

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
July 18, 2023

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 Elsie Lee

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 Elsie Lee 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 Convention and Tourism Authority meeting minutes for April 18, 2023.

Board Member Bhakta motioned to approve the City of Fallon Convention and Tourism Authority meeting minutes for April 18, 2023, with no additions or corrections; seconded by Board Member Bernardo and the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Applications

- A) deGolyer Bucking Horse & Bull Bash for the 2023 deGolyer Rough Stock Rodeo, BBQ & Dance:
- Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000
- B) Churchill County Parks & Recreation for the 2023 No Hill Hundred Century Bike Tour:
- Grant amount requested by applicant: \$2,000
 - Grant amount recommended by staff: \$2,000
- C) Fallon Youth Football League for the 2023 SYFL Experience:
- Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000
- D) Fallon Jr. Rodeo for the 2023 Fallon Jr. Rodeo event:
- Grant amount requested by applicant: \$3,000
 - Grant amount recommended by staff: \$3,000
- E) Fallon Festival Association for the 2023 Fallon Cantaloupe Festival & Country Fair:
- Grant amount requested by applicant: \$15,000
 - Grant amount requested by applicant: \$15,000
 -
- F) Backroads Vintage Market for the Fall 2023 Backroads Vintage Market:
- Grant amount requested by applicant: \$4,500
 - Grant amount recommended by staff: \$4,500

Consideration of a Grant Application by the deGolyer Bucking Horse & Bull Bash for the 2023 deGolyer Rough Stock Rodeo, BBQ & Dance in the amount of \$5,000.00.

Director Moon stated that the objective of the deGolyer Bucking Horse & Bull Bash for the 2023 deGolyer Rough Stock Rodeo, BBQ & Dance is to continue to create a fun, affordable outing for families and to continue the sport of rodeo in Fallon, Nevada. The deGolyers 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. The deGolyers believe that the two-night event could book a total of 200 rooms.

Cody deGolyer began by thanking the Board for their continued support. This show is the fourth time we have done it in September and it has worked out well. It is the fourteenth time in front of you guys with the rodeo and we appreciate your support. The June show went over great and we had about 5,000 people there for two days and it was awesome. We are shooting for the same things for this rough stock rodeo. It is bull riding, bronc riding, saddle cow riding, and all the kid events. We upped our game on our stock this year and that helped

in getting a bunch of better riders and we are doing the same thing for this show. The issue that we had with the hotel rooms. Fallon doesn't have enough hotel rooms and that is one thing we ran into on the last two or three shows. When you are getting people from Reno and Carson City, they are used to staying in nice hotels and the nice hotels are the nice hotels and are booked up fast. There are hotel rooms that I am not going to take my kids to and I can't expect people to take their kids to. Due to this fact, in June, some of the people stayed in Reno versus staying here. There was also a CAG in town and there wasn't a lot of room availability. For this show, we are not having any timed events, with no team roping or barrel racing, just strictly rough stock and the event should move along quicker. People really enjoy the rough stock. The barn dance is a cool little deal. We usually get about 500-600 people to show up for that and we have some local artists come out. We will have Steven Christie and a couple of bands out of Reno. It is \$25.00, which includes dinner and dancing and entertainment. With the June show, we have increased the choice by adding a VIP section, which was a 40x40 tent from Camelot and the VIPs really enjoyed that, especially being able to get out of the heat. They had private bathrooms, a bar, and the whole 9-yards. We will be offering that for the September show as well. We are hoping to have the same number of attendees for the September show as we did for the June show.

Chairwoman Frost asked if this show was going to be a Saturday-Sunday event.

Cody deGolyer explained that it would be a Friday-Saturday event. The Dance will be Friday and the rodeo on Saturday. In the past, we have had the rodeo on Sunday, but it was a kids type deal. Cowboys like to drink so it's hard to have a rodeo on a Sunday and go to church at the same time.

Chairwoman Frost asked for correction on if they had this event last fall.

Cody deGolyer stated that they have the fall show every other year. With the number of new events that are coming into Fallon, a lot of businesses get hit hard with everybody asking for contributions, donations, and sponsorships.

Chairwoman Frost asked if this event was held in 2021.

Cody deGolyer agreed.

Board Member Bhakta asked the difference between the June rodeo and the September rodeo.

Cody deGolyer stated that one thing we don't have is that we are not competing with the Reno Rodeo. If our grandstands had more capacity, it would be a little bit different of a situation. We can only fit 3,250 spectators in the grandstands. We put people on the ground and everything else. During the Reno Rodeo, people must choose which one they are going to go to – this one, we don't have to deal with that. A lot of cowboys who were something, back in the day of the rodeo industry, they want to go see bull riding and don't necessarily want to see all that other stuff – they just want to see the rough stock. The rough stock is the main difference and a little bit cooler too as some people don't want to go out in the heat.

Board Member Bhakta asked if the September rodeo attendees and the June rodeo were the same attendees.

Cody deGolyer stated that they were practically the same number of attendees. The June show seems to have more rodeo on the mind, with the Reno Rodeo going on. This is the second time we have had the barn dance as we are trying to keep people in Fallon. We want them to come here, stay, drink, and hang out. Try the coffee shops in the morning too. This is the main reason we have moved it to a two-day event. It is a lot more money out of our pockets but it is one of the things where we must make sure that people are staying here.

Board Member Bernardo asked what time the barn dance starts on Friday.

Cody deGolyer said that it will start about 6:00 pm.

Chairwoman Frost asked about the radio advertising and what markets they are planning on advertising in.

Cody deGolyer stated that it would be the Reno Media Group. They also do a bunch of social advertising for us as well. When we give them a large chunk of money, they give us free radio commercials as well. They will hit the prime radio commercials with the drive to and home and from work. They will also hit the 1 – 3 am radio spots as well. The mistake we made on the last show, even though we were full, we wanted to hit that Doug Stone concert hard on advertising. He used to be a big name in the 90's, and there was a lot of money put towards that advertising. I think we ran our commercials too long and too far out. We started three months before the show. We listened to a new marketing gal and it sounded like a good idea but I think we could have been fuller at the concert. Next time, we will run about 10-days out and give it all we've got.

Board Member Bernardo asked where they are expecting most of the participants to come from.

Cody deGolyer stated that we get a lot of guys out of Idaho, Oregon, and California. The good thing about an open rodeo, especially having the ranch bronc, is that you can have a lot of buckaroos that come in from McDermitt, Idaho, and Oregon where everything they do as day work, they can come do down here. The bull riders use Triple J, out of Washoe and a lot of the guys who are riding in the bull riding are following him. They are doing the CCPRA shows and NPRA shows and stuff like that. We are not a PRCA show, we are not a non-sanctioned deal, so basically, if you want to get on a bull, come on down.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$5,000.00 to deGolyer Bucking Horse & Bull Bash for the 2023 deGolyer Rough Stock Rodeo, BBQ & Dance, seconded by Board Member Bhakta and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Churchill County Parks and Recreation for the 2023 No Hill 100 Century Bike Tour in the amount of \$2,000.00.

Director Moon stated that the short-term objective of the No Hill Hundred Century Bike Tour is to provide an annual opportunity for regional cyclists to participate in a relaxed and enjoyable cycling event; while the long-term goal is to establish the Fallon area as a bike friendly community and to promote and encourage physical and recreational activity in the region. The goal is to attract 150-200 cyclists of which 75% (112-150) are expected to come from outside a 60-mile radius from Fallon, targeting 62 hotel/motel room nights.

Robyn Jordan stated that the No Hill 100 Century Bike Tour is going to be October 7, 2023, and it is the 19th annual event. It has been a popular event both locally and regionally for cyclists and it is hitting a targeted group of people that is very positive. We like to highlight and showcase Fallon and it is cool because they're riding the whole valley. They get to see every aspect of our agriculture, navy, and businesses. We send out a Welcome Packet to all participants and try to promote it as a fun event and a fun community – Come Back Because We Are Fun! This year, we are hoping to get more participants than we had last year. We had

121 last year and 120 the year before. I was looking at where our out-of-state participants were from and we had a group from Washington State come out last year and San Jose, San Mateo, Petaluma, and a few far reaching. Most of the participants come from the Reno, Carson City, and Tahoe areas. They are a fun and relaxed group of people and it is a very positive event for the community. I have been trying to make very cool swag for Fallon, that they can take back home. I also have bags for you all to take home today.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve Churchill County Parks and Recreation for the 2023 No Hill 100 Century Bike Tour in the amount of \$2,000.00, seconded by Board Member Bernardo and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by Fallon Youth Football League for the 2023 SYFL Experience in the amount of \$5,000.00.

Director Moon explained that the short and long-term goals for this event is to provide an outstanding experience for all families and friends participating in football and cheer in Northern Nevada. This event allows visitors from other areas an opportunity to venture to Fallon to see what the City and community has to offer. 6,000 to 6,500 people are expected to attend the 2023 event with 5,500 to 5,750 people coming in from outside a 60-mile radius to Fallon. It is estimated that 125 hotel/motel room nights will be booked for this Northern Nevada youth sports experience.

Anthony Juarez introduced himself as the Commissioner for Fallon Youth Football. FYFL is pleased to host their 7th Event in 9 (nine) years, minus the COVID19 year, and the aftermath of COVID19. This event has been a great event for our community, not only for FYFL but also CCHS. CCHS's clubs and teams have the opportunity to be involved in this event and it continues to grow. Last year, we had 63 (sixty-three) participating teams and this year we have 69 (sixty-nine) teams, with just over 1500 participants from the ages of 4 – 14 (four – fourteen) years old. This event continues to grow and we see great representation from all the Sparks, Reno, and Susanville communities. For the event, last year, we did have a little bit of a weather hiccup, the day prior to the event- we had a freak rainstorm come through and caused a little bit of damage to the field. However, we were able to delay the event by one hour and then the sun shined bright and we were able to continue competing for the rest of the day. We are keeping our fingers crossed this year for great weather on August 12th and for another successful event.

Board Member Bhakta asked if this event is sometimes at the end of August.

Anthony Juarez stated that our event is typically the first or second weekend in August. Last year, our event was on August 6th and this year, we slid it one week to the right and it will be on August 12th. I believe the event you are referring to is the Pop Warner Jamboree, which coincides with the Cantaloupe Festival.

Chairwoman Frost asked if they plan to still have the CCHS clubs and teams set up booths for food and other things.

Anthony Juarez stated that we have already extended our vendor list and so far, we have 5 (five) participating clubs and it's very premature. Typically, everybody jumps on board

right about the last week prior to the event. We are expecting max participation from clubs, teams, and as well as the Quarterback Club.

Chairwoman Frost mentioned that there are a lot of little kids to direct and get organized.

Anthony Juarez stated that they are working on bounce houses right now. We have tried this in years past and it has had great participation. Due to the way the facility is lined up, it makes it a little inconvenient for parents, just trying to watch a football game and watch some kids in a bounce house.

Board Member Bernardo asked what they attributed to the growth to this year.

Anthony Juarez stated that SYFL has done a very good job of advertising growth in the local community. Of being a true feeder program to the local high school, Fallon, this year has experienced a massive growth. Participating in football this year, we have 181 (one hundred eighty-one) football participants, making 7 (seven) teams and 88 (eighty-eight) cheerleaders, which is the highest we have had over the last 5 (five) years, forming 4 (four) teams. We are not only seeing the growth in Northern Nevada, but here in this community as well.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$5,000.00 to the Fallon Youth Football League for the 2023 SYFL Experience, seconded by Board Member Bhakta and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon Jr. Rodeo for the 2023 Fallon Jr. Rodeo event in the amount of \$3,000.00.

Director Moon stated that as a group, the Fallon Jr. Rodeo has forged on to continue the Jr. Rodeo tradition which had been produced in collaboration with the Fallon Lions Club in many years past. This group of volunteers are dedicated to showcase the skills of the youth in equestrian events in order to promote and encourage the agricultural and ranching lifestyle not only in our community, but in neighboring cities, counties, and states. It is estimated that 200-300 participants and their families will attend this (4) day event, with 150 people being from outside a 60-mile radius; generating 150 hotel/motel room overnight stays and multiple visits to local restaurants, gas stations and stores.

Macady Bogdanowicz, Fallon Jr. Rodeo queen, introduced herself. I am a 5 (five) generation cowgirl, and my family has been here in Fallon and has participated in the Fallon Jr. Rodeo Club for 3 (three) generations. I love rodeo. My favorite rodeo events are barrel racing, goat tying, and the Queen contest. The President of our rodeo is Jennifur Peek and asked that I represent her and our rodeo today. Jennifur wishes she could be here, but she is in Wyoming with her two oldest sons as the National High School Rodeo Finals – Go Team Nevada! The Fallon Jr. Rodeo takes place over Labor Day weekend and is the biggest and best Jr. Rodeo in Nevada. I have been competing in this rodeo since I was 4 (four) years old and each year it grows. Young cowboys and cowgirls come from all over Nevada to compete. We even have kids come from Utah, California, and Idaho. As our rodeo grows, so does the cost to put it on. The most wanted and difficult prize to win is All-Around. Fallon Jr. Rodeo awards a beautiful All-Around saddle for each of 5 (five) age groups. It is important that we continue to award saddles and other nice prizes to keep contestants coming back each year.

We are requesting \$3000.00 (three thousand dollars) to cover the cost of 2 (two) of our All-Around saddles. Thank you for your time and allowing me to talk to you today. We hope that we can continue to work with you for years to come.

Chairwoman Frost asked if they would be using the indoor arena or the outdoor arena for their event.

Macady Bogdanowicz stated that they will be using the outdoor arena.

Board Member Bhakta stated he loves the way that you present and say, “I loooove Rodeo.”

Board Member Bhakta motioned to approve \$3,000.00 to the Fallon Jr. Rodeo for the 2023 Fallon Jr. Rodeo event, seconded by Board Member Bernardo and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon Festival Association for the 2023 Fallon Cantaloupe Festival & Country Fair in the amount of \$15,000.00.

Director Moon reminded us that the Fallon Festival Association’s mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing local talent, and supporting Nevada businesses. 23,000 visitors are estimated for this event with 3,450 predicted to visit from outside of Fallon, outside a 60-mile radius. The Fallon Festival Association is hoping to have 517 hotel/motel room nights occupied for this year’s event.

Zip Upham, committee President for the Fallon Festival Association introduced himself. Adrienne Snow is our Executive Director and Kim Klenakis is our Secretary. Just briefly, the festival is set up for the last weekend in August this year and we have a couple of changes and some things that I think will actually make our outside draw. We are still using the Rafter 3C Arena for our indoor concerts. The Friday of the Cantaloupe Festival, the concert will be QUEENSRÿCHE, not a cover or tribute band, it is actually, QUEENSRÿCHE to sing, ‘Silent Lucidity’. Saturday, we have a new rodeo as part of the Cantaloupe Festival. It is the second tier, just down from the PRCA. It will be a full-fledged rodeo and we will be using all the stock facilities that we have, that are brand new to the fairgrounds. We hope to expand this in the future as well. The concert after the rodeo on Saturday will be Ned LeDeux, who is the son of country artist, Chris LeDeux. We are expecting a significant draw from the outside area for both concert events at the festival this year. I will turn it over to Adrienne Snow for some of the other details.

Adrienne Snow began by stating that some of the things that we are putting in place this year are expanded versions of what we did last year, in terms of advertising. We are going to advertise with KVLV for an entire month with the opportunity to have Todd Moretto or Kim Klenakis on the air to discuss the festival. We will be going with the Reno Radio Group again, with three (3) stations hitting the demographics that listen from country to rock. Something that we did last year that turned out to be great, we advertised on Reno’s main Spanish radio station, so we did see a large expansion in that demographic as well. We are going with Channel 2 this year, which we have never done before (television advertising). We will be advertising with the Fallon Post, Lahontan Valley News, and the regular social media channels. In terms of growth, we are covering at least 30% more ground at the fairgrounds this year in terms of just the footprint. We have increased free kids and educational activities, including a show called, the Bird Man, which is a Las Vegas quality interactive show. Kids

can come and see all different kinds of birds. There will be scheduled shows with him, throughout the day. We have CCPRA sanctioned rodeo, which is a semi-pro rodeo with more than 300 contestants over the course of two (2) days. There will be slack all day Saturday with a full-fledged performance Saturday night. We will have the kids' rough-stock performance entries open today and I do believe that the mutton bustin' is already full. In addition, we have expanded our vendor footprint and it looks like we could increase up to 200 vendors this year. This includes both food, retail, and non-profit. In the last two weeks, we have made some changes and with the help of Jesse Segura with Rafter 3C, we have had to create spaces to continue accommodating all of those that wish to come in. Last year, due to the lack of water and the last frost, we had very few cantaloupes and that was a big problem for outside visitors. They were very disappointed so it is something we worked on very hard this winter. I began meeting with farmers in January and February. Farmers like the Coverstons and Workman's, who have not participated historically in the festival, are not only participating but they have increased their production this year. I have a partnership with Rambling River Ranches and I personally was out planting – we planted 1,000 cantaloupe plants, ourselves, this year so that we will have increased numbers in cantaloupe and it looks like things are going very well at Lattin Farms. Some of the things that we have made better reach, in terms of community involvement this year, is offering both volunteer and community service hours for people that need them for various reasons. Whether it is Junior Honor Society, Eagle Scout, or even kids who have had minor trouble and are currently trying to find those community service hours. We are working with Churchill County Juvenile Probation to get some of those hours fulfilled for the kids. As we work with the expansion of this rodeo, we will be instating a “keep it clean” mentality. If we work hard and have a lot of these kids involved to keep the fairgrounds as clean as we can, I am hoping that long-term, it will just be known as a clean event, where people become more responsible for themselves. One of the things that I am very excited about, as we grow a reach for outside and attract outside people, is developing partnerships with people and places that have a lot of influence over their own communities. You may know about restaurants in Reno like Grateful Gardens and Piazza in Carson City, which is across from the Legislature. I was able to secure agreements with both of those restaurants and owners to showcase cantaloupe-themed menu items for the month of the festival. They will be creating special recipes and agreed to go on the news to showcase those recipes and help drive their followers to come and check it out. As a token of reciprocity, if you ever stop into any of those places, please let them know that you are from Fallon.

Chairwoman Frost asked if those restaurants will be participating in the festival.

Adrienne Snow said that they will not be participating in the festival but I expect that they will be out here. The Lopiccolo family will be out here to take part in it. I hope that Mr. Scala of Grateful Gardens will also come out but they will be showcasing those menu items, putting up posters and making it known that they are supporting the festival. It is also one of the things that came up, when I asked some of the farmers, such as the Workman's, “what do you need from the community in order to do this?” They responded saying that they needed more outlets, not just the festival, but we need more relationships. That is where this all started of ‘where can I start connecting people with these farmers’ and finding these outlets. They will be working with a particular farmer and it will be whoever is first up, and we will be able to connect them personally and let them work together so that they can develop those types of relationships directly between farmers and restauranters.

Kim Klenakis stated that a couple of the other things that we would like to highlight, while we don't glorify the alcohol consumption, we are very excited to have Troy's Double-Shot Bar, who are really the founders of the drinks for the Cantaloupe Festival, partnering with Frey Ranch and some of the drinks that they will be serving this year. We have, in the past, contracted with Great Basin Brewery to make our Cantaloupe Beer, however, it has sold and the new owners were not as interested in partnering with us this year. Paul Picotte, owner of the Grid Brewery, has stepped up and is very excited to brew our Cantaloupe Beer for us. Getting back to the nuts-and-bolts of this, we want to make it a family event and re-establish a love for what makes Fallon, Fallon. We are very excited to have events such as the Ag Tent so people can go in and learn where milk comes from. We have Moo-Lissa coming so children and adults can certainly milk a (fake) cow. Often, the goats that are there, the 4-H kids will bring them out of the pen and allow people to milk the goats. We have a huge 4-H representation this year and we will have the Belgian horses and all of that for the kids to look at. We will have tractors there, cantaloupe and our Farmer's Market. The Farmer's Market was the first venue to fill up this year. We will have a representation from Venturacci's and their beef. We have Bijou Blooms, who sells plants, a jam and jelly lady, Lattin Farms, and Rau Bees, who are also growing cantaloupe this year. We are excited for people to get to go this year and dig around and see what we have. One of things that we were a little late instituting this year is a Crop Contest. It makes sense that if alfalfa is one our greatest exports from our community that there should be a contest for the bragging rights of who grows the best alfalfa - Whether it is alfalfa, Timothy, or straw. This year, we will have a very entailed exhibit with bales of different types that our visitors can look at and next year, we will implement a full-on Crop Contest. We are also excited to have people from outside of the area. Consistently, we have a family who come from Alaska each year to our Cantaloupe Festival. They make a big loop but they make sure that they stop in Fallon for that event. People aren't just coming from Carson City, Reno, and Tahoe but they are coming from California and they are coming from southern Nevada, Utah, Oregon, and Idaho.

Zip Upham added, saying that the deconfliction of the Pop Warner Jamboree, which has, in the past, taken up all the sports fields at the fairgrounds but it is also on the exact same weekend as the Cantaloupe Festival. With this, you run out of hotel rooms because everybody is on the same weekend. This year, we have managed to work with Parks and Rec and Pop Warner to put those events on different weekends. Hopefully this will take care of that parking problem and won't be as severe as it has been in the past. We have a wonderful, paved parking lot and everyone still wants to park out on Sheckler Road.

Adrienne Snow added, we had a meeting earlier this year with Mayor Tedford regarding the traffic and dispersing out of the parking lot. We are currently working with Law Enforcement but also within our own team to create some maps that we can have up at the exit so people can visually see how to get out. Not only to get out, but to find alternative ways that will also put them through and potentially put show them where the gas stations are, or where the convenience stores are, so that on their way out, they can stop at some of the local businesses, fuel up, get their bottles of water or whatever else they may need with a carload of kids.

Chairwoman Frost asked about the advertising and if there is a QR code that you will be able to scan and purchase tickets online. Also, will you be appearing on the morning Reno television shows?

Adrienne Snow replied that we do use the QR codes. We also have confirmation with Channel 8 and I do believe that we will be hearing from Channel 2 this week on what time slot they would like us that week. I would anticipate that we will probably end up with all major Reno television stations having some kind of live news cast. I believe that this will also help with driving traffic. Like last year, I do anticipate that both artists will do radio interviews with the respective stations, which also helps.

Kim Klenakis mentioned that on the small stage, we not only have local musicians, but we have contracted with the Nuestra Herencia Mexican Dancers. There will also be the Halau dance group, the Gbozé African Drummers, coming from Reno, and are educators by day. They will also open up the drums for the audience to come and participate.

Chairwoman Frost said that you are just making things bigger and better every year and I appreciate your efforts and hard work.

Board Member Bernardo asked how the restaurants will be advertising the different cantaloupe-inspired dishes for the farmers.

Adrienne Snow asked for clarification in terms of those that are out of the area. They will just be putting up signage within their own restaurant and adding it to their special menu. Piazza is a little higher end restaurant so they always have a separate menu for specials. Their intent is to have both edible and cocktail type items. They were aware of what was going on out here with the Cantaloupe Daquiris and the Cantaloupe Mule which was added last year. That fostered some ideas with Piazza and they will be Italian inspired ideas and they will be just within the restaurant. I do think that this founding summer will help us gain traction in other areas and to have restaurants and chefs, like Jared Manning and Gino Scala, step in and say, “alright, we will lead this charge.” I think this will inspire others to say YES in the future and my hope is that more of these farmers will be able to grow their crops and develop some of those outlets that are not as tough as we have gone through our distribution channels, the way they are. It used to be that our farmers would have to ship all their produce to Sacramento before they could come back to Reno. It does pose this problem, especially since everyone wants these Heart of Gold melons. The downside with the Heart of Gold melons is it is a very fast ripening melon, so once it comes off the vine, that is not really a fruit that is going to make it on a 10-day trek to Sacramento and back to Reno and still look great. Developing those direct relationships is critical to this process. Our team will continue to work on these developments and relationships. I don’t see our job as just promoting this one, three-day event, it really is a year-round constant work in progress to find out what everybody needs, whether it is the Cantaloupe farmers or where the goat milk from our area goes. I don’t know what we will focus on next year, it could potentially be beef, but taking a different segment each year and trying to showcase a different sector of agriculture that could be helped, even though we are The Cantaloupe Festival.

Zip Upham added that one of the ways to help drive this is that Grid Brewery is doing our Cantaloupe Beer for the festival. Paul is planning on having that at the Grid Brewery all the time so that it also drives some awareness and some interest.

Kim Klenakis stated that in the festival itself, our vendors are asked if they have a Cantaloupe offering of any sort. If they say YES whether it is a food vendor or perhaps it is someone who sells beads or candles, often time they come with cantaloupe products, we give them all banners to display so that people who are visiting and wandering through can stop and see what other cantaloupe offerings there are.

There were no further comments.

Board Member Bernardo motioned to approve \$15,000.00 to the Fallon Festival Association for the 2023 Fallon Cantaloupe Festival & Country Fair, seconded by Board Member Bhakta and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Adrienne Snow said she would be very honored if any board member would attend the festival so that we could have the opportunity to introduce you to some of the vendors. Mayor Tedford did come last year and we were able to take him to a couple of the booths that offered cantaloupe products. If you are at the venue, I would love the opportunity to take you each to some different vendors, so please, let us know when you are there and one of our board members will take you on a tour with them.

Chairwoman Frost called for a brief recess at 3:48 pm.

Chairwoman Frost resumed the meeting at 3:50 pm.

Consideration of a Grant Application by Backroads Vintage Market for the Fall 2023 Backroads Vintage Market in the amount of \$4,500.00.

Director Moon stated that the Backroads Vintage Market's short-term goal is to increase the number of shoppers attending from outside our community, while the long-term goal is to grow the market as a specialty destination event with more quality vendors while making the shopping experience memorable for all involved. The Youngs are hoping to grow their attendance from 2,000 people to 3,000. It is expected that approximately 500 people will travel to Fallon from outside a 60-mile radius and about 100 hotel/motel room nights will be booked for the event. Jenny and Mitch Young, the organizers of this event, had a pre-scheduled vacation prior to putting in this application. This was the only scheduled meeting that they could submit an application before their October event. I can field any questions that you may have.

Chairwoman Frost asked for confirmation if this was a Friday evening and Saturday, all-day event.

Director Moon confirmed.

Chairwoman Frost asked if they would be using the grant money for advertising.

Director Moon confirmed. Specifically, Edible Reno and increased radio marketing will be made.

Chairwoman Frost asked for clarification in your discussions with the Youngs, if mostly the vendors would be staying over night or shoppers as well.

Director Moon stated that it is probably mostly vendors. They do have loyal customers who like to come in for the event and the VIP experience on Friday night with early entry rewards and stay the night.

Chairwoman Frost asked if there were any further comments. She stated that she wished that Jenny and Mitch could be here, since this is a new application and we tend to have a lot of questions for new applicants. I know that this is a long-standing event. How many years have they been running?

Director Moon stated that she thought they were in their 5th year.

Chairwoman Frost stated that she thought they did some of their events outside and now they are in the Rafter 3C.

Director Moon stated that they are no longer affected by the weather because both days will be at the Rafter 3C and they are making good use of that venue. People are enjoying

coming back to that venue. The request for grant funding is to boost their presence in marketing and advertising.

Chairwoman Frost mentioned that it looked like they would be doing some advertising on KOLO TV, channel 8.

Director Moon confirmed. Jenny has typically secured spots on the Morning Show with Katie and will appear on that the week prior. Looking back at my notes, I believe that it has been 5 years, even though it is not noted in the application. They began with one Spring event and a couple of years later, they moved to two events, both Spring and Fall shows. It has been highly received by our community and by all quality vendors who come for this event.

There were no further comments.

Board Member Bhakta motioned to approve \$4,500.00 to Backroads Vintage Market for the Fall 2023 Backroads Vintage Market, seconded by Board Member Bernardo and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Public Comments

Chairwoman Frost inquired if there were any further public comments.

No public comments were noted.

Board and Staff Reports

Director Moon said she wanted to encourage everybody, if you are able, to attend any of the events mentioned today, that would be wonderful for getting the feel of the events and where people are coming from and getting a feel for yourself. This will help you have an intimate understanding of what we do and the grants that we offer our community. We do have quite a list of events coming up and I encourage you to attend if you are able.

Chairwoman Frost stated that with a list of all these events, it would be nice to know if those events are filling up your hotel rooms, if you see a change. I know that you are busy with a lot of people, just coming in, not related to these events.

Board Member Bhakta stated that it is tough. It is hard to get out of work.

Board Member Bernardo stated that it is good to know that everyone can do their part and to be able to promote Fallon and to be able to succeed. Bringing overnight and multiple night guests into not only Fallon, but the hospitality industry, the agricultural industry, and everything, really, in relation to Fallon. I personally see a growth in the guests coming from out of town when we do have these events.

Chairwoman Frost said that that is good to know since you are on the front lines.

Director Moon added, speaking to Mr. Bernardo and Mr. Bhakta, stated that we have a reprint of our events, even though all are not included, but our legacy events are included with a QR codes and the things that we promote as far as our pillars for tourism. These flyers are going to the Convention Center and they will be distributing them to our hotels. They are quite nice and are frameable and will be delivered to you for your guests. They do include the QR code, our website, and our phone numbers.

Chairwoman Frost stated that if you run out, just contact Jane and she will get you more to pass out

There were no further comments or discussion.

Adjournment

Chairwoman Frost reminded the Board that the next meeting would be on Tuesday, October 17, 2023, in the Council Chambers and with there being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:00 p.m.

Chairwoman Kelly Frost

Attest: _____
Elsie Lee, Deputy City Clerk