

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
April 16, 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.

Director Moon reviewed the grant application process. I always send the Special Events sample survey but I want to make sure that you all have one at the same time. There are a couple of changes to this form. If there is anything that we can add to this to help make your events better and to get better numbers for all of us, please let me know so we can make sure that they are included. This will be a part of your assessment for your application and evaluation. Thank you.

There were no further comments.

Approval of City of Fallon - Convention and Tourism Authority meeting minute for January 16, 2024.

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

Consideration of Grant Applications

- A) Motor Sports Safety, Inc. for the 2024 Top Gun Dragstrip Drag Racing Season:
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000

- B) Motor Sports Safety, Inc. for the 2024 Top Gun Dragstrip-Fallon 1320 Drag Racing Event:
 - Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000

- C) Back Roads Vintage market for the Back Roads Vintage market, Spring 2024 Market:
 - Grant amount requested by applicant: \$4,500
 - Grant amount recommended by staff: \$4,500

- D) de Golyer Bucking Horse & Bull Bash for the 2024 de Golyer Bucking Horse & Bull Bash:
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000

- E) High Desert Bucking Bull Association/HDBBA for the 2024 HDBBA Grand Finale:
 - Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500

- F) Om Namo for the 2024 Moving Forward Together (MFT) Powwow:
 - Grant amount requested by applicant: \$7,000
 - Grant amount recommended by staff: \$7,000

- G) Rattle Snake Raceway for Season Promotions 2024:
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000

- H) Rattle Snake Raceway for Octane Fest 2024:
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000

- I) Battle Born Broncs, LLC for the 2024 Battle Born Broncs:
 - Grant amount requested by applicant: \$25,000
 - Grant amount recommended by staff: \$25,000

Consideration of a Grant Application by Motor Sports Safety, Inc. for the 2024 Top Gun Dragstrip Drag Racing Season.

Director Moon stated that Motor Sports Safety, Inc.'s goal is to establish Fallon as Northern Nevada's motor sports capital, contributing to the community economically, while providing a safe and legal environment for motor sports. Their short-term goal is to concentrate on new events to help offset the economic slide in revenue they have experienced. The expected attendance to this year's events is 10,000+ visitors from Nevada, California, Arizona, Utah, Oregon, and Canada, with approximately 360 hotel/motel room nights being utilized just with the NHRA Divisional Race event.

John Stauverman stated that an aggressive schedule has been established.

- There will be ten (10) points races this year. They will consist of five (5) two-day events.
- There will be a Friday Test N Tune included in each weekend which will encourage participants to stay longer and utilize the Fallon facilities.
- There will not be any \$5.00 Fridays any longer as these contestants will have their own weekend to race.
- There will be a \$2,500.00 Junior Dragster event on May 31st.
- There is heavy promotion in the Reno, Sparks, Carson City, Sacramento, and Vegas areas.

Chairwoman Frost asked how the facility weathered the winter season.

John Stauverman stated that there were some devastating storms last June.

- There has not been such a severe storm hit in 30 years.
- The storm hit during the NHRA National Open event.
- The storm caused more than \$15,000.00 worth of damage.
- The 35-year-old well was destroyed.
- There was some fundraising done by the racers, through social media, to recoup those costs.

Board Member Bhakta asked about the automated entry mentioned last year.

John Stauverman stated that they are slow to switching over to that automated entry. We are finding that our market is a little slow at grasping that on-line concept. It works very well in southern California in the more populated areas but out here, people like the interaction of in-person entry and registration.

Board Member Bhakta asked about their racer survey process.

John Stauverman stated that they have been surveying by word of mouth. We will now be using the survey sheet that Jane handed out at the beginning of this meeting. We will be integrating this sheet with the technical inspection card that each racer receives when they register for each race. We will be aggressive with this process.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$10,000 to Motor Sports Safety, Inc. for the 2024 Top Gun Dragstrip Drag Racing Season; seconded by Board Member Bernardo. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Chairwoman Frost encouraged the grant applicants to get any information about their events to Director Moon, via email, for further social media attention on the VisitFallon sites.

Consideration of a Grant Application by Motor Sports Safety, Inc. for the 2024 Top Gun Dragstrip – Fallon 1320 Drag Racing Event.

Director Moon stated that The Fallon 1320 (2) events are designed to cater to an elite group of racers who compete for larger purses and bigger prize money than is customarily offered at local tracks around the nation. The races are growing in popularity and draw in a broader spectrum of racers. With Dragstrips closing across the Western US, Top Gun will try to capitalize on these elite racers losing tracks to go to. This will also entice participation from local racers who will not have to travel as far for a higher dollar race. The goal for each event is to draw 3,000 to 3,500 (x2) people to single events, of which 80% are expected to arrive from outside a 60-mile radius from Fallon. It is expected that at least 30 hotel/motel room nights will be booked for each event.

John Stauverman stated that The Fallon 1320 is a replacement for the Mopar vs. the World race.

- The primary promoter for Mopar vs. the World retired.
- Sacramento Raceway has recently closed and we want to capitalize on those racers who now have no place to race.
- We will hold this event twice during the season.
- There will be a \$5,500.00 payout to the racers and will entice racers to come to Fallon.
- There are some financial concerns about this process but we anticipate things to work out for the best.

Board Member Bernardo asked if the larger prize money would draw more contestants than normal.

John Stauverman stated that they are seeking a different type of racer than their normal racer.

- There are racers who race for points and the bragging rights.
- There are racers who race for a good time.
- There are racers who race for the big dollars.
- We are seeking the big dollar racers for this event.

Board Member Bernardo asked how many racers they would be anticipating for this event.

John Stauverman stated they are anticipating 75 -100 more than their normal 150. There are larger payout races, but we are hoping to have this as a good start for us with this type of race.

Board Member Bhakta asked for an explanation of the meaning of the Fallon 1320 Drag Racing Event.

John Stauverman explained that 1320 is the length of the quarter mile drag. We wanted a catchy name for the event and that is how we came up with the Fallon 1320.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$5,000 to Motor Sports Safety, Inc. for the 2024 Top Gun Dragstrip – Fallon 1320 Drag Racing Event; seconded by Board Member Bhakta. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by Back Roads Vintage market for the Back Roads Vintage Market, Spring 2024 Market.

Director Moon stated that the Back Roads Vintage Market endeavors to curate events with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from handpicked vendors. Their biannual event, held in Fallon, draws local and out of town shoppers/vendors to our community. Their goal is to increase awareness and attract more attendees to their events, both within our community and from outside 60+ mile radius. The target is to increase the number of attendees to 2,500; and increase of 500 from the prior event. 500 people from outside a 60-mile radius are expected with 100 hotel/motel room night rentals.

Jenny Young thanked the Board for their previous grant monies.

- The money bolstered attendance and the vendors felt it as well.
- Visitors spend a lot of time in Fallon during these markets.
- We offer swag-bags to the first 20 shoppers each day that are filled with coupons for local area shopping.
- Our out-of-town vendors spend the night here.
- These weekends are ideal for a girl's weekend spent here in Fallon.
- We are a high-end, boutique style market.
- Additional grant monies will be spent for advertising in the bigger market areas.

Chairwoman Frost mentioned seeing them on the television, morning show.

Jenny Young stated that they did make an appearance there. I have been on KOLO8 with Katey Roshetko and Rebecca Kitchen.

Board Member Bernardo asked if they had seen a bigger desire for vendors wanting to participate since they have moved to the Rafter 3C Arena.

Jenny Young agreed. We love every location that we held it at but there were a lot of tears, worries and anxieties watching the weather, hour by hour, and having booths flooded with the rain. There has been nothing but positive comments about the Arena. The vendors and shoppers are quite happy to be there.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$4,500 to Back Roads Vintage Market, Spring 2024 Market; seconded by Board Member Bernardo. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the de Golyer Bucking Horse & Bull Bash for the 2024 de Golyer Bucking Horse & Bull Bash.

Director Moon stated that the objective of the de Golyer Bucking Horse & Bull Bash for the 2024 Bucking Horse & Bull Bash is to continue to create a fun, affordable outing for families and to continue the sport of rodeo in Fallon, Nevada. The de Golyers are hoping to fill the stands with 3,250 attendees, with a predicted 2,000 people coming from outside a 60-mile radius from Fallon. They expect people to arrive the night before the rodeo to stay in Fallon for an evening of comedy and live entertainment.

Cody de Golyer said that he appreciates the support of Board.

- This is the 10th Annual show and the 15th one in Fallon.
- We will have fireworks this year.

- This is the 2nd year that we have won 3rd Place for the Best of Fallon Awards.
- We have added a Kids Zone and a Petting Zoo, hosted by The Grange, this year.
- There will be food vendors, a wild horse race, bull riding, bronc riding, barrel racing with about 130 contestants.
- Contestants come from California, Utah, and various other states.
- The Grandstands hold 3,250 people and with the overflow, we can host 4,000 people.
- The VIP section was a big hit last year.
- There will be a comedy show and live music.
- All proceeds will go to the Fallon Dog Pound.

Board Member Bernardo asked what the Kids Zone would entail

Cody de Golyer stated that the Kids Zone is two (2) bounce houses, a large waterslide, Face Painting, and a Balloon Artist. This will all be free to the kids with their paid general admission. We started this venture so that Fallon would have an economical place to take their family for fun and entertainment.

Board Member Bernardo asked which comic they were bringing in.

Cody de Golyer mentioned Sheriff Downward.

Chairwoman Frost inquired about the time of year their rodeo was, coinciding with the Reno Rodeo.

Cody de Golyer stated that their rodeo was June 29th. The reason we stay with that date is because people have rodeo-brain. The Reno Rodeo is helping us with their advertising and when they are sold out, people will head to Fallon and have a good ol' time over here. It just works out better for us. The June show has worked out better than any October show we have had because the Reno Rodeo is already going on.

Board Member Bhakta asked how the event went last year.

Cody de Golyer said that it went well. The biggest problem that we have found is that all the events that come to Fallon are wonderful, but we're all fishing from the same pond for sponsors. When you do this, sponsors must be more selective about what they can do, financially. We sold out but the biggest problem is when you don't have the number of sponsors that you need to pay for everything, well then, we have to pay for it. It works out but we are going to stick with what works well and that is the June show. We want to keep our sponsors local to keep the money here in Fallon.

Director Moon stated that Cody mentioned that the June show has been more productive and more successful than the October show. You have established your event in June and we have found that if you stay on the weekend, people put that on the calendar and people keep coming back. As you all do your event planning, that becomes a good guideline to stay on the same weekend because your marketing dollars go a long way.

Cody de Golyer stated that on election years we are thankful for the grant monies because you have to fight hard for the radio time due to all the political ads.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$10,000 to the de Golyer Bucking Horse & Bull Bash for the 2024 de Golyer Bucking Horse & Bull Bash; seconded by Board Member Bhakta. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the High Desert Bucking Bull Association/HDBBA for the 2024 HDBBA Grand Finale.

Director Moon stated that the High Desert Bucking Bull Association (HDBBA) is a community of bucking bull enthusiasts established in 2016 by dedicated breeders, for breeders. Their primary goal is to foster growth within the bucking bull industry. Through organized competitions, they strive to showcase these remarkable animals, akin to athletes in traditional sports. The association serves as a platform for breeders to promote their stock, opening doors to opportunities like participation in prestigious events such as PBR's and National Finals Rodeo. At HDBBA, they prioritize family values and inclusivity, evident in their youth division tailored to kids 17 years and under, allowing them to engage in friendly competition just like their parents. The goal of HDBBA is to establish a relationship/partnership with the Fallon community; as well as to produce a wholesome family bucking bull event for the community to enjoy and open the door to bucking bull breeders to come to Fallon and showcase their bulls.

Mike Alps introduced himself as the President of the HDBBA.

John Gloeckner introduced himself.

Mike Alps stated that they are new to the grant process. We are learning the program and working to establish relationships with the people and citizens of the City of Fallon. We were here last year for our annual finals. We had a producer who did the event for us and was not able to do it for us this year. As an association, the board and I are working on producing this event. We liked what we saw when we were here last year, we liked the facilities, we liked the people, and all our members enjoyed the experience when they were here in Fallon. The overview that you have seen already tells you our mission and our program. I want to reiterate that we are geared towards friends and family. All our members, functions, and events are what we are about. The bulls that we bring into town for this event are not just for the crowds to see them buck but the bull owners pay an entry fee so that there is a competition there. Those classes are structured so that families are involved in all aspects of the competition. We are looking forward to working with families in Fallon that share these same values. We are hoping to work together to generate funding for their programs as well. We haven't come to town to fill our pockets and walk away. We want to pay our expenses and help the community, the youth, and provide a place for our finals where people will enjoy being there.

John Gloeckner stated that he grew up in Nevada. My daughters compete, I don't, I just drive them around with their bucking bulls. Mike and I talked about how we get the hometown feel from this area and why we want to bring it back to Fallon for that reason. It is an enjoyable place to be and we felt how welcoming you were to us last year. We like it here. We love the facility. I grew up with Jesse and I know him and we rodeoed in high school. When I found out that he was out there, it was icing on the cake, for me, anyhow.

Chairwoman Frost stated that the event is shown as September 14th. Are you going to be in the 3C Arena or the outdoor arena?

Mike Alps stated that they would be in the outdoor arena. Last year, we were a couple of weeks later in the calendar season and got hit with that incredible rainstorm. We have experienced the bad weather effect here in Fallon. If that happens again this year, we will deal with it just like we did last year.

Chairwoman Frost mentioned seeing a youth division. Is the youth division going to be competing in this event as well?

Mike Alps confirmed yes, with both youth and women. For those of you who don't understand the bucking bull contest theory, we buck yearlings, we buck 2-year-old bulls, and they have a mechanical box that gets strapped to them – they don't actually have riders. Those dummy bulls and the calves, we call them calves because they are still babies, we are bucking them with the dummies. We typically buck them in the morning, which is open to anyone wanting to come and watch. Afternoons are for the rider bulls, where cowboys come in and actually make a production out of it. Tickets are sold for the afternoon rides.

Chairwoman Frost asked if the goal is to get their bulls to the National Finals Rodeo to be known by their name.

Mike Alps stated that there is an explanation of the platform in their packet. By us owning a bull that rises to the top of our association, it tells a perspective buyer that that bull has been proven, which makes them more desirable to go out there in that rodeo world. This also makes them more valuable, which is what we hope for. Most breeders are passionate about what we do and for the animals that we deal with. If we truly looked at our bank accounts, we would probably see too much red, so we don't look.

John Gloeckner stated that if you have daughters that have cows, that is also more red than black.

Board Member Bernardo asked what the turnout might be for competitors and attendees.

Mike Alps stated that they haven't started their 2024 season yet. Each year is different and thankfully, we are out from under the COVID19 cloud pandemic. Last year, our numbers increased. It is easier for me to give you numbers as far as total entries for animals. Last year we had over a hundred animals. We have seen increases in our memberships, producers, new members, and new breeders. We are optimistic about this year and are hoping to see over 125+ animals enter. Contractor numbers will vary but will be spending a lot of money in the community as they come early for these events.

Board Member Bernardo asked if they are seeing more entries from a specific region or more all around.

Mike Alps stated that they come from everywhere. Our Association has started soliciting sponsorships for added money to our event which will increase the payouts and cause more people to come in. Our Association is based out of Idaho but we cover the west coast. We have entries from as far as the Dakotas, Oklahoma, and Texas that come to our events. We have a lot of interest from Arizona and New Mexico. Fallon is a good location for us to start pulling people from California which we have had trouble getting in the past. It is about developing the program and getting established here.

Director Moon stated that she is appreciative of them coming in and partnering with local vendors. That is part of helping develop and diversify economically, so we commend you for doing that.

Chairwoman Frost stated that she appreciated them using the term 'relationship'. It is about building those relationships.

Chairwoman Frost asked if there were any further comments.

There were no other comments noted.

Board Member Bhakta motioned to approve \$2,500 to the High Desert Bucking Bull Association/HDBBA for the 2024 HDBBA Grand Finale; seconded by Board Member

Bernardo. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by Om Namo for the 2024 Moving Forward Together (MFT) Powwow.

Director Moon stated that MFT Powwow is committed to celebrating and supporting Indigenous & rural communities. MFT is a drug-and-alcohol-free traditional powwow that is free and open to the public. MFT Powwow's objectives are to create a platform for dialogue and understanding among diverse populations to celebrate Indigenous cultures and provide access to statewide community resources. Through educational workshops, cultural sessions, and vital resources, we address critical issues such as mental health wellness, trauma-informed care, environmental protection, and suicide prevention. Their short-term goal is to facilitate an annual event for community members of all backgrounds to gather and learn about open Native cultural practices, including dance, drums, and song, and increase their own personal mental health wellness. Long Term goals are to honor Native American traditions and improve the quality of life in Nevada communities by providing a drug-and-alcohol-free event with activities that support healing, cultivate, and sustaining intergenerational wellness. The expected number of people to attend is 2,000+, 850 of which are estimated to arrive from outside a 60-mile radius to Fallon. The event has the potential to bring over 400 room night rentals.

Kadie Zeller introduced herself and spoke of the grant writing process. Om Namo submitted an application to the States Rural Marketing grant and application for the different events that we are doing. We are trying to diversify our media marketing. This year, explicitly, we are trying to reach outside of Fallon. We are the fastest growing Social Powwow in Nevada, which means we are a non-contest powwow. While we do have some contest specials and exhibitions, people come to simply dance. This year, we are trying to drive dancer registration- they don't have to pay to dance but we are asking them to register beforehand. This gives us an idea how many people are coming and where they are coming from. Last year, we had people come from out of the country, thanks to Jane. We also had people from Arizona and New Mexico which also included a lot of our vendors. We are particular about the vendors we invite as we have curated our head staff along with the vendors. We are trying to make it a space that is unique to native and indigenous culture in Nevada and invite more Latina dancers and Hula Halau dancers. If anyone knows of a traditional Filipino Dance group, I would love to have that information as well. We are trying to highlight the different cultures that are represented in Fallon. I don't think people know that we have such a diverse and beautiful community.

Chairwoman Frost mentioned about the different cultures. Have you reached out to any of the Basque groups?

Kadie Zeller stated she had not but it was a great idea. I have reached out to the Portuguese Dance group but hadn't thought about the Basque. We do get a lot of visitors from the Elko region. We had representatives from all the Northern Nevada tribes. We are reaching to have all twenty-eight (28) Nations represented along with the other Tribal Nations represented within our communities.

Board Member Bhakta asked how last years' event was.

Kadie Zeller stated that it was magnificent. The event in 2022 started when a Board Member came to me and said that we want to bring together a Social Powwow to come together

for healing. Last year we had people come from all over Arizona, New Mexico, Idaho, and California. We had some folks visit from Minnesota and North Dakota. It was a phenomenal success. It was mind-blowing to me that we reached over 1,000 people because I thought we would only reach about 500. We are partnering with Battle Born Broncs and bringing in Dougie Hall on Friday night for a cultural night where people can come learn about Indigenous cultures. We recently had a death here in our local tribal community, so we are trying to highlight different resources. Dougie Hall is a Professional Bronc Rider and he will meet with different groups throughout the day. He is from the Blackfeet Nation. This is all happening because we had a group of Elders come to us and say how much they appreciate what we are doing and how we are the fastest growing Social Powwow in Northern Nevada.

Board Member Bernardo asked how they were keeping track of the attendees.

Kadie Zeller stated that the Rafter 3C has their Point-in-Time placer metrics. We give a ticket to every single person who walks through the door, regardless of their age. We also have upwards of ten (10) volunteers who do Point-in-Time checks and walk through the facility with clickers and count, like what they do at different events. We are hoping that the new software that CC Parks and Recreation has gets a better comprehensive view of who's coming into the community. It is hard since we don't have ticket sales. We are hoping the Dancer Registration helps and their surveys will ask how many people are in their party for a greater reach of numbers.

Chairwoman Frost asked if this was a free event.

Kadie Zeller stated that it was free for everyone. This is not just for the Native community and we encourage non-Natives to attend. Historically with the previous powwows and Indian Rodeo's in Nevada, it gave powwow a bad name in Fallon but now we are really working to break that stigma.

Chairwoman Frost stated that our Travel professionals that come through last year enjoyed it greatly. They said that it was a great event and hadn't experienced anything like that before.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bernardo motioned to approve \$7,000 to Om Namo for the 2024 Moving Forward Together (MFT) Powwow; seconded by Board Member Bhakta. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by Rattle Snake Raceway for Season Promotions 2024.

Director Moon stated that Rattle Snake Raceway's focus is to continually attract awareness and participation in the sport of Oval Track Racing. Grant funding will help Rattle Snake Raceway augment spectator and contestant participation by advertising outside of Fallon and Nevada. Up to 6,500 people are expected to attend the races in Fallon as this is the location of the premier ¼-mile-high banked Oval in Nevada. In the past it was estimated that 12% of visitors from outside a 60-mile radius attended two-day events and stayed overnight in a Fallon hotel/motel.

Chris Lumsden introduced himself

Krystle Gilmore introduced herself. This year we have fourteen (14) races which consist of 2-day races each month beginning this weekend through October. We are looking

to bring people in from Oregon and quite a few from California. We are also looking to reach out to racers in other states as well. We do draw some in from Arizona, every now and then.

Chris Lumsden stated that all events are 2-day events, on Friday and Saturday. The main thing that we are focusing on this year is trying to upgrade the facility. We don't have restrooms in the pits and everyone must walk up to the grandstands to use those facilities. We rent outhouses that no one wants to use. There will be a lot of racing and a lot of fun this year.

Chairwoman Frost asked if they are working with other tracks in Northern Nevada so that they are not sharing the same race days.

Krystle Gilmore stated that those contacts were made back in November prior to making the schedule. Between Lovelock, Winnemucca, Battle Mountain, Elko, and Tonopah, we also have been working with Susanville and Quincy in California. We tried to work together and most of our races overlap with Elko but with the distance between tracks, it seemed the best fit.

Chris Lumsden stated that our payouts are better than most tracks. Any money that comes into our Pits, goes right back out to the drivers so we usually end up with a good car-count. Krystle took the helm this year as she is the Director of Competition. I have been trying to step back and she has stepped up to deal with all the tracks and the promoters, including Tonopah.

Chairwoman Frost thanked them for their efforts. I think it will pay off for sure.

Chris Lumsden stated that they all try to get along. It is easier if we all get along and try and work together for the race car drivers and for the tracks. Everyone wants to run for Points at all the different tracks. It is just like John was talking about. Most racers are not racing for money because you can't win enough to account for anything so you race for the bragging rights of being the Points Champion and that is what everyone is after. Especially if they can be Champion at three tracks in one state.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bhakta motioned to approve \$10,000 to Rattle Snake Raceway for Season Promotions 2024; seconded by Board Member Bernardo. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by Rattle Snake Raceway for Octane Fest 2024.

Director Moon stated that Lahontan Auto Racing Association's purpose is to provide quality and affordable motorsport entertainment to Fallon, with the goal of helping generate revenue for local businesses. A total of approximately 4,000 people are expected to attend this 2-day event, with about 40-60 hotel/motel room rentals for each night of the event.

Director Moon asked how many years this has been promoted by them.

Chris Lumsden stated that this is the 10th year of promoting Octane Fest.

Director Moon stated that this used to be a City of Fallon event, however, the staffing became an issue, at which time Chris and his group took in on 10 years ago.

Chris Lumsden stated that Fallon Toyota used to give them a grant for \$25,000.00 and five years ago that ended abruptly. Between the racetrack and the Tourism Board, we have been taking care of it. It is not as big as it once was, but it is still a good-sized event and we are trying to grow it back to what it was. The weekends in June that we hold this event are

also the weekends that the Monster Truck Association has started running their point-series. All the guys that run for the point-series don't want to come to Fallon and put on a show for us. We couldn't get anybody for the last two years so we moved our Monster Truck Show to the 4th of July and by then, they are done and we can get a performer.

Chairwoman Frost asked what was planned for this year.

Krystle Gilmore stated that no one wants to watch the same thing each year. I am trying to change it up every year, as I have been part of the track for seven years now. Every year, I try and encourage them to come up with something different to do to make it more exciting for people to attend. This year, we are doing our Tough Trucks. We are doing Demolition Derby, Chain Races, and Timed Tough Trucks. The last couple of years, we have done Boat Races and people seem to enjoy those. I have tried to get these guys to do Bus Races but finding buses that are cheap is a hard thing to find. We are trying to better it every year with different events to encourage people to come.

Chris Lumsden stated that they do the kids' bikes giveaway. They will also do a mud run for some type of prize.

Krystle Gilmore stated that they do a water balloon fight once a year. I have a bunch of fun things to try and get the crowd involved in the race.

Board Member Bernardo asked what the most popular event has been.

Krystle Gilmore stated that the boat races were the most popular.

Chris Lumsden gave a description of the boat races. They drive a vehicle with a trailer that has a boat on it and they drive around the tough truck course and race. It does get wild. They are supposed to finish with all or a portion of the boat to win. This last year, they didn't finish with any part of any boat and were lucky to still have their trailer attached to their vehicle. The crowd loves it and we have a couple of racers who also love to do it. It is very entertaining and they put on a great show.

Chairwoman Frost asked for a description of the chain races.

Krystle Gilmore explained that two cars are chained together and the front car has the gas pedal and the back car has the brake. This also gets very exciting.

Chris Lumsden stated that he and his son had just acquired the scrap yard out behind the hill. In the past, WT has sponsored all the cars and we will continue to do the same.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bernardo motioned to approve \$10,000 to Rattle Snake Raceway for Octane Fest 2024; seconded by Board member Bhakta. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by Battle Born Broncs, LLC for the 2024 Battle Born Broncs.

Director Moon stated that this is the third year of production for Battle Born Broncs, a professional bareback and saddle bronc riding rodeo event. In order to bring more visitors to Fallon for longer stays, additions have been made to the 2-day event: opportunities for vendors, sponsorships, the kids camp have been implemented for expansion. A partnership with Champion Living Fitness and Sober Cowboy has been made to bring a unique new perspective to the camp along with bringing back Rodeo's World Champions and NFR qualifiers to coach at the event. Also new this year, there will be an auction during the

Welcome party on Monday evening benefiting the Trenton Montero Foundation to financially help rodeo families during times of injury or loss of their rodeo athlete. Battle Born Broncs, LLC plans to continue to produce high quality western events in Fallon to bring more value and revenue to our community and to build a better event improving on the last one each year. 2,700 people are expected to attend this year's event with at least 1,200 coming from outside a 60-mile radius from Fallon. 600 room night rentals are predicted over two nights.

Darcie Spero made comments about:

- The success of the camp last year.
- The extra days that the vendors will be set up.
- The variety of food trucks that will be there.
- The crowds were larger than predicted.
- Champion Living Fitness are from up north and have created training programs specifically for rodeo cowboys.
- The camp will lean more towards fitness than actual stock training.
- Lacey Singleton-Silver Cowboy-will give a seminar on choosing health over drugs and alcohol, like the D.A.R.E. program.
- We will be working with the Powwow and are learning to coordinate to support each other's events
- We have outgrown the GRID for our Welcome Party and will now have that at the 3C Arena as well.
- There will be an auction for the Trenton Montero Foundation – a local cowboy from Winnemucca who rode at Battle Born Broncs's the first two years and succumbed to injuries after another rodeo event.
- There will be a Native Artist from Kansas that will be designing a painting of Trenton Montero and it will be auctioned off.
- The event is growing as well as growing in days.
- The contestants enjoyed the golfing last year and are looking forward to that again this year.
- There is a 27-minute documentary of the event on BattleBornBroncs.com describing the event and Fallon's hospitality.

Chairwoman Frost asked if the Cowboy Channel will be here again this year.

Darcie Spero stated that she still needed to hire them but they are coming.

Chairwoman Frost stated that she liked hearing that people are staying in Fallon longer during this event. The goal is to put on quality events and make people want to stay here in Fallon.

Darcie Spero stated that she is excited to work with Daren and Corky. They do the Double Down event the next weekend and will be continuing to use the vendors that we have.

Board Member Bernardo asked what types of items will be auctioned off.

Darcie Spero stated whatever they can get. Some cowboys donate old chaps that they have worn at the NFR, shirts with the Sponsors Logos and various autographed items. There will be a pair of autographed boots as well. I will be reaching out to everyone and letting the know what is going on and hoping for some good donations.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bhakta motioned to approve \$25,000 to Battle Born Broncs, LLC for the 2024 Battle Born Broncs; seconded by Board Member Bernardo. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Board and Staff Reports

Chairwoman Frost pointed out the Room Rents & Room Tax Report.

Deputy City Clerk O'Neill stated that the entire region of Northern California and Nevada seemed to be short across the board through January and February. I am hoping that the March totals are better and that we see a rebound.

Chairwoman Frost stated that she believed our numbers were up the last couple of years due to opening back up after COVID19. I think that these numbers just show a slowing down of the economy for a moment.

Discussion was made on consumer confidence, the economy, inflation, recession, and it being an election year.

Board Member Bernardo gave an update on his property remodel. I have been reaching out to Habitat for Humanity, the VFW, the American Legion to donate our furnishings and they don't have it in their budget for fuel to make the trip here to pick up the items. I will try and donate the items locally as I hate to see some good items go to waste.

Director Moon stated that she is exceptionally happy with the campaigns. The media campaigns and the social campaigns have been getting a lot of attention lately. People are telling me about their interest and enjoyment of the campaigns as well. When things are out there, it does put Fallon out there in the front of their minds and I think our efforts have been guided well.

Chairwoman Frost stated that she was able to attend the Rural Roundup. It is a tourism event sponsored by Travel Nevada that emphasizes rural Nevada. I find it amazing every year that when I do attend Rural Roundup, Travel Nevada has a lot of focus on the rural counties. This is refreshing because so often, the rural counties are often forgotten by Reno and Las Vegas. I find that the more I am at these events, people are speaking very well of Fallon. The City of Fallon sponsored the breakfast and the morning session on Friday. We were able to show a film clip about Fallon and we received very positive comments. It was interesting going to the different workshops, including social influencers for people over a certain age and information on AI. Jane and I will be sitting down to discuss the notes that I took and then try to come up with some good ideas for the City of Fallon. I think that our Marketing is working well. I have been sharing the clips on Social Media and receive very good feedback. My friends that live outside this area say that we look just like a Hallmark Town, and that makes me very proud.

Director Moon stated that Rural Roundup has had the best content in quite some time. Last year was our first year back since the COVID19. AI is concerning, however there is a lot of AI in marketing and advertising efforts so I will be delving into that source.

Board Member Bernardo stated that he had just been invited to a Rotary Club meeting and they wanted to know more about the renovation. I talked about us here and what we do and it was nice to see the excitement in their faces. A lot of them are long-time members of the community and to see their faces light up when I talked about Fallon, in general, with all the things to do here, it was nice to see.

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 Fallon Convention and Tourism Authority, Chairwoman Frost stated that the next meeting will be July 16, 2024, and then adjourned the meeting at 4:32 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O’Neill, Deputy City Clerk

DRAFT