

**MINUTES**  
**CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY**  
**55 West Williams Avenue**  
**Fallon, Nevada**  
**October 22, 2024**

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  
Board Member Ezra Bernardo  
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 Michael 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.

**Approval of City of Fallon - Convention and Tourism Authority meeting minutes for July 16, 2024.**

Board Member Bhakta motioned to approve the City of Fallon - Convention and Tourism Authority meeting minutes with no corrections for July 16, 2024, seconded by Board Member Bernardo; the minutes were approved with a 3-0 vote by the City of Fallon - Convention and Tourism Authority.

## **Consideration of Grant Applications**

A) Busted Up Productions, LLC for the 2024 Top Gun Invitational (rodeo event):

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

B) DKC, LLC for the 2025 Great Basin Bull Sale:

- Grant amount requested by applicant: \$15,000
- Grant amount recommended by staff: \$15,000

### **Consideration of a Grant Application by Busted Up Productions, LLC for the 2024 Top Gun Invitational (rodeo event).**

Director Moon stated that Busted Up Productions, LLC is endeavoring to produce the highest level PRCA event by bringing top quality stock and riders from all over the country to Fallon. They expect a significant increase in the economic impact for Fallon during the final week of 2024 as this will be a Division I PRCA extreme bulls event. Approximately 4,500 people are estimated to attend this event as this was the attendance in 2023. It is estimated that 2,500 people will come to Fallon from outside a 60-mile radius, bringing 1,400 room rentals total for the week. \*The Cowboy Channel as well as the Cowboy Lifestyle Network will be broadcasting this event. \*

Chad Denton and Justin Andrade approached the podium.

Chad Denton stated that the Cowboy Channel will be airing the event on New Year's Day during prime time which is great because LIVE is too late for most people to see in the country, east of here. Cowboy Lifestyle Network still has the same amount of numbers and followers as last year. This rodeo is a Division 1 event which is a top tier in the PRCA and is quite tough to achieve, but with the help of the City, we were able to achieve that. My thoughts are that this will draw people from farther away to come see the top riders in the world and we are super excited about it.

Chairwoman Frost stated that she was able to attend last year. It was a lot of fun. Are you still planning to have the Bull Pen in the middle of the arena?

Chad Denton confirmed yes.

Board member Bernardo asked about vendors for the event. Which vendors are you collaborating with this year? Are you using the same vendors as in previous years?

Chad Denton stated that Troy's Double Shot Bar will be the alcohol vendor. We are back and forth in trying to decide on who will be the caterer for this year but we're hoping to have that nailed down within the next two weeks.

Justin Andrade stated that there will be other vendors this year as well. They will be selling swag and other items.

Chad Denton stated that there will be people coming and setting up displays all the way from Pahrump. The popularity is reaching outside the general area.

Board Member Bhakta inquired about the lineup of events for this year.

Justin Andrade stated that they had been building up in the last two years. The last two years have been an open invitation bull ride, so we handpicked some of the better bull riders that wanted to come compete. This year, depending on how healthy everyone is coming off

the NFR, we should have the top PRCA bull riders in the world competing with the most money to ride that night.

Chairwoman Frost inquired if there would be a concert again this year.

Justin Andrade stated that it would be Chad Bushnell.

Board Member Bhakta asked for the meaning of PRCA.

Chad Denton stated that it stands for Professional Rodeo Cowboys Association. It is the highest tier of organized rodeo in the world.

Board Member Bernardo inquired about the number of competitors this year.

Chad Denton stated that there will be thirty-five (35) competitors. They will all ride once and then eight (8) of those with the highest scores will go to the short round.

Board Member Bernardo inquired if the riders were from all across the country.

Chad Denton stated that they were the best of the best.

Justin Andrade also confirmed. There will be Brazilians, Australians, and Canadians. This performance is after the NFR so it will be the first big money to ride at for the new season. It will kick off the season in a big way. We are expecting to get the best riders.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$10,000 to Busted Up Productions, LLC for the 2024 Top Gun Invitational Rodeo Event. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the City of Fallon - Convention and Tourism Authority.

### **Consideration of a Grant Application by DKC, LLC for the 2025 Great Basin Bull Sale.**

Director Moon stated that this project has merged two previous bull sales under one brand to promote the sale of high-quality Breeding stock to ranchers throughout the intermountain west. Their objective is to grow this sale into one of the largest consignment bull sales in the western United States. DKC, LLC hopes to turn the Great Basin Bull Sale into the kind of mid-winter event that will not only promote Nevada's livestock industry and western culture but become an economic draw to the City of Fallon and Churchill County as well. It is expected that about 1,200 people will attend this event. An estimate of 1,000 people will come to Fallon from outside a 60-mile radius, bringing 500 total room rentals for the duration of the event.

Charlie Hone stated they have two hundred (200) bulls consigned so far. Our consignment period goes until November 15<sup>th</sup> for the range bull section and generally those guys wait until the last minute. I am anticipating around three hundred (300) bulls to be consigned before we even get to the sale. Changes this year will be a full ranch rodeo instead of the ranch branding and stock dog events. Friday night, we will have a concert with the Bellamy Brothers. There will be bull riding and bronc riding just before the dinner portion of the event starts. The dinner and concert will be on Friday night and on Saturday will be the sale. It should be a good, fun event, and hopefully draw tons of people and business to the area.

Chairwoman Frost mentioned seeing the advertising for the concert already. I think there will be a good turnout for that concert since the Bellamy Brothers are very well known and respected with the older crowd.

Chairwoman Frost asked if there were any further comments.

Director Moon stated that Charlie Hone has offered to make sure that Richard Allegre has all the help they need with the rodeo this year. That is why there was an increase in the Grant request as well as the Grant recommendation.

Chairwoman Frost inquired if this would be a full-blown rodeo.

Charlie Hone stated that it would be a ranch hand rodeo, not a PRCA type rodeo. There will be a big enough purse to draw people from around the region and not just locally.

Board Member Bernardo asked how the bulls were selected for the sale.

Charlie Hone stated there was a specific bull test. We take bulls from thirty-six (36) different consigners and measure their growth rate, rate of gain, specific ultrasound testing for fertility and the individual bull's fertility. We test them for feed efficiency, talking about raising animals that metabolize feed better so that animals can do better with less feed. This is a new frontier for the beef industry, measuring input, as cutting costs instead of more pounds is the best way to enhance our profitability. We evaluate all these bulls and the top bull in each category gets the top score. They receive an aggregate score and we present the bulls that excel in all these traits. Last year, our top bull was sold for \$125,000.00 from a registered herd in North Dakota. We continue down the line evaluating the bulls in different categories.

Board Member Bernardo asked how long this process took.

Charlie Hone stated that it takes all day. The test itself is one hundred twenty (120) days. It is very extensive testing.

Chairwoman Frost stated that these were some of the best bulls in the nation.

Charlie Hone confirmed. We have identified that there are some bulls from the past that have done quite well in registered herds and some have sold semen to other herds and things like that. We are finding the best genetics we can.

No other comments were noted.

Board Member Bhakta motioned to approve \$15,000 to DKC, LLC for the 2025 Great Basin Bull Sale. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the City of Fallon - Convention and Tourism Authority.

### **Board and Staff Reports**

Director Moon stated that she had attended a tourism retreat. I represented Fallon, two weeks ago in Virginia City, for the Pony Express Territory for Travel Nevada, with the other five (5) territories. We have six (6) territories in Nevada and three (3) of us from the Pony Express Territory were there. We did some strategic planning and that has been implemented for all six (6) territories, constantly improving our collaboration so that we can make Rural Nevada as visible and highlighted and spot lighted as possible so we can bring tourists here. This was a three-day conference. I continue to represent Fallon and Nevada Tourism in our mission events locally and beyond our borders.

City Clerk Michael O'Neill stated the Room Rents & Room Tax is improving.

Board Member Bernardo stated that he hopes that their renovation will be completed by mid-December.

Board Member Bhakta mentioned the discontinuation of cable service by CC Communications and the difficulty that that has brought.

Chairwoman Frost stated that she would be attending the Governor's Conference. I am excited to be attending this conference on tourism. It is always a good learning experience to

see what other communities are doing and other territories as well. It is good to compare ourselves to see the things that we are doing correctly here in Fallon.

**Public Comments**

Chairwoman Frost inquired if there were any further public comments.  
No public comments were noted.

**Adjournment**

There being no further business of the City of Fallon - Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:18 p.m.

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Chairwoman Kelly Frost

Attest: \_\_\_\_\_  
Michael O’Neill, City Clerk

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