

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
August 27, 2026

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

Present:

Chairwoman Kelly Frost
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.

Chairwoman Kelly Frost stated that Board Member Bhakta was unavailable for this meeting.

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.

Chairwoman Frost stated that she would like to remind potential grant recipients that, if they receive grant funding, they are asked to include America 250 in their advertising and acknowledge it during their events.

No public comments were noted.

Consideration of a grant application by the Fallon Junior Rodeo for the 2026 Fallon Junior Rodeo, event.

Director Moon stated that the Fallon Jr. Rodeo group endeavors to continue the annual Labor Day Junior Rodeo for youth from across the West to showcase their skills in equestrian events. They seek to promote and encourage the agricultural and ranching lifestyle that is necessary for a thriving community. They recognize that the kids who participate in these

events choose to live a difficult lifestyle that is 365 days a year with no off-season. The Fallon Jr. Rodeo wishes to give the youth the best junior rodeo in the state to compete against each other. The group's long-term goal is to promote the cowboy lifestyle for years to come and give these youth a venue to showcase their skills. It is estimated that 200-300 participants and their families will attend this (3) 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.

Matthew Kent and Chloe Kent greeted the Board.

- Made comments about them taking over the Junior Rodeo.
- Made comments regarding it being the 57th year of the Fallon Junior Rodeo.
- Made comments regarding kids coming from California, Idaho, Southern Nevada, and Utah to participate.
- Made comments regarding having 150 people already signed up for the event.
- Made comments regarding the Team Roping event.
- Made comments regarding Chloe being the Jr. High World Champion, this year, for goat tying.

Chloe Kent stated that she has been competing since a young age.

- Made comments regarding being the 1st Jr. High student to become the World Champion for goat tying in Nevada.

Matthew Kent stated that they have several people participating in their rodeo.

- Made comments regarding having booths set up for safety purposes.
- Made comments regarding incorporating America 250 into their buckles and awards.

Board Member Bernardo inquired about how many total events they anticipate for this rodeo.

Matthew Kent stated there are several events being put on by the Pee-Wee division.

Chloe Kent stated that there are several events being put on by the older divisions.

Board Member Bernardo inquired about how they are keeping track of ticket sales.

Matthew Kent stated that it is free for the public. There are no ticket sales. Previous years, what we have done, is have a counter at the gate to get an idea. They have technology in the arena that gives a good idea of the addresses of the people attending. We will have a better idea this year of where people come from. Last year, we had about 300-400 people in the stands.

- Made comments regarding it being a 2-day rodeo.
- Made comments that they are expecting around the same number of people in attendance and that all their RV spaces are reserved at the Fairgrounds.

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 Fallon Junior Rodeo for the 2026 Fallon Junior Rodeo, event in the amount of \$3,000; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Consideration of a grant application by the Churchill County Parks & Recreation for the 2026 No Hill Hundred Century Bike Tour.

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.

Lana Chenoweth greeted the Board.

- Made comments regarding joining the Arts Council event, Ales for Art, in hopes of bringing in more participants the night before.
- Made comments regarding also having a scarecrow factory during the event.
- Made comments regarding combining events to get more community involvement.

Chairwoman Frost stated that she thinks it is great that they are teaming up. People that come for the bike tour can also see our beautiful Arts Center and enjoy the rest of the community, and that is great. Are there 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 County Parks & Recreation for the 2026 No Hill Hundred Century Bike Tour. in the amount of \$2,000; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Consideration of a grant application by Busted-Up Productions, LLC for the 2026 Top Gun Invitational (rodeo event).

Director Moon stated that Busted-Up Productions LLC is endeavoring to produce the highest level PRCA event by bringing top quality stock and riders from all over the country to Fallon; making the event a top-tier spectator event for the community and surrounding areas. Approximately 3,000-3,500 people are expected to attend this event. It is estimated that 1,500-1,700 people will come to Fallon from outside a 60-mile radius, bringing 660 room rentals total for the week. This event will be broadcast by the Cowboy Channel, the Cowgirl Channel, and the Reno Media Group.

Chad Denton greeted the Board.

- Made comments regarding having a 2-day bull riding school, prior to the event with kids coming from California, Nevada, and Oregon.
- Made comments regarding the fact that some of the young riders from the school get to ride at the event.
- Made comments regarding selling out last year.
- Made comments about also hosting an event in Reno at the end of October and potentially bringing a larger crew from that event to this one.
- Made comments regarding having the same production crew as the previous year.
- Made comments regarding running three rodeos a year.

Chairwoman Frost stated that she has attended nearly all of Chad's events at the Rafter 3C and that the venue always seems to be packed. She also expressed support for incorporating the school for the riders, as was done last year. She noted that the fireworks are scheduled to take place earlier that evening, prior to the event, and asked whether this would affect the stock.

Chad Denton stated that they might be startled for a second, but they are used to it because of the 4th of July events.

Board Member Bernardo inquired about how many kids he was expecting at the school.

Chad Denton stated that he would expect about 20 kids. We try to keep the number low enough to allow them one-on-one time with the coaches.

Board Member Bernardo inquired about the number of coaches at the school.

Chad Denton said they had 3 last year and should be about the same this year. We haven't put that all together yet. We lost one that was living here because he moved away. We will get someone else to take his place if he doesn't come.

Board Member Bernardo inquired if he would be running things similar to the way he did last year. Do you anticipate selling out again this year?

Chad Denton stated that he hopes so. I think the way we have been pushing the media, and running is working pretty well. We have a great team of people around here.

Chairwoman Frost inquired if there was a concert after the rodeo.

Chad Denton stated that they do but couldn't remember their name.

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 Busted-Up Productions, LLC for the 2026 Top Gun Invitational (rodeo event) in the amount of \$10,000; seconded by Chairwoman Frost and approved with a 2-0 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.

- Made comments regarding showcasing harvest season events and preparing for the holiday season.

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 3:20 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O'Neill, Deputy City Clerk

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