

MINUTES
CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
April 18, 2023
3:00 P.M.

The City of Fallon Convention and Tourism Authority met in a regularly scheduled meeting on the above date in the Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

Present:

Chairwoman Kelly Frost
Board Member Jay Bhakta
Director of Tourism & Special Events Jane Moon
Deputy City Clerk Michael O’Neill

The meeting was called to order by Chairwoman Frost at 3:00 p.m.

Chairwoman Frost led the Pledge of Allegiance.

Chairwoman Frost inquired if the agenda had been posted in compliance with NRS requirements.

Deputy City Clerk O’Neill advised that the agenda was posted in compliance with NRS requirements.

Public Comments

Chairwoman Frost inquired if there were any public comments. She noted that comments are to be general in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken.

No public comments were noted.

Consideration and approval of the City of Fallon-Convention and Tourism Authority meeting minutes for January 17, 2023, and March 7, 2023. (For possible action)

Board Member Bhakta made a motion to approve the City of Fallon-Convention and Tourism Authority meeting minutes for January 17, 2023, and March 7, 2023, with no changes or corrections; seconded by Chairwoman Frost and the minutes were approved with a 2-0 vote by the Fallon Convention & Tourism Authority.

Chairwoman Frost stated she would like to make a comment prior to addressing the grant applications. As we look at your grants, it is important to remember that the goal of these grants is to get people to visit Fallon and to stay in our hotels and motels. As Chair of the Board, I would like to encourage you to find out where your visitors are coming from. There are many ways that you can do that. I know that when I attend my old lady softball tournaments, when I register, they go through a list, check my name off, and ask me where I am staying for the tournament. This would be a good way for us to see how our motel and hotels are filling up for these events. I believe that they are, but we would like to have actual data. Jane also has another form you can use or utilize many of the other ways to track this. Please consider being careful about that as you move forward with your events.

Director Moon stated that this is a form that all the applicants have seen. It is the Sample Event Survey form that was sent to all of you. This is the minimum requirement, asking where people are from, how they heard about the event, and where they are staying. As Chairwoman Frost had mentioned, your grants are funded, in part, by hotel room tax. We want to make sure that our hotels and motels continue to be at capacity, so we can continue to fund our events. Without you guys, because you are volunteer organizations who put on these events, we wouldn't be able to do that. We really need to be more diligent in our tracking. As you come up, I will hand you the Sample Events Survey. You can come up with your own way of tracking, that is specific to your event, but these are just questions that would be included, as a minimum, in your questionnaire. We will hand it to you again as your grant is being presented. Thank you.

Chairwoman Frost stated that she is aware that some of the events sell their tickets online. I know there are ways that you can track zip codes of where people are coming from. I don't know if you will find a way to see if these online purchasers are staying in our hotels and motels, but we would appreciate you tracking this information for us. We appreciate all of you for putting on great events and making this community a great place to live with all the events that are available here, to us, so, thank you very much. As you come forward if you could please tell us a little bit about your event, I think most of you have been here before, if you have new things that are going to be happening during your event, please share that.

Consideration of Grant Applications

A) The Fallon Bowmen for the 2023 River Animal Madness 3-D Archery Tournament.

- Grant amount requested by applicant: \$1,500
- Grant amount recommended by staff: \$1,500

B) Om Namo for the 2023 Moving Forward Together Powwow.

- Grant amount requested by applicant: \$5,000
- Grant amount recommended by staff: \$5,000

C) deGolyer Bucking Horse & Bull Bash for the 9th Annual Bucking Horse & Bull Bash:

- Grant amount requested by applicant: \$10,000
- Grant amount recommended by staff: \$10,000

D) Skiver Bootmakers, LLC for the 2023 Battle Born Broncs:

- Grant amount requested by applicant: \$10,000
- Grant amount recommended by staff: \$10,000

E) Cowboy Fast Draw Association for the 2023 Fastest Gun Alive – World Championship of Cowboy Fast Draw:

- Grant amount requested by applicant: \$14,500
- Grant amount recommended by staff: \$14,500

Consideration of a grant application by Fallon Bowmen for the 2023 River Animal Madness 3-D Archery Tournament:

Director Moon stated that the Fallon Bowmen’s goals are to grow and promote involvement of recreational archery throughout greater Fallon. It is anticipated that 300 shooters, plus their families, will attend this year’s event with 200+ archers traveling to Fallon from outside a 60-mile radius, generating approximately 100-150 room nights for this two-day weekend event. Here to present is Gary Fowkes.

Mr. Fowkes greeted the Board. Hunter is sick so he sent me here for this and I am probably a little unprepared for this. Fallon Bowmen have been around for 20 plus years and put on this shoot every year. I believe that you helped last year. We had a good turnout last year and expect it to be even bigger this year. We just had the 3C shoot in Fallon, and it was a hit. We doubled the size of Winnemucca’s event. Everything is going really well. We will use these funds to promote Fallon and every part of it. We ask you to consider our grant application.

Board Member Bhakta inquired about the age limit for the shooter.

Mr. Fowkes stated there are no age limits to the event. The youth shoot for free. It is outdoor with a 3-D setup, 40 targets, 2-day shoot, set up along the river. It is one of the better shoots in northern Nevada. I go to them all and see them all.

Board Member Bhakta inquired on how Mr. Fowkes expects the event to grow bigger this year.

Mr. Fowkes stated that it would be word of mouth. When people come to see our shoot then they tell their friends. We are drawing people from Idaho, California, and everywhere.

Board Member Bhakta inquired if there are more participants this year, compared to last year.

Mr. Fowkes stated that they had more participants in the indoor and that he would expect more during this outdoor event.

There were no further questions.

Board Member Bhakta motioned to approve the grant application by Fallon Bowmen for the 2023 River Animal Madness 3-D Archery Tournament in the amount of \$1,500.00; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Consideration of a grant application by Om Namo for the 2023 Moving Forward Together Powwow:

Director Moon stated the Om Namo strives to honor Native American traditions and improve the quality of life of all community members by providing a drug-and-alcohol-free

event with workshops that support healing, cultivating, and sustaining intergenerational wellness in this free and open event. It is estimated that 2,000+ attendees from neighboring states as well as from states across the United States and Canada. 841 people from outside a 60-mile radius are expected to arrive, some will be renting hotel/motel rooms for the 2-day event. Before you are Kadie Zeller and Lara Bo.

Kadie Zeller stated that this is the second year of this event. This is the 1st powwow in our regional area, and in Fallon, to happen annually in the last 15-years. I think the last one that happened, I was 9. Our intention with this event is to provide a space for a powwow, obviously, to gather for native education awareness of history, but also for the greater community to learn more about the traditional and real history of natives, but also our goal in the future is to create a conference. So, a gathering of native partners and entities to come so that we would have a youth and adult conference in the future and then the last 3 days would be the powwow. For right now, we are just focusing on making sure we have the availability for the powwow as an annual event.

Chairwoman Frost inquired on the focus of the tribal communities in the state of Nevada. Are you also focusing on other tribal communities in other states?

Kadie Zeller stated yes. The beautiful thing about native communities is that it is very tight knit, and so once you have an event that people really like, I mean that is anything, but they're more drawn to it. We are trying to model after the Fort Hall Shoshone Bannock Festival, that they have every year. Last year we had folks, I think the furthest were in Arizona, Oregon, and Washington. So, we are really trying to create something that is catering to the gathering of nations, which is this massive contest festival. We eventually want to get there, but for now we are focusing on the western states. Last year, Lara will be sharing a little bit, with just our organic unpaid rates for social media, we reached 10-20,000 people and that was without paying for our ads. With that, we did a brief survey of last year of folks coming from out-of-state, and most folks were coming from Arizona and California, outside of Nevada.

Chairwoman Frost stated that she believed she skimmed over this portion. Where is the event going to be held?

Kadie Zeller stated that it will be at the 3C Arena.

Chairwoman Frost stated that will be a great place for the event. Is that where you held it last year as well?

Kadie Zeller stated that it was. We are hoping to continue it within the weekend either before or after graduation depending on what the County has available on their schedule. So, we are working to keep it in early June because powwow season starts in May, so we are using this as a hey, come get ready for powwow because it is a massive industry where folks dance for money, it is a competition. So, we are trying to create this as one of the first spaces they come to before they go to more of the major competitions throughout the US. It is called the powwow circuit. I am learning all these fun things.

Chairwoman Frost stated that there are many talented individuals in these circuits.

Board Member Bhakta inquired if this was the 2nd time doing this event.

Kadie Zeller stated that it is their 2nd time doing this event.

Board Member Bhakta inquired on the plan for bringing people to Fallon for this event.

Kadie Zeller stated that Lara can explain the market plan a little more. The biggest reach for these folks is social media, which is for anyone really. We are really pushing to create a bigger dynamic of not just native peoples but educating folks about native communities, so we have targeted posts that are asking, what is regalia? What are these

different types of dances? Is everyone welcome at a powwow? All our head staff come from out-of-state, so the head staff are the ones that lead the dances, they are the MCs, and are the ones that control the arena for all the dancers to come to each exhibition. I think the closest head staff is from Reno and the furthest is from Fort Hall. They are pretty big names. What we try to do is the host drum, it is a big thing. Last year, we brought in the boys, here are nationally known powwow drum, and that brought in most of our people. What we are trying to do is create a budget so we can bring in these bigger names. We are also bringing back the Sampson Brothers. Their father was Big Chief, in the movie, One Flew Over the Cuckoo's Nest, and they are big names. That is what bringing a lot more people in, so we are trying to bring in these well-known native folks and educate the greater community so that we are not catering to just native Americans.

Board Member Bhakta inquired on the date of the event.

Kadie Zeller stated that it is June 3-5 this year, instead of June 2-4. It was also the time of graduation and there were 3 other things. This year there is also Bark in the Park and 2 horse shows, at the arena. We are partnering with Bark in the Park for their 5k, to help generate for them, and we are hoping to work with the other events that are there, to bring people to it.

Board Member Bhakta inquired on the expectation of people staying in Fallon's hotels/motels.

Kadie Zeller stated that she was just calling around the hotels yesterday because of the influx of military folks, and graduation and all the things that are happening within the week. We are trying to put a block aside. We are working with Bonanza to be our host hotel. Right now, we, as an organization, have 15 double rooms booked for just our staff that are coming to the Comfort Inn. We are working with the Bonanza to create a package for folks that are coming so they can get their fun tickets, breakfast tickets, and opportunities for them to bring in more commerce.

Chairwoman Frost inquired about their media schedule. You have many locals in the community of Fallon for advertising. Have you thought about advertising in the Reno/Sparks area?

Kadie Zeller stated that was in the works. I am working with Reno Media Group to see what they can offer us. I threw these together to give what a rough price would be. I am working to see what kind of package we can get together with the more regional areas and we are also reaching out to most of the tribal entities, who have their own newspapers, and Nevada, the 27 regions, along with their own radio stations and what not. We are also pushing that out to them and then our head staff are helping us advertise within their general areas; Bishop, Fort Hall, Reno, and they are helping us spread in those regions as well.

Lara Bo interjected. I have more to add to that. Another huge thing that we are doing when it comes to pushing outside of our exact region is social media. We are a part of, on social media, we specifically make sure that we are advertising within groups of specific tribes, and those tribes are from all over Nevada as well as California, or various other regions. So, a lot of the advertising we do online is specifically targeted outside, as well within our communities. When you see the mailers that we are going to be sending to all those tribes, the mailers will also contain advertisements for them to distribute throughout their tribes, and those are all the tribes in Nevada. So, there are lots and lots of different ways to advertise, as well as sending mailers and information to our head staff, for them to be able to hand things out in California.

Chairwoman Frost stated that she knows when you start advertising in the Reno/Sparks advertising that it gets a lot more costly. Are you charging an admission fee or is it a free event to attend?

Kadie Zeller stated that for now it is free, and we are really pushing for bigger sponsors. Right now, we are working with Patagonia, so that we can also tap into the adventurous conservationists' type because some of our partners in Reno/Sparks are already working with them for a lot of their conservation. We are trying to reach these niche markets of folks that have catered advertising to folks that are interested in western culture or outdoor culture, especially with this big push for honoring native lands, and what not. There is a big opportunity for us to hit these larger corporations that are looking to hit those marketing members, so that's something that the rest of our committee is working on right now.

Chairwoman Frost stated that this is a great opportunity for people that are not from a tribe to attend and find out more about the culture.

Kadie Zeller stated that they get a lot of messages asking if this event is open to everyone. That is the intention. We also have wellness workshops, some of them are going to be about the history of the tribe here. We have had some vendors that have donated. We have an abalone carving class. We've got some really different unique things that anyone in the community can attend and that's the goal, to really spread accurate information about the history of tribes but also getting folks more involved because the space really is...we created it outside of what had happened in the pandemic and the loss and healing. So, you know, I think that the idea of inner dependence within a community is really important, and so that's our goal, is making sure that we are bringing in all the community and opening up that space for everyone and not just our tribal members. It is for them to share their traditions that are open for practice.

Director Moon stated that they have mentioned wanting to do this event annually, which would be a wonderful thing. I would suggest that you look at a date that is either the same date or the same weekend, especially in your circuitry. Everybody in the audience now, that is what they worked themselves to. So, I am happy to help with that and with what we have going on in our community. Secondly, the culture tourism is huge in the state of Nevada. Nevada Tourism pillar is diversity in indigenous culture. So, tying into that, I would like to help you do that in terms in connecting with Nevada's Indian Territory. You would be able to get that, if you haven't already, have those resources at your disposal as well. Please add me to your distributions and mailers.

Kadie Zeller stated this has been something they have been working with Nevada Art's Council. The project just didn't come together in time but one of the main projects that we are working on is indigenous story telling. We are trying to get the elders together and we are trying to do this giant media and filming campaign of collecting all these stories from the knowledge keepers and providing them to the space that they deserve to be in, and really again, working with Stacey Montooth, with the Nevada Indian Commission in creating this narrative that can be a statewide campaign.

Director Moon stated that she believes they have two more weeks for the Nevada Art's Council. So, just look into that, there still might be a grant available to you.

Kadie Zeller thanked Director Moon.

Chairwoman Frost inquired if there were any more questions or comments.

There were no further questions.

Board Member Bhakta motioned to approve the grant application by Om Namo for the 2023 Moving Forward Together Powwow in the amount of \$5,000.00; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Consideration of a grant application by deGolyer Bucking Horse & Bull Bash for the 9th Annual Bucking Horse & Bull Bash.

Director Moon stated that the deGolyers strive to keep the sport of rodeo alive for future generations by creating memorable experiences for contestants, spectators, and volunteers annually. It is estimated that 4,000 people will attend this weekend event, with 2,000 people being outside of Fallon generating 2-night hotel/motel room stays. The deGoylers have requested \$3,000 for radio advertising for a one-day event in the past. This year, they are adding a concert the night before the rodeo to increase visitation and hotel/motel stays in Fallon.

Cody deGolyer addressed the board. This is our 9th show, of this kind, our 14th one in Fallon. We have survived them all, so far. This last show was probably our biggest yet. We had 4,200 sold tickets for spectators. There was literally no room for anyone to sit. It was just beyond insane. We ran into a few problems with that happening, which was, bathrooms. The number of people was more than we have ever had before, it was just a lot. We are adjusting that this year by adding more bathrooms, more security. We are trying to address that this year, through this show. We added more bathrooms and a VIP section this year. We are going to try and get people down and in front of the grandstands and buy tables. This will get some of the people out of the bleachers a little bit. We are working with Jesse Segura and he is going to try and bring in some bleachers for us. Our show has just grown so much faster than we anticipated that we are trying to deal with the problems that we have now. It is going well and did run into some other problems last year with the way that the arena was set up. Our show ran longer than it has before. We are addressing that this year and moving the arena to a new spot. It is going to be back to where it originally was so that things should run a lot smoother. We added the Doug Stone concert this year. That is mainly what a lot of this funding is for, for the radio commercials. We all know Doug Stone, but a lot of the younger generation doesn't know who he is. Even though they could probably sing to his music. The thing is, if we can sell that and make it something as big as it could be. He just had 30,000 people down in Texas at one of his concerts. I think, with him coming here, that it could be buildable. With, adding the concert prior to the event will really add to people staying here. Being a one-day show, for the rodeo, people stay but generally it is because they got too drunk to drive home. I mean it happens, that is why we haul our trailer down there. The thing is, if we can add something for people to plan to come here and stay here 2 days...well, they came and stayed Friday night, partied, had a good time at the fairgrounds, well, then they came out into town and spent money in our community, besides just putting money into their tanks for gas. We are really hoping that is what this does. We added this year, Riata Ranch Trick Riders. They are coming out of California, but they are a super neat group of girls. They come and do Roman riding and ride 2 horses, trick roping, and just all kinds of cool stuff. I think it is going to be a good deal this year. We shortened the time for some of our contestants. We will still have a list of 100 contestants, but we have shortened up our team roping, our breakaway, and the barrel racing to just try to keep the show going a little bit faster.

Chairwoman Frost inquired if they have given any thought to limit the seating to how many people can be accommodated in that arena so not to get into a safety issue.

Cody deGolyer stated that they have. The biggest problem we have is the presold tickets. We are cheap for people to get into, we are \$10 a ticket. Our whole goal when we first started this thing was that we didn't want to have people go broke to go out and have a good time. The average Joe should be able to afford to go out and enjoy themselves and watch a rodeo. It is kind of a deal, where people don't really plan like that because we are cheap. That is why we added the VIP section, so we are looking about 3,600 people between the VIP section, as well as the bleachers, and then with Jesse Segura bringing in another set of bleachers, that should be about another 400 people that we can seat. So, with him moving the arena around, it is going to open a lot of area for us. It should be a lot better this year.

Chairwoman Frost inquired if they would be using the outdoor arena for the concert and the rodeo.

Cody deGolyer stated that was correct. The indoor arena can't hold us and that is just one of those things to where it limits us so much because we are cheap. We are affordable to get in. You can be a family of 5 and not go broke to attend. With the amount of money that we kick out, that our sponsors kick out, that all our sponsors kick out, we just can't afford to go in the indoor arena and limit the amount of people that come.

Chairwoman Frost inquired which markets are being targeted with their radio advertising. I am guessing, Reno/Sparks, and I am sure Fallon.

Cody deGolyer stated that was correct. It is 106.9, it is the Reno Media Group, 103.7 – The River, and they also gave us their new station – 96.1. It is going to reach over 440,000 people, and through the marketing that Kristina does on Facebook and everything. We also have all of our street signs. That is one thing that everyone noticed is that even though our whole goal is to bring people from out-of-town and bring them here, with the street signs, it is in your face that something is going on. That is what we noticed when we sold a lot of our tickets, is that people know there is a rodeo going on. We are going to really push that with the Doug Stone concert. We have 4 big signs going up. This next month we will start pulling them out and putting them up. We have to sell it. If we can prove that by bringing a good-sized artist here that was a 90's country guy, that people know, I think we can build something to where next year we can make something a 3- or 4-day deal. If I don't go broke this year, we will see what happens.

Board Member Bhakta inquired if Mr. deGolyer sees a bigtime impact with this one-time contractor bringing more people to the event.

Cody deGolyer stated that he does. I think that it is going to bring a different type of person in. A lot of the problems I think that we run into with people staying until the bull riding, is it is a lot of older folks that come so we would run bull riding right at the end. If we have a Doug Stone concert, which is an older type of crowd, I think it will bring a new type of people into town. People from Silver Springs, Fernley, Carson City, Minden, like more money people. People that are willing to spend more money instead of just coming in and just trying to get by. We kept it affordable too. We are charging \$25 a person to get into the Doug Stone concert. His average ticket prices are \$70. We wanted it to be something, especially this first year, something that is affordable for people to come in and the more people that we bring, and have stay in Fallon, and keep away from Reno, the better off we are. People have said to us over the years, "Oh, you guys are crazy for going the last days of the Reno Rodeo." No, it has worked out well for us because not everyone can afford to go to the Reno Rodeo. Shoot,

I make good money and I can't afford to go to the Reno Rodeo. It is one of those things to where we keep building it and we keep it...I don't want to say small because it has outgrown it to what we wanted it to be. Now, we have to deal with that and contain it. That is why we are doing the Doug Stone concert to try and separate it a little bit, to try and spread it out a hair. Hopefully, it works, so we will see.

Chairwoman Frost inquired if there were any comments or questions.

There were no further questions or comments.

Board Member Bhakta motioned to approve the grant application by deGolyer Bucking Horse & Bull Bash for the 9th Annual Bucking Horse & Bull Bash in the amount of \$10,000.00; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Consideration of a grant application Skiver Bootmakers, LLC for the 2023 Battle Born Broncs.

Director Moon introduced Skiver Bootmakers, LLC, hopes to raise funds to produce a professional event that will be considered the best of its kind, both nationally and internationally, by exposing viewers, contestants, attendees, and sponsors to our community and the new 3C Event Complex in person and through The Cowboy Channel, hoping to create a ripple effect that will begin to bring other successful events to Fallon. About 2,700 people are expected to purchase tickets; predicting 400 hotel/motel rooms will be needed. Of the 2,700 attendees, approximately 1,200 will be coming in from outside a 60-mile radius. Here to present this application is Darcie Spero and Ty Skiver. Thank you.

Chairwoman Frost welcomed Darcie and Ty. Do you have anything new planned? I know it was a great event last year.

Darcie Spero agreed that it was a great turnout last year. We were almost sold out and then after the reaction from everybody, including contestants, people here, and people that have come from out-of-town, we are expecting to sell out quickly this year. I am glad that you mentioned tracking the rooms. I do have the ability to track the tickets from out-of-town, but I am going to be asking for help on where they are staying. I wanted to check with Mr. Bhakta if there was a large impact with his motel being so close to the fairgrounds. This year, we have sort of the same setup. Tuesday is our free rodeo camp for kids in the morning, we have some of the top guys there for that. The caliber of guys that we had here coaching, last year, was sort of unheard of. We ended up going to the National Finals Rodeo, their convention that they have there before the National Finals Rodeo starts, and they asked us to speak about our rodeo camp which is kind of crazy. Ty has done them before but never like this. That was awesome, and those guys are planning on coming back. I have invited all the personnel to come on Monday night and have our at-home mixer/BBQ, beforehand. Entertain those guys, get them there for the night before and have people coming Monday, Tuesday, and Wednesday night this year. Some of them stick around for Thursday, but our idea was to keep adding things that would keep them here, use the local businesses, and find things for them to do throughout the week. We have the rodeo camp that first day, early, then we have the Calcutta at the Grid, people stay that night. The next day, last year, we didn't really have a whole lot for people to do but the rodeo performance doesn't start until 7:00 p.m. The contestants that are hanging out and waiting, Marty, at the Golf Course, has agreed to block out part of the day for them. He is treating that as his sponsorship. We are going to get them out at the restaurants

and other places, but that was the goal to come up with more reasons for them to come earlier and stay longer.

Chairwoman Frost stated that she was happy to see they were going to do the rodeo camp again. I think that is awesome.

Darcie Spero agreed. The kids had a great time, and it was awesome. The guys that were coaching are the best in the world at what they do, but they are also just great people. It was for kids that may have never even been to a rodeo or kids that are interested in it. It was a big range, but anyone is welcome. It is free for the kids, we had lunch, they left with t-shirts, autographs, and hats. This year we are trying to make it bigger and better. The contestants and the personnel, we give them things that are branded with City logos and our logos, the things to recognize the sponsors that have really helped put this on.

Chairwoman Frost inquired if they would be having a concert this year.

Darcie Spero stated that they are not this year. It is a Wednesday night, and we haven't gotten the Mayor to say it is a City holiday the next day. I am working on that for everyone involved. We do have a band coming for the night before, at the Calcutta. They are a group of guys that we met at another event here, that we are having play at The Grid. They are coming from Nashville, or wherever they are at. We are trying to find them other shows to do while they are here that week. We are not having the band that night, we are doing it the night before. So, Tuesday night The Grid said they had their best Saturday night ever, and it was on a Tuesday night. We will probably have them around doing something. We thought instead of spending the money to do that, and have half of the people go home, that we would just turn up the music for the people that are able to stay, and those that have to go can go.

Chairwoman Frost stated that the Cowboy Channel will be covering the event again this year.

Darcie Spero confirmed that the Cowboy Channel will be covering the event. It will be live, I believe, on the Cowboy Channel, it is supposed to be. It will also be live on the app. There are two different feeds for that. They really liked our event as well. It is on a Wednesday night, and there is really nothing else on the Cowboy Channel on that night, that would conflict with that. Reno Rodeo has their Extreme Bulls the next night. The Cowboy Channel has been really good to us, and one of our announcers is Steve Kenyon, a Cowboy Channel broadcaster. He has already told me to get him whatever promos we can, and they will get us on for as many interviews as we can, to push it before the event.

Chairwoman Frost stated that she really appreciated last year's event. They announced the City of Fallon numerous times. It was great to get our name out there, I appreciated that a lot.

Ty Skiver stated that the event is still available on the app right now. You can click on the app and watch it over and over, right now.

Darcie Spero stated that when she was speaking with Nicole one day, and showing her things on the app, to study the event to see what we could do differently or better. We were watching it and the Mayor was getting interviewed on the Cowboy Channel, and I was flipping through pictures of the interview. I appreciate you guys so much. I have been working hard on keeping our website and social media up to date. Instagram alone we reached 120,000 in the last three months. I post and tag whoever I can that might share it.

Board Member Bhakta inquired on how many days the event was last year. Was it on the weekday, not the weekend?

Darcie Spero stated that it is on a weekday.

Board Member Bhakta stated that is why he was asking. The Reno Rodeo starts on the 14th, does that affect your event?

Darcie Spero stated that the Reno Rodeo was a little bit nervous that we were going to steal some of their customers. That was funny because they sold out and we almost sold out, and it isn't a rodeo night event. The 14th is a concert, so it is a little bit of a different crowd. I think their concert crowds are a little bit more of a younger crowd, where our rodeo event there were a lot of locals but there were a lot of people from out-of-town. We spent and will spend the whole week after our event, in Reno, supporting their event.

Ty Skiver stated that is the reason they have it on Tuesday and Wednesday. The cowboys come from different parts of Utah, and Colorado's rodeos are done on Sunday, and the Reno Rodeo starts on Thursday. That gives our guys until Friday. They can come and have something in between, rather than buying a plane ticket home or sitting around gambling in Reno for a week, they can come to Fallon. Especially, for the money that we put up. We take the top 24 in the world, so they just come to Fallon for a couple of days.

Darcie Spero stated that they have people pulling into town now. I am surprised that we haven't seen them drive by yet. They are one of our stock contractors from Wyoming and they are headed to Red Bluff right now. When they come through, they have decided that Fallon is their place to stay. They sleep here for the night, hang out with us for the night, and then everyone loads up and leaves. We have quite a few friends like that now that this is becoming their hang out spot in between.

Chairwoman Frost inquired if there were any further questions or comments.

There were no further questions or comments.

Board Member Bhakta motioned to approve the grant application by Skiver Bootmakers, LLC for the 2023 Battle Born Broncs in the amount of \$10,000.00; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Consideration of a grant application by the Cowboy Fast Draw Association for the 2023 Fastest Gun Alive – World Championship of Cowboy Fast Draw.

Director Moon stated the Cowboy Fast Draw Association continues to build the Fastest Gun Alive – World Championship of Cowboy Fast Draw as its signature event on both the national and international levels, while emphasizing responsible, safe, and proper use of firearms and family values. It is estimated that there will be over 300 week-long participants (plus families, spectators, and vendors) – a record number of attendance was set in 2022. The group predicts 700 plus people to travel to Fallon outside a 60-mile radius; possibly generating 1,300 hotel/motel room nights for the 6-day event.

Cal Elrich thanked Director Moon. Well, I am back. We have been here every year since 2008. Our organization continues to grow, and this event continues to grow. Last year, at the 3C Arena, it was a big hit with our members, and the word got around, and we have more people coming this year, I believe. We almost broke the 300-shooter barrier that we have been aiming at for years, and we were just under that. I brought in the last 2 issues of our magazines. The one with the holiday cover was taken out at the end of the 4th quarter, with all the results from our championship, and a writeup about it. We have expanded it to more of a convention. Our events now are starting on Tuesday. We have shooters coming in on Monday and stay all week, through Saturday night, at the least, and some of them stay through Sunday. The average shooter stays here probably 5-nights, some stay 6-nights, and some even 7-nights.

It pretty much fills up the town well for the week for hotel rooms, and we don't serve any dinners there. When the daytime events are over, we send them to have dinner out in the town somewhere, and then come back for our evening events. We bring in a band on Friday night, we call it our Gunfighter's Ball. We have our Life Member Reception on Thursday night. We have nightly events there, at the 3C Arena, which is nice that we can have it all under one roof now. I think that our competitors have adopted this as their host City and some of them come every year. Every year, they never miss one. 1/3 of them come maybe every other year, and another 1/3 of them, is kind of like the mecca of our sport, they have to come here once. Now, it is a whole new thing that it is indoors. I think the event continues to grow and Outdoor Channel, we generally have them back every other year, and I am working with them to bring them back this year. The pandemic kind of messed up their schedule too, on that. We are working on them and some other outlets. Generally, the Reno Medio Group comes and visits here a lot of the time for the morning events. I don't know if you saw that thing on Channel 8 last year, it was kind of funny how it worked out. They sent out a brand-new person, I think, just to get her started, and she didn't know where the camera angles were. There were some comments back at the event, that maybe I should be directing it. It actually worked out pretty well. We get people that come, not only Reno, but other states that come and watch this thing besides the shooters, and they stay for a few days. Any questions you may have, I would be happy to answer them. I know that you all have been out there.

Councilwoman Frost stated that it is a great event. I am glad that you keep coming back. We appreciate that, and all the work you put in to keep it going and making it a good event for Fallon.

Board Member Bhakta inquired if the participants like the 3C Arena.

Cal Elrich stated that they love it. They love the 3C Arena.

Board Member Bhakta asked if they were going to return this year.

Cal Elrich stated that they will definitely be returning this year. I think they are going to come back, and I think that they are going to bring friends. I think that we had 276 registered main match competitors and so I am hoping to break the 300 mark this year.

Director Moon stated that Cal had friends from France, Sweden, and Australia in the past, and I know that the pandemic slowed or completely shut that down. Do you expect them to come back? In that one year with the Spanish, they were really excited.

Cal Elrich stated that yes, the Swiss did come back this past year and the Frenchman. He is starting a whole new organization in France and put out a video. It was kind of cool and ended up all over Facebook, of his journey to America and shooting at our match. It was well done. It was all in French, but he had subtitles in English. The excitement grows and they are coming back again this year.

Chairwoman Frost inquired if there were any further questions or comments.

No further comments were noted.

Board Member Bhakta motioned to approve the grant application by the Cowboy Fast Draw Association for the 2023 Fastest Gun Alive – World Championship of Cowboy Fast Draw in the amount of \$14,500.00; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Public Comments

Chairwoman Frost inquired if there were any public comments.

There were no comments.

Board and Staff Reports

Chairwoman Frost inquired if there were any Council or staff reports.

Director Moon stated that she has nothing to report.

Chairwoman Frost stated that the packet includes the room rents and tax report. Would you like to share anything Deputy City Clerk Michael O’Neill?

Deputy City Clerk Michael O’Neill stated that you can see there is a definite increase year after year. There was definitely a recovery and now we are headed, even beyond where we ended before 2020. It seems to be moving in the right direction. It will be interesting to see as we go through the rest of this year, as we go a full year with the 3C Arena, how it compares.

Chairwoman Frost stated that as the nation recovers from COVID and more and more people are traveling, I believe we are going to continue to see these numbers increase. I had the pleasure of attending the Rural Roundup in Mesquite, last week. It was an excellent conference, but not quite as good as the one held here in Fallon, in 2019, but I am probably a little biased. It was good to connect with other people in the tourism industry and to generate ideas to help improve tourism, not only in Fallon, but also throughout the Pony Express Territory. Director of Tourism Jane Moon also attended, she is also the Rural Commissioner on the Nevada Commission on Tourism. It was a good conference, and I was happy to be able to attend. I would like to announce that Candy Dolan received the Excellence in Tourism award for the Pony Express Territory for all her years of service. She has done an excellent job in being a supporter of the City of Fallon but also of the Pony Express Territory.

There were no further comments.

Chairwoman Frost reminded everyone that the next meeting will be Tuesday, July 18th, 2023, and Tuesday, October 17th, 2023, at 3:00 p.m.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:54 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O’Neill, Deputy City Clerk/Treasurer