved that could be an opportunity. He noted there is the risk that people know the event happens on a certain weekend and plan for it, but that he believes the date could be malleable.

As far as action for the Board to take, Mr. Chevallier believed the only action that could be taken would be to allow for the facilities or for a decision on the use of the facilities on the event and then directing him to provide information regarding the committee.

Member Crowe stated he would like to see it done differently and would like to see at the December meeting the committee of volunteers give a presentation to the Town Board. He added there needs to be a decision on the name of the event if that is up in the air. Chair Shively stated as far as he is concerned it is.

Bill Brooks asked who would foot the bill for the application fees and liability insurance. He was told it would come from the funding pool. He asked who would sign the application and was told under the current draft it would be the Town. He stated that the event would be a Town event then and the Board wants to set up a sub-committee under the jurisdiction of the Town for it. Clarification was offered that it would be a steering committee.

Chair Shively moved to forge ahead with developing the steering committee and requiring that the Board see the names of the steering committee before approval of the Town's participation in the event, and, with reserving of the Hall having been done, postponing further decisions until the formation of the committee. There was no second.

Member Crowe asked if the motion would have a presentation at the December meeting. Chair Shively stated the three groups will need to decide who will be on the committee.

Dan Dykes commented that one of the things the organizing group is struggling with is that the entertainers have a list of venues they frequent, and they would love have Genoa on it, but if the Board waits to authorize the event until after the December meeting there is a likelihood that it will damage the quality of the entertainment because they will take other opportunities. He added that the last quarter of the year is when entertainers are setting up the next year, and that some of the early stuff, and this event is a little on the early side, could mean the event is in trouble.

Sue Knight noted she appreciated Mr. Dykes comments, adding that December is way too late and that they always had contracts out by November for the top entertainment. She added that the event needed to have a date and it seems the Board is vacillating about a date.

Chair Shively stated the worry is that the event is not well organized enough at this point, adding that if it needs to be put off for a year, he is not opposed to that. He feels it needs to be more organized in order to be successful, and if the event is not able to get the entertainers, then it can be put off for a year. Chair Shively asked for further public comment.

Perry Hand stated he is hearing Town of Genoa doesn't put on events, FOG doesn't put on events, and Volunteer Fire Department doesn't put on events. He suggested the Town needs an entity that puts on events, whatever it is called, and perhaps composed of members from all three groups, adding someone needs to be a group to get it done.

Vice-Chair Birdwell stated she believes it will be the committee that is formed once the agreement is solidified, and added she can appreciate the pressure of having to book for an event only a few months out. She stated if the event is to move forward for the April date the Town could agree to participate as one of the three partners. She added the motion could be amended to say the Town supports the event and would like a full report from the steering committee in December, while still acknowledging planning needs to move ahead, and that the Town liability would be limited to the up-front cost, whether it is the \$1500.00 in a check or the in-kind donation of the rental of the facilities where the Town would be giving up rental income for the weekend.

Member Crowe stated he agreed.

Vice-Chair Birdwell moved that the Town of Genoa agree to participate as one of three entities that would be a significant part of the steering committee that would put on the event, that the Town liability would be limited to the \$1500.00 the Town would be obligated to put in, whether in cash or in-kind donation, and that in December all the members of the steering committee present to the Board in detail specific plans, moving ahead for the April 24th/25th date; motion seconded by Member Crowe and passed 5-0.

Sue Knight requested Town Manager JT Chevallier, in conjunction with the Board appoint the steering committee. Vice-Chair Birdwell stated if it was to be composed of members of FOG and the Volunteer Fire Department it should be the heads of those groups appointing members. Town Manager JT Chevallier suggested they get together Friday and try to put together a roster to get things moving.

Agenda Item No. 11:

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

Town Manager JT Chevallier noted that the budget report provided to the Board does not include the transfer of deferred revenue, and therefore does not represent the final number. He added the accumulated transaction report does reflect those deferred funds. He stated he will be meeting with County Finance to get the funds transferred. He also noted that there are a few outstanding claims which have not been processed, but the estimated net for the event should be around \$150,000.00 for the event. He noted last year's event was around \$145,000.00. He added there were increases in both revenue and expenses for the event over last year's numbers, specifically in candy sales, sponsorships, and vendor site revenue and in security and safety expenses and the cost of the ice truck. He added that with the Dinner Dance being rained out there was a decrease in the Bar sales from the event.

Looking forward, Mr. Chevallier noted the need to find possible ways to manage costs, such as decreasing the size of the Dinner Dance to allow for tenting the event, reducing costs related to the event. Overall, he stated the event was successful and the team did a fantastic job. He added he hopes to have a hard number by the December meeting.

Chair Shively congratulated Mr. Chevallier on his first event.

Agenda Item No. 12:

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

Member Pasley commented that there had been an accident at the Church and requested an update. Town Manager JT Chevallier stated that there is a claim pending, and he is following up. He added the Town has gotten an estimate for the repairs of around \$1000.00, noting he may look into having the same contractor paint the Church sign as well.

Chair Shively reported on the Lillian Statue Maintenance Committee, noting the statue was decorated for Halloween, and that through the Holidays Becky Rasell will be decorating the statue. There were comments from members of the public opposed to the decorating of the statue. Chair Shively noted the committee is composed of Debrine Smedley, Steve Shively, Judith Hanson, Pat Eckman, and Larry Smedley, and each will take a month to clean the statue, bricks, and plaques. Bill Brooks asked for an update on the installation of the light for the statue. Chair Shively stated it is still pending. Martin Manning noted the light pole is at the fire station parking lot. Mr. Brooks asked when it would be installed and operational. Chair Shively stated the committee hopes soon, and that Roger Falcke is working on it. Town Manager JT Chevallier noted that the statue committee update had been removed from the agenda for this meeting under the assumption there was no update, but staff had been contacted by the committee to be included. The request was too late for inclusion, so the committee will present an update at the December meeting.

PUBLIC COMMENT

Under closing public comment Bill Brooks requested that his memo to the Board be attached to the minutes of the meeting. It is attached as **EXHIBIT C**.

Elaine Shively stated, regarding the Lillian statue decorations, that she feels she is such a work of art that it only diminishes the beauty of the statue to have placed an apron and a mask on her, and that she does not need lights or a wreath or anything else as she is magnificent as she is. She added it made her sad to see the decorations on her.

Town Manager JT Chevallier suggested further discussion of the issue be included as part of the committee update in December.

ADJOURNMENT

Member Pasley moved to adjourn the meeting at 8:28 PM; motion seconded by Vice-Chair Birdwell and passed 5-0.

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

Exhibit A

ca



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Genoa, Nevada 89411
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Genoa Town Advisory Board Meeting

MEETING DATE: NOVEMBER 6, 2019

SIGN-IN SHEET (PLEASE PRINT)

Name (FIRST & LAST)

First Last	
Erin Pasley	
Terri Schultz	
Chris Ritger	
DEE DYKES	
Dan Dykes	
Elain Shively	
JOAN USHER	
MARSHA USHER	
Sue Knight	
MARTIN MANNING	
TIM CHRISTY	
Lori Leonard	
Renee Plain	
Kathie Taylor	
Mary Boykin	
Demi Hinman	
Karen Smeclair	
Mike Holcomb	

EXHIBIT B

Charter – Genoa Western Heritage Days / Cowboy Poetry Festival 2020

This document is to serve as an agreement between the Town of Genoa, Friends of Genoa and the Genoa Volunteer Fire Department to define the roles of the organizations for the Genoa Western Heritage Days. The goal of this document is to create clear expectations and transparency with regards to the roles and commitments of each organization.

The three organizations will be responsible for providing 1-2 individuals to serve on the Genoa Western Heritage Day's committee to assist with the planning, organization, operation, volunteer coordination and reporting for Genoa Western Heritage Days 2020.

Revenues from all aspects of the event are to be recorded with a final event Profit & Loss statement provided to each organization for transparency and distributed publicly at the Genoa Town Advisory Board Meeting. All revenues will be accounted for. Revenues include, but are not limited to:

1. Sponsorship Revenue
2. Ticket Sales
3. Town Hall Bar Sales
4. Volunteer Fire Department Bar (if applicable)
5. Volunteer Fire Department BBQ (if applicable)
6. Donations
7. Vendor Site Fees
8. Merchandise Sales

Friends of Genoa will act as the financial arm of the committee and will be responsible for vendor payments, check distribution, accounting and production of a profit and loss statement. Town of Genoa and the Genoa Volunteer Fire Dept. will provide invoices to FOG for expenses incurred during the production of the event for repayment if necessary.

Financial contributions by the organizations will be broken down as follows and will be used as seed funding for the execution of the event:

1. FOG - \$7500
2. GVFD - \$1500
3. TOG - \$1500

Revenues from the event will be distributed in the following ways:

1. Each organization's financial contribution will be recouped prior to any distribution of revenue.
 - a. FOG - \$7500
 - b. GVFD - \$1500
 - c. TOG - \$1500
2. FOG's recouped 2020 financial contribution (\$7500) will be held as restricted funds for the 2021 GWHD

3. GVFD will retain all revenues from their Bar & BBQ operations. The GVFD \$1500 contribution will be recouped via those revenues
 - a. GVFD will be responsible for all expenses incurred while operating the Bar & BBQ
4. TOG & FOG will split all other revenues 50/50
 - a. Revenues Include: Ticket Sales, Town Hall Bar Sales, Sponsorship
 - b. FOG's 50% share will also be applied to the GWHD restricted funds for 2021
 - c. TOG's 50% share will be accounted as revenue to the Town

Roles & Responsibilities

Town of Genoa

1. Underwriting total of \$1500
2. Site Usage (Town Hall, Town Church, Town Park, Fire Bay)
3. Health Permit
 - a. GWHD BBQ
4. Liquor Permit
 - a. GWHD BBQ Bar
 - b. GWHD Town Hall Bar
5. Ticket Sales
 - a. Online – Event Brite
 - b. Box Office – (Town of Genoa Offices)
6. Marketing & Advertising
7. Sponsorship Procurement
 - a. Goal \$3000

Friends of Genoa

1. Underwriting total of \$7500
2. Finance & Accounting for Accounts Payable & Donations
 - a. Profit & Loss Statement
3. Financial 501c3 Pass-through for Donations
4. Sponsorship Procurement
 - a. Goal \$3000
5. Volunteer Procurement
6. Procurement of Liquor (Town Hall Bar)
 - a. Potential 501c3 Donation from Distributors

Volunteer Fire Department

1. Underwriting total of \$1500
2. Volunteer Procurement
3. Sponsor Procurement
 - a. Goal \$3000

4. Host of GWHD BBQ & Bar (Saturday)
5. Procurement of supplies for GWHD BBQ
6. Event Collateral
 - a. Coolers, Ice, Sand Bags

Committee

1. Talent Procurement – Sue Knight
2. Vendor Procurement – Town of Genoa
3. Set-Up & Cleanup GWHD 2020 - Volunteers
4. Staffing - Volunteers
5. Volunteer Coordination – Friends of Genoa
6. Budgeting – Friends of Genoa
7. Logistics & Operations – Volunteers

Exhibit C

DATE: 6 November 2019

TO: Genoa Town Advisory Board

FROM: H. William 'Bill' Brooks

RE: AGENDA ITEM 10, GENOA WESTERN HERITAGE DAYS

Recommend that the Town of Genoa **decline** to assume **underwriting, organizing & managing** the above noted **event**, as proposed

1. I don't object to any activity that has a **proven record** of providing a **significant net revenue** to the **Town coffers**

- The predecessor event [**Genoa Cowboy Festival**] was **discontinued in July 2017** for failing to produce a significant net return on a large investment of staff time & money in a **consistently unprofitable venture** [Page 10-15]

2. The primary **purpose** of this **Town Advisory Board** is to **assist the County Board of Commissioners in providing State mandated 'Services'** to Genoa residents

- At the **6 February 2019 GTAB Meeting**, Agenda Items 6 & 7 [see Page 10-15] this **Advisory Board unanimously voted** to approve the **use of the Town facilities at no charge in 2019 only with the understanding** that if the event were held **next year a 'fee'** would be negotiated.

- The event promoters have made no offer to negotiate the compensation

3. This **proposal** before you seeks to **transfer the event from the Friends of Genoa to the Town to fund & manage**

- The **second request of February Advisory Board meeting**: that the **Town** also **provide** its **office facilities & staff for** the event **ticket sales**, including handling cash & check payments, was **refused**; after the **Town Manager advised** that other **Counties, Towns & public entities refuse to handle proceeds for nongovernmental entities**, as it is considered bad practice and could precipitate misappropriation of resources issues. [Page 10-15].

- The **present request** is **contradictory** to that policy, as it **now requests** that the **Town take over the organization & management** of the event, apparently as a sub committee of the Town.

4. The request would **divert Town resources, funds & staff, from their primary function** to provide **mandated State & County services to Genoa residents**

- **'Mandated services'** are: **Streets, Street Lights, Drainage, Maintenance & Improvement of Town Property (structures) & Parks**

-The **Town presently lacks the resources** to adequately carry out it's mandate & is **in default on many of these Services**

5. The **proposal** is **amorphous** as to the **"Roles & Responsibilities"** of the Town & it's staff

- The **Town Manager & Office Assistant's 'services', valued at \$50 & \$25 per hour respectively,** & have **never** been **calculated into the cost of managing Town events**

The **conclusion** is that the **Town of Genoa** is **not** the **appropriate entity** to be directly involved & **lacks** the **resources** to sponsor this event