

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
April 14, 2026

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 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.

Chairwoman Frost stated that this is our semi quincentennial celebration of our Nation. We are encouraging our events to include our logo, and I believe Jane provided you with that. We would also like to see this in your material to help us promote the 250th celebration. We have big plans for July 4th, and we have a lot of other activities coming up to celebrate our history.

Director of Tourism Jane Moon stated that she would resend this information to everyone.

Consideration of a grant application by the de Golyer Bucking Horse & Bull Bash for the 2026 de Golyer Bucking Horse & Bull Bash.

Director Moon stated that the objective of the de Golyer Bucking Horse & Bull Bash for the 2026 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. In 2025 an estimated 2,000 people came to Fallon from outside a 60-mile radius. They expect people to arrive the night before their 12th annual rodeo to stay in Fallon for a live concert. An estimate of total room nights was not provided in the grant application.

Cody de Golyer greeted the Board.

- Made comments regarding advertisement being important.
- Made comments regarding the attendance of last year's concert.
- Made comments regarding this year's band.
- Made comments regarding opening their gates earlier and it being successful.
- Made comments regarding adding the Corgi and Weiner dog races this year.
- Made comments regarding the mud volleyball tournament last year.
- Made comments regarding their expectation to have the same turnout this year.
- Made comments regarding adding Cowboy Church, live entertainment and power wheels races to Sunday.

Chairwoman Frost asked if there were any further comments from the Board or the public.

Board Member Bhakta inquired about the advertisement. Would this be on the radio and television?

Cody de Golyer stated no. We do radio advertisements. We found last year, that the tv is such a hit and miss and so expensive.

- Made comments regarding that they want people to come out and not watch on their televisions.
- Made comments regarding the costs not being worth television ads.
- Made comments regarding the radio advertisements being beneficial.

Kristina de Golyer stated that they advertise on 8 different radio stations.

- Made comments regarding the radio station benefits.

Cody de Golyer stated that the signage being put up is also a huge thing.

- Made comments regarding this being their 17th rodeo, in Fallon.
- Made comments regarding people still not ever hearing about the rodeo.
- Made comments regarding always having something to do in Fallon, if you look.
- Made comments regarding the problem being bringing people to Fallon and making them stay because of how close we are to Reno.
- Made comments regarding radio advertisements.

Board Member Bhakta inquired about how long their event runs.

Kristina de Golyer stated that Thursday they sponsor the Theatre event. Friday, we have the kick-off concert. Saturday, we have community fundraising and the rodeo. Sunday, we have the newest addition with the Cowboy Church breakfast.

Board Member Bernardo inquired about their sales in comparison to last year.

Cody de Golyer said that the sales were close, but the VIP sales have been selling quicker than last year.

- Made comments regarding it being hard to judge because people tend to wait until last minute to purchase tickets.

- Made comments regarding it being harder because it is an affordable event and people not pre-purchasing to save \$5.00.

Kristina de Golyer stated that Saturday's rodeo is the biggest event. We sell over 200 tickets that day online.

Cody de Golyer stated that they have also added different seating at the Fairgrounds. The bleachers only hold 3,250 people.

- Made comments regarding people leaving the event because if they leave their seats, they aren't available when they return.
- Made comments regarding attempting a 2-day rodeo but it being unsuccessful due to costs.
- Made comments regarding adding 400 additional seats inside the arena, not including the VIP section, which holds 200-250 people.
- Made comments regarding people hanging out at the bar.

Board Member Bhakta inquired on receiving feedback on the bands coming this year compared to last year's band. I know there is a little bit of a generational gap, so I was just curious to see what kind of feedback, if any, you have heard.

Kristina de Golyer stated that she thought Deana Carter was super popular. There were still so many people that didn't know who she was when I would go out and talk to people. We had the same response with Doug Stone and Love and Theft. We are just going to do it.

- Made comments regarding just letting people come out to have a good time.
- Made comments regarding the budget for the concert.

Cody de Golyer stated that these artists are still very expensive.

Kristina de Golyer stated that Love and Theft is a full band. The production company that we hire takes care of the drums, guitars, sound, stage, the lighting, and everything. All that they have to do is show up.

- Made comments regarding it being a good show and something to do at an affordable price.
- Made comments regarding bundling tickets for families for affordability.

Chairwoman Frost stated that they should get a hold of Jane to find out the contact information for morning shows in Reno. I think that might draw more people from Reno or even from northern California. I know I love to see our events on talk shows.

Cody de Golyer stated that they did the morning shows last year. It is funny because you would think by seeing what's going on, that these people would get off their butts and actually want to get out and go see it. So, I don't know.

Chairwoman Frost stated that this could be a way to generate more interest.

Cody de Golyer agreed.

Kristina de Golyer stated that she isn't really a tv person, but I did it.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bhakta motioned to approve the application by the de Golyer Bucking Horse & Bull Bash for the 2026 de Golyer Bucking Horse & Bull Bash in the amount of \$10,000; seconded by Board Member Bernardo and approved with a 3-0 vote by the Board.

Consideration of a grant application by the Churchill Arts Center for the Oats Park Arts Center: Core Programs 2026/2027.

Director Moon stated that the Churchill Arts Council 2026-2027 season is grounded in its mission to enrich the cultural life of the community and region by presenting diverse, high-quality art experiences. Through performances, visual art exhibitions, film, and literary programs, CAC provides inclusive opportunities for education, engagement, and creative expression for residents of all ages. Since these events are held at night, the likelihood of overnight stays in Fallon is increased for those visiting outside a 60-mile radius. Churchill Arts Council estimates total visitation numbers from 11,000 to 14,000, with 1,000 from out-of-state and 3,500 from outside of Fallon. 600 room nights rentals are projected over the course of the season.

Robyn Jordan greeted the Board. I will go over some highlights for this year.

- Made comments regarding having a successful year of concerts, literary events, and gallery events.
- Made comments regarding their past 4 indoor concerts and upcoming one.
- Made comments regarding them being great performances and events.
- Made comments regarding the staff learning how to get more people in and interested in the programs they offer.
- Made comments regarding the frequent attendance from community members and out-of-town visitors that have never been before.
- Made comments regarding partnering with the homeschool groups, School District, and afterschool programs.
- Went over next year's schedule.
- Made comments regarding attempting to make their events more experience-based and partnerships to make them full events drawing more people from out of the area.
- Made comments regarding their Arts School and offering more classes.
- Made comments regarding the Julie Fowlis concert drawing people from all over.

Board Member Bernardo inquired about the extension of the gallery hours.

Robyn Jordan stated that previously the gallery was only open from 9:00 a.m.-1:00 p.m. on Wednesdays and by appointment only. Every Friday we are now open to allow people to view the gallery.

Board Member Bernardo inquired if this would be a permanent change.

Robyn Jordan stated that it would be permanent. We may even add a couple of days as we get staff with more availability in their schedules.

Board Member Bhakta inquired on their website.

Robyn Jordan stated that they have a new website. This is very functional. All the ticket sales can be made there, and it is really easy for us to update. We have a good record of the things we have brought in. We have the highlights and music playing on it, so people can listen to the artists by going to our website, to see if they like it. We have all of our art classes listed on it.

Chairwoman Frost stated that she was happy to see that they received a grant from Travel Nevada and the Nevada Art's Council. I wanted to commend you on that and getting those grants. Those are really important. I am excited and it sounds like you have a very diverse season coming up.

Director Moon commended Robyn. Anytime there is a request involving media or travel agents who are selling wholesale, we want to make sure they are promoting Fallon and

have the opportunity to experience Fallon firsthand. Robyn is one of my major go-to's, and she never tells me no. She always shows up with her whole staff and is willing to help. Being able to showcase such a gem as the Churchill Arts Center to people who may never imagine something like this being a part of Fallon is such a big draw. I truly appreciate that and thank you for your continued support. I also commend you on your grant writing because that not only supports the Arts Center but also helps get the word out about Fallon. Thank you and keep up the great work.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bernardo motioned to approve the application by the Churchill Arts Center for the Oats Park Arts Center: Core Programs 2026/2027 in the amount of \$15,000; seconded by Board Member Bhakta and approved with a 3-0 vote by the Board.

Consideration of a grant application by the Pacific Coast Cutting Horse Association for the 2026 Road to Fallon event.

Director Moon stated that this is the second annual Pacific Coast Cutting Horse Association in Fallon. The objective of the Pacific Coast Cutting Horse Association is to produce a family equine event that will promote and improve tourism and bring business to the City of Fallon. They report a proven history as the largest cutting horse association on the West Coast to turn out economically beneficial events in the state of Nevada. They have signed a 3-year contract with 3C Events Center. The Pacific Coast Cutting Horse Association's goal is to conduct an ongoing annual event in Fallon. 250-350 people are expected to attend the event (including contestants, participants, and staff), most of this number will be coming in from outside a 60-mile radius from Fallon. 1,000 hotel/motel nights are predicted for this 4-day event.

Tami Rodman greeted the Board.

- Made comments regarding this being their 2nd year for the event and the successfulness of it.
- Made comments regarding the 1st year being a good event.
- Made comments regarding moving their event to a week later due to the manager of the facility not being available on the original date.
- Made comments regarding having people attend from Canada, and having local and out-of-state vendors.
- Made comments regarding reaching out to NAS Fallon to participate.
- Made comments regarding reaching out to youth groups for involvement.

Board Member Bernardo inquired about the growth expectation of moving the event a week later.

Tami Rodman stated they are estimating a 10-15 percent increase.

Board Member Bhakta inquired if there would be anything new compared to last year.

Tami Rodman stated that they will be reaching out to the youth groups for their involvement.

- Made comments regarding having a new marketing team.

Board Member Bhakta inquired if after last year, Tami thought Fallon was the right place for her event.

Tami Rodman stated she did. We moved here from Reno, and our group was very pleased with the change.

Director Moon asked Tami to expand on this.

Tami Rodman stated the cost, for one reason. Also, for our group, we have had a lot of things stolen at the Reno Livestock Event Center. We do have a lot of women that travel alone who stay in their trailers at the facility and the homeless people are really bad around there. Our group didn't like going there. To be honest, it isn't like it used to be around there anymore. They were glad to get away from Reno.

Chairwoman Frost inquired if last year's event also a 4-day event.

Tami Rodman stated it was.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bhakta motioned to approve the application by the Pacific Coast Cutting Horse Association for the 2026 Road to Fallon event in the amount of \$5,000; seconded by Board Member Bernardo and approved with a 3-0 vote by the Board.

Consideration of a grant application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip Drag Racing Season.

Director Moon stated that the goal of Motor Sports Safety, Inc. is to provide a safe, professional, and well managed drag racing facility. They maintain a strong partnership with their sanctioning body, the NHRA, ensuring that both local residents and visitors can participate or enjoy— drag racing within a controlled and secure environment. Through targeted marketing and advertising efforts, they promote and host events that attract racers from Nevada, Northern and Central California, Idaho, Montana, Arizona, and Oregon. Each season, they host two NHRA National Opens, two Division 7 Junior Dragster events, five Summit ET Series races, and multiple open Test-and-Tune sessions. These events consistently draw competitors from across the Western United States and Canada. The track can accommodate up to 400 racers and 1,500 spectators per event, allowing them to support large-scale competitions while delivering a premier racing experience. 5,000+ visitors and racers come to Top Gun each year from previously stated locations; 90% of this number come to Fallon from outside a 60-mile radius. NHRA estimates that 20% of the total visitors and racers from each event held will rent hotel/motel nights.

Ed Keefe greeted the Board. There are four Board Members that make up the Motor Sports Safety, Inc., but we do business as Top Gun Dragstrip. The president is new, the vice president is new, the treasurer is new. However, the secretary has a long history and is a driver himself. So, we have some continuity there.

- Made comments regarding the other Board Members being unable to attend because they are getting the structure ready for a good season.
- Made comments regarding being busy since taking leadership up in January.
- Made comments regarding being the only regional National Hotrod Association Dragstrip in the area.
- Made comments regarding people coming from a five-state area, with significant members attending and spending money.
- Made comments regarding the investments that go into the dragstrip.

- Made comments regarding reaching out to government for support.
- Made comments regarding services needed by law enforcement, and first-responders.
- Made comments regarding the big event held the last weekend in May and it being the 1st NHRA sponsored event.
- Made comments regarding the Department of Navy providing a flyover.
- Made comments regarding working with the Public Works Department on electrical issues.
- Made comments regarding bringing in new experienced drivers.
- Made comments regarding their social media and emails being handled well by Fallon consultants.
- Made comments regarding exploring advertising through television and currently concentrating on their social media.
- Made comments regarding active duty and their families being free to attend.

Board Member Bernardo inquired about the recent changes. Is there anything else that you are planning to help grow and maintain the events, going forward?

Ed Keefe stated that there are people out there now doing general beautification. We believe that we have a deal with a local food truck. We are looking at having a mobile bar service.

- Made comments regarding trying to provide services that would allow families to return on a regular basis.

Board Member Bernardo inquired about the events. Are you trying to attract more families to attend these events with the food trucks?

Ed Keefe confirmed.

- Made comments regarding cultural differences with drivers.
- Made comments regarding having to renovate the electrical infrastructure.

Board Member Bernardo inquired about the date for the Test and Tunes event.

Ed Keefe stated that these are held on Fridays.

Chairwoman Frost stated that she sees a lot of burn-out tire marks on our streets. I am glad that we have the Test and Tunes event to hopefully help alleviate that.

Ed Keefe confirmed.

Chairwoman Frost stated that she appreciates their work to integrate appropriate safety measures.

Ed Keefe stated that they hope to put a swing sock up. Hopefully, we can get Banner and Careflight out to come out and test that. We aren't there yet but it is our vision. Safety is in the title of our corporation and we take it seriously.

Director Moon stated that they have had discussion about doing additional things that would help introduce drivers to attend other things in Fallon. I was intrigued with the social you will be having, in town, especially on Maine Street, that folks can see what the offer is on historic Maine Street. Has this happened before?

Ed Keefe stated that he believes this is a first. The culture is to come in from a distant Idaho place. We have the family in the RV who rents their slot, and that is it for the weekend. So, we are trying to be creative in finding social events before or after, that they could stop at before they head to the track. They tend to homebody out there. Not that we can't come up with some other things.

Director Moon stated that we do have things scheduled in the City and throughout the County. So, if you would let me know when these things happen, I can let them know when they have those events.

Ed Keefe stated that he would be more than happy to coordinate calendars to alert the drivers of events.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bernardo motioned to approve the application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip Drag Racing Season in the amount of \$10,000; seconded by Board Member Bhakta and approved with a 3-0 vote by the Board.

Consideration of a grant application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K.

Director Moon stated that the “Fallon 660” event is a repeat of last year’s successful program. It is designed to attract an elite group of racers who typically compete for larger purses and higher prize money offered at major tracks across the country. Events like this have continued to grow in popularity and now draw a wider range of racers with greater competitive experience and larger racing budgets. With dragstrips closing throughout the western region, Top Gun is in a strong position to capitalize on the demand from these high-level racers who have fewer venues available. In addition, this event gives local racers an opportunity to participate in a premier-style race without needing to travel long distances to other tracks offering similar competitions. The goal is to draw 3,000 to 3,500 people to attend, of which 90-95% are expected to arrive from outside a 60-mile radius from Fallon. It is expected that 15-20% of attendees will rent hotel/motel room nights.

Ed Keefe greeted the Council. Traditionally, the organization has sent a second grant because of the breath and depth of the regional implication of this particular event.

- Made comments regarding this being their largest event.
- Made comments regarding drawing the right people in.
- Made comments regarding it being an NHRA event which allows points that have to be collected regionally.
- Made comments regarding this being the opportunity to bring in premier cars and drivers to compete.

Chairwoman Frost inquired on the date. The application says May 14-September 27. Is this just one big weekend?

Ed Keefe stated that was correct. It is what we call the 660. It will be in September. I would have to get back to you on the date. It is usually a cooler day, later in the season. It is balanced against the other NHRA events, so that the senior drivers are available.

Board Member Bhakta inquired about the event. What makes this event stand out from your other events last year? Do you expect more visitors for this same event?

Ed Keefe stated that this would be the premier event of the year for drag racing, relative to a number of people and distance travel. The reason being, is it is based on a National Hot Rod Association scheme of how to score points to get the national attention of your particular driver. It is the Superbowl of this region.

Board Member Bhakta inquired about the name of the event.

Ed Keefe stated that Fallon 660 is just the name of that event.

Board Member Bernardo inquired about changes, if any, are being made to attract more competitors to this big event versus what has been done in the past. Are you expecting the same names to come out as have come out previously?

Ed Keefe stated that through this year, what they hope to demonstrate is progressive progress in the infrastructure. So, by September, we demonstrate in this large event to broaden more senior drivers, that we are a track that is going to stay. We hope to, in turn, to bring in really significant cars. There is a whole other level of drag racing that we have typically never had here. There is no reason why we couldn't. We need to sell our new infrastructure. We need to sell the new management, and we have to perform. That is what we are striving for.

Board Member Bernardo inquired about the point system.

Ed Keefe stated that all his peers are drivers, but he is not. I am new to the game. I am a long-time retired person from the federal government. They hired me to be the paper-pusher, run the numbers, and keep the books. That is my volunteer expertise and unfortunately, I would have to ask one of the NHRA gurus to answer that question. I am sorry.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bhakta motioned to approve the application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K in the amount of \$5,000; seconded by Board Member Bernardo and approved with a 3-0 vote by the Board.

Public Comments

Chairwoman Frost inquired if there were any further public comments.

No public comments were noted.

Board and Staff Reports

Director Moon thanked everyone for their hard work.

- Reported that she and Chairwoman Frost would be attending this year's Rural Roundup trip in Elko.
- Made comments with Rural Roundup helping with improving tourism efforts.

Chairwoman Frost inquired if there were any further reports.

No further reports were noted.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:55 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O'Neill, Deputy City Clerk

DRAFT