

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
January 20, 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 & Special Events Jane Moon
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.

City Clerk Michael O'Neill advised that the agenda was posted in compliance with NRS requirements.

Public Comments

Chairwoman Frost inquired if there were any public comments. She noted that comments are to be general in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken.

No public comments were noted.

Approval of Convention and Tourism Authority meeting minutes for November 10, 2025.

Board Member Bhakta motioned to approve the Fallon Convention and Tourism Authority meeting minutes with no corrections for November 10, 2025, seconded by Board Member Bernardo; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Applications

- A) Cowboy Fast Draw Association for the 2026 Fastest Gun Alive – World Championship of Cowboy Fast Draw:
- Grant amount requested by applicant: \$14,500
 - Grant amount recommended by staff: \$14,500
- B) Fallon High School Rodeo for the 2026 Fallon High School Rodeo Event:
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
- C) Back Road Vintage Market for the Back Roads Vintage Market, Spring 2026 & Fall 2026 Markets:
- Grant amount requested by applicant: \$9,000
 - Grant amount recommended by staff: \$9,000
- D) Fallon Trap Club for the 2026 Fallon Trap Club Shooting Season:
- Grant amount requested by applicant: \$6,000
 - Grant amount recommended by staff: \$6,000
- E) Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip Drag Racing Season:
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
- F) Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip-Fallon 660 Big Dollar Event 3K:
- Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000
- G) Battle Born Broncs, LLC for the 2026 Battle Born Broncs:
- Grant amount requested by applicant: \$25,000
 - Grant amount recommended by staff: \$25,000

Consideration of a Grant Application by the Cowboy Fast Draw Association for the 2026 Fastest Gun Alive – World Championship of Cowboy Fast Draw event.

Director Moon stated that while the Sport of Cowboy Fast Draw continues to grow, this tournament grows along with it. It attracts from media in both Northern Nevada/California, but also nationally. CFDA stresses the importance of responsible, safe and proper use of firearms, and family values. They are working on bringing the Outdoor Channel's – Shooting USA Again for this year's tournament; and have videos covering the sport and promoting Fallon YouTube – which receives many thousands of views. It is expected that at least 800

people from outside of Fallon will attend this year, including competitors, families, spectators, and vendors. An estimate of 1,250 total room nights will be used over this five-day event.

Chairwoman Frost reminded the grant applicants of the America 250 Campaign, celebrating the founding of our Country. We are incorporating this theme as much as we can with all our activities and events. There is marketing available and Jane can get you that information. I know that the Rafter 3C Event Complex is decorating for the 250th. The Mayor has a special commission on this celebration, and we are encouraging our grantees to incorporate as much as possible into your event.

Cal Elrich stated that the event last year went very well.

- Attendance has not been as high due to the cost of travel, inflation, and the Covid19 years
- Last year was the first year as a non-profit
- He will be attending the Nationals in St. Augustine Florida
- Nationals were held in Oroville California last year
- Negotiations have begun for the National Championships
- Fallon is the host City for the Fastest Gun Alive Competition
- There are about 25 Championship competitions per year
- The State of Nevada gave them a small grant last year for advertising
- There was a classic car show last year as well

Chairwoman Frost mentioned the change of dates for the event. Originally it was in October and now it is June. I was wondering how that affected the young shooters.

Cal Elrich stated that the competition was moved to July. We hope this brings more young shooters because it is in the middle of summer vacation. When it was held in October, it was being seen as a year-end sport and tournament schedules were not being added due to the date. We now have a full fall schedule with the first ever tournament in Pennsylvania.

Board Member Bernardo inquired about the packet. Have you finalized the Outdoor Channel's appearance for this year?

Cal Elrich stated that it had not been finalized yet. I am likely to be talking to them tomorrow. I will be in Las Vegas for the largest industrial trade show in the world for outdoor sports. It has been said that shooting sports are the number one sport in the world.

Board Member Bhakta inquired about last year's attendees. What was the reason for the percentage being down from the previous year?

Cal Elrich stated that the biggest shoot had 278 registered shooters. Last year we were right at 200. The availability of the Rafter 3C Arena has much to do with attendance as well since they are very busy all year.

Board Member Bhakta inquired about the event being at the Rafter 3C Arena last year.

Cal Elrich confirmed it had been held there.

Board Member Bhakta inquired about the feedback from the shooters.

Cal Elrich stated that they loved it. It is so nice to have everything set up indoors.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$14,500 to Cowboy Fast Draw Association for the 2026 Fastest Gun Alive – World Championship of Cowboy Fast Draw. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon High School Rodeo for the 2026 Fallon High School Rodeo event.

Director Moon stated that each high School rodeo club in Nevada hosts a Jr. High and High School Rodeo each year. Fallon has always hosted a rodeo and would like to continue to do so this year. The kids in the club are responsible for obtaining sponsors, organizing and producing the event. The goal for this project is to host a Jr. High and High School Rodeo in the Spring of 2026 and to continue to produce a highly attended family event for the membership and our community. It is expected that 200 contestants and their family and friends will come to town for this event. Last year, the reported number of attendees was 2,570; over 1,200 were from out-of-town. This year, the group expects 200 total hotel/motel room nights with 75 visitors staying 2-3 nights.

Brooke Allison, President of FHRC, Wyatt Greenwood, Chloe Kent and Stella Lee introduced themselves and stated the rodeo events that they compete in.

Brooke Allison stated that this event brings in about 200 contestants every year, along with their families.

- Rodeo contestants compete for points for a team to go to Nationals
- Top competitors in each event across our State at this level
- There are a lot of people who don't know much about this sport but still attend
- Our rodeo is the most attended rodeo in the State and we have the best prizes

Chairwoman Frost inquired about where State will be held this year.

Brooke Allison stated that State will be held in Winnemucca this year.

Chairwoman Frost inquired if it would come to Fallon any time soon.

Brooke Allison stated that she hopes so. I think it is in the works.

Board Member Bernardo inquired about the event overlapping days with Battle Born Broncs. Do you think this will help with attendance?

Brooke Allison stated that it would be great. Our rodeo is in the morning and we normally get done around 3:00 pm. The Battle Born Broncs is in the afternoon and it allows our contestants and families to attend at that time.

Board Member Bernardo asked if there would be any collaborations to help boost attendance.

Brooke Allison stated that it has not been discussed much.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$10,000 to Fallon High School Rodeo for the 2026 Fallon High School Rodeo. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Director Moon stated that there would be a change of order for the next two grant applicant presentations.

Consideration of a Grant Application by the Fallon Trap Club for the 2026 Fallon Trap Club Shooting Season.

Director Moon stated that the Fallon Trap Club holds shooting events throughout the year to promote, enhance, and encourage participation in the sport of trap shooting. Last year, "5-Stand" was added as a shooting series adding to the Trap and Skeet shooting experiences

offered at the Club. The Club helps local organizations with fundraising events and continues to help sponsor the youth trap shooting club, the Lahontan Valley Claybreakers, with their program. Again, this year, the anticipated hotel/motel room nights for these shooters and their families are as follows: 20-25 for an average shoot, 40-50 for the State Shoot.

Lester Webb stated that there were nine shoots set up for the year. Unfortunately, the State Shoot moved to Mason Valley for this year. We should get it back next year. We began a new shoot last year called the Fallon Youth Shoot. We had 27 participants and 19 of them were from out of town. We have started the expansion onto the new skeet hill and are excited to move forward as this will be another great thing once we have two skeet hills. This will allow us to have more competition.

Chairwoman Frost inquired if that would double the amount of participants.

Lester Webb confirmed Chairwoman Frost's inquiry.

Chairwoman Frost inquired when that project would be completed.

Lester Webb stated that it must be completed by June 30, 2026.

Chairwoman Frost stated her appreciation for the Trap Club hosting out-of-town guests. From educating them in firearm safety and allowing them to practice shooting is greatly appreciated. You make it look easy.

Board Member Bernardo inquired about the 5-Stand shooting.

Lester Webb stated that Trae Workman started this style of shooting. It is a different way of shooting clay pigeons. He has a monthly tournament and it brings in more people.

Board Member Bernardo inquired if this brings more people to Fallon.

Lester Webb stated that more shooters have turned to sporting clays and 5-Stand recently. It is exciting because the birds go any-which-way and brings more excitement for the shooter.

Board Member Bernardo asked how this is being promoted and about participant growth.

Lester Webb stated that Trae Workman keeps all the score sheets. This way, we know how many people have participated. There were about 35 shooters each time.

Board Member Bernardo asked if it were the same 35 each time. How do you reach out to them to promote the shoots?

Lester Webb mentioned social media. We post our flyers on Facebook and there is always someone new who shows up each month to try it out. It seems to always be a mix of the regulars and new faces. During the 5-Stand shoots, weather permitting, in the evening, they do blacklight targets. It is so fun.

Chairwoman Frost inquired if there was an increase of participants from California.

Lester Webb stated yes.

Board Member Bhakta inquired about the 2026 shooting season. How many events do you have during the year?

Lester Webb stated that there are about 9 Shoots during the year. There are doubles marathons, money shoots with doubles and singles, just to mention a few.

Board Member Bhakta asked which was the biggest event with the most participants.

Lester Webb stated that it is the doubles marathon. It is a national shoot. Once you reach 500 targets, then they qualify to compete nationally. Trae does buckle shoots, which means you must compete for 3 months, consecutively. The highest score then wins the buckle.

Director Moon inquired if they were still doing the Basque shoot.

Lester Webb stated yes.

Director Moon asked about the attendance.

Lester Webb stated that it was their biggest draw. It is only held once per year.

Director Moon inquired on where the second skeet shoot area would be.

Lester Webb stated that it would be just south of the first one.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$6,000 to the Fallon Trap Club for the 2026 Fallon Trap Club Shooting Season. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Back Roads Vintage Market for the Back Roads Vintage Market, Spring 2026 and Fall 2026 Markets.

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. It is their goal to increase awareness and attract more attendees to their events, both within our community and from outside a 60+ mile radius. The target is to increase the number of attendees to over 3,000 people: an increase of 300-500 from the prior events. 650 people from outside a 60-mile radius are expected with 65 hotel/motel room night rentals. The Spring market will be held May 8-9 and the Fall market will be held October 9-10.

Jenny and Mitch Young greeted the board.

Jenny Young spoke about the success of the shows being held on specific weekends

- Shows are held Mother's Day weekend and the second weekend in October
- Grant funds have elevated their advertising campaign outside of the area
- Oktoberfest has been incorporated in the Fall Market
- Special plans are being made for the Spring Market

Chairwoman Frost recalled the years of the market being held in foul weather conditions outdoors.

Jenny Young stated that visitors have been doubled since those days.

- There were five new vendors at the last market
- The local vendors are high quality
- New vendors will be joining this spring
- The 10-year anniversary will be this fall
- All surveys taken by visitors are read
- Television ads are fun to make
- There is a great social media campaign

Board Member Bernardo inquired about the number of vendors. Is that number going up due to the social media presence, promotions, and advertising?

Jenny Young stated that was correct. Our mission is to only grow in accordance with how many people attend. We have a set number of booths and that is what we find is successful for our vendors. We want our vendors to come back each year. Our numbers have been holding steady. We still have room for growth.

Mitch Young stated that some of the vendors do so well that they request more booth space.

Director Moon inquired about some clarification on booth numbers. If you have 45 vendors but one or two of them want to increase their booth space, are you increasing your layout?

Jenny Young agreed. It can go both ways.

Director Moon stated that it is good to be loyal to your vendors.

Jenny Young agreed. We also want new vendors to come as well. It has balanced out each time. Even though the Fall Market is more festive, we have found that the Spring Market is more successful.

Board Member Bernardo inquired about the 45 vendors. Does each vendor take up two booth spaces?

Jenny Young stated that it varies from 1-3 spaces. We have one vendor that takes up 4 spaces.

Board Member Bhakta asked if there were two events each year.

Jenny Young stated yes.

Board Member Bhakta asked which one was more successful.

Jenny Young stated that both are equally attended. Fall has more of a vibrant vibe because of people being in the mood for the holiday. They tend to linger longer due to the change in the weather outside. We also changed our hours, which made it seem more attractive to those attending.

Chairwoman Frost asked for clarification on the make-and-take. Will this be the first time that you have tried it?

Jenny Young offered clarification. We previously always hosted a booth that had a make-and-take and recruited helpers to do that but it ended up being a lot of extra work for us to do. We found some vendors who were happy to have a little make-and-take for us. We are encouraging them to do more. We did have one lady with a bookmobile who was only able to attend Friday night.

Board Member Bernardo inquired about entertainment.

Jenny Young stated that they use local musicians. We like what we have and that works for us. They are loyal to us and we appreciate that.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$9,000 to the Fallon Back Roads Vintage Market for the Back Roads Vintage Market, Spring 2026 and Fall 2026 Markets. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Chairwoman Frost tabled items 9 and 10. We have had some leadership changes with Motor Sports Safety, Inc. Director Moon will be speaking with the new leadership and walking them through the grant process. We will consider their application at the next meeting.

Battle Born Broncs, LLC for the 2026 Battle Born Broncs.

Director Moon stated that this is the fifth year of production for Battle Born Broncs, a professional bareback and saddlebronc riding rodeo event. This year's elite PRCA production, youth camp, and Western artists and makers market are meant to draw contestants and fans to Fallon for multiple days. The organization's fundraising efforts will focus on Fallon's

Domestic Violence Intervention Center. Their goal is to attract 4,000-5,000 people to attend this year's event with at least 2,500 coming from outside a 60-mile radius from Fallon. Battle Born Broncs hopes to attract 1,500 to stay in Fallon for 2-4 nights.

Darcie Spero greeted the board.

- Spoke about high-end vendors and selling out of vendor space already
- Spoke of producing the Junior NFR challenge at the Cantaloupe Festival in 2024
- Spoke of hosting the Junior NFR qualifier this year
- Spoke of the camp they host for students with a swag bag and a ticket to the rodeo and the special seating provided for them
- Spoke of the college rodeo coaches that spoke to the students and families
- Spoke of the fundraising effort for Domestic Violence this year
- Red Bluff rodeo is on the same weekend and spoke of the contestants making the travel venture to get here
- Spoke of meeting new sponsors for Battle Born Broncs while representing Battle Born Boots at trade shows
- Spoke of merch available on the website
- Cody Deegan did the artwork for the Battle Born Broncs poster this year
- Spoke of the college rodeo coaches attending again this year
- Spoke of the Cowboy Channel and their presence at the rodeo
- Spoke of hiring someone to produce a video that tells the story of Battle Born Broncs
- Spoke of bringing the America 250 theme into the rodeo
- Spoke of bringing a band or music but not sure of when they would perform due to time restraints
- Spoke of the kickoff party

Chairwoman Frost inquired about advertising. I see your budget is \$25,000.00. How are you planning on getting the word out and trying to make sure it is a sold-out event?

Darcie Spero stated that they have been working on it all year long. With social media, I opened up ticket sales a lot earlier this year and have been advertising that. I have a good relationship with the Cowboy Channel and it will be on several times with advertising. I will spend some time with Katie in Reno and doing a couple of those, which are free. I want to do more TV ads this year. I haven't done a local commercial. I did one at the last-minute last year. I did some radio but I think putting more on TV will help. I looked at the heatmap where we sold tickets last year and there was a lot in the Sacramento area and all over Nevada. If we do some advertising in Sacramento, we will get to the surrounding areas. We have videographers who come in and create content throughout the year for broadcast and social media.

Chairwoman Frost inquired about the size of the arena for competition. Is there an opportunity for expanded seating?

Darcie Spero stated the bulls have a smaller arena. The saddle bronc riders require a larger arena for competition. I do try to make the VIP area as high end as possible in the area that we have.

Board Member Bernardo inquired about attendance at the event. How do you think the attendance will be affected by the overlapping dates?

Darcie Spero stated that it actually helps. It helps a lot. I was excited last year when I heard we would be sharing time. People lingered after the other event was done. Nothing overlaps, as far as production time is concerned. I have had a lot of high school rodeo kids inquire about the camp. When I get invited to do interviews, I remember to invite the kids and talk about the whole thing.

Board Member Bernardo inquired about keeping track of how many attendees go from the High School Rodeo to Battle Born Broncs.

Darcie Spero stated that it is really hard to track it. Does anybody have any suggestions?

Director Moon stated that it is difficult when you are in the general area. If you have multiple events happening, that whole area is geofenced so you are not quite sure which attendees are coming to your event.

Board Member Bernardo inquired about ticket sales compared to last year.

Darcie Spero stated that ticket sales are up. I did a special deal online in December to get a good head start.

Board Member Bernardo inquired about the high-end vendors coming in.

Darcie Spero stated that she has some very talented silversmith friends. I have a rawhide braider. I put my boot trailer in there and will have someone manning that since I am usually too busy to do it myself. I have leather workers, boutiques, Ashley and Joel with Wonrate gear, and hat makers. When I do other shows, I meet a lot of people who do really cool stuff. I met a lady at the Snaffle Bit Futurity who does beautiful jewelry and she asked to come. I do leave some spots for local businesses and sponsors that have smaller, informational things to share. We will have Domestic Violence Intervention who will have a booth with a 50/50 raffle and other raffle things that we are going to do for them.

Board Member Bernardo inquired about how the vendors would set up.

Darcie Spero stated that they would set up on the concourse in the standard 10x10 spaces or more if necessary. When you walk in, you see quality merchandise lined up and it is appealing to the eye. It will have a good flow, no one will be hidden, and it won't be so full that it becomes overwhelming. We have a backdrop to pose for pictures and the Rusty Canteen that always looks nice. We will work with the Soroptimists again this year who take care of the ticketing. Last year, during the camp, we had a queen that wanted to do a queen clinic and all the little rodeo queens came and helped and will be here again this year. I try to make it as high end as possible throughout the whole thing.

Board Member Bernardo inquired about how many vendors would be expected.

Darcie Spero stated that last year there were 24 inside. Again, it depends on how big they are. There is a new golf western apparel company and they are coming to Fallon. They will also be a sponsor of our welcome party.

Board Member Bernardo inquired about how many vendors would be expected outside the arena.

Darcie Spero stated that there were 10 outside last year. I would have to look at the list.

Director Moon stated that most of them were food trucks.

Darcie Spero stated that it was correct. There were some vendors that weren't as high end that were outside that wanted to be included.

Board Member Bhakta inquired about both events on one day. Both events are major events. They report 200 rooms for use and we only have 590 rooms in Fallon. You report 375

rooms for use. These are two major events. Why do we have these on the same day? I don't understand.

Darcie Spero suggested asking Jesse Segura. But it actually works. You can tell me better.

Board Member Bhakta stated that one event will be outside. Yours will be inside. I completely understand. At nighttime, they are going to be in hotel rooms or they will travel somewhere else. If they don't find a room, or maybe they are expensive. That is the only thing that I do not understand. How come we have two events on one day?

Darcie Spero inquired if they sold out of rooms last year.

Board Member Bhakta stated that he did not know. I can look.

Darcie Spero stated that she rented rooms from him last year.

Board Member Bhakta stated that he is aware of that. If you are advertising and a lot of people come, and when they do, *inaudible. They might have to travel to Fernley or Reno and they cannot stay here. Then next year, they might say, okay, we are not going.

Darcie Spero stated that that was her worry too. We spend so much money putting on this event.

Board Member Bhakta agreed. Please consider next time, talking to the organizers. Your event is in April. I have another question. You said that you were getting feedback from the heat map.

Darcie Spero mentioned the ticket app. It shows a heat map and it is still not perfect and I still can't really read it. It tells me that people are coming. It shows a lot of tickets being bought in Sacramento, Truckee, Reno and farther than 60 miles away. If I was going to come to rodeo and be there until after 10 o'clock at night, I would not drive home. The high school rodeo has been one of the biggest and best ones to go to and is a reason for the families to stay for our rodeo. I think that having Battle Born Broncs at night gives people an extra reason to come and stay. I rent 60 rooms myself, for those who work in the rodeo. One time, there was a mistake where I messed up and thought I had rooms and I didn't. Then I had to go find rooms for my crew.

- There was back and forth discussion about building a hotel and other housing issues.

Board Member Bernardo inquired about the main choice of where people stay.

Darcie Spero stated that her people choose to be in a hotel room. The High School Rodeo kids have living quarter trailers as well as some of my contestants. There are also some RV'ers. My crew all stay in hotel rooms and Air BnB's, or whatever I can find.

Board Member Bernardo inquired about the relationships with the hotels. It's not like it's the 11th hour and you're looking for rooms for your crew.

Darcie Spero spoke about reserving rooms. If there are people online looking to buy tickets and looking for rooms, are they going to buy a ticket? It is a worry.

- More discussion was held back and forth about opening a hotel.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bernardo motioned to approve \$25,000 to Battle Born Broncs, LLC for the 2026 Battle Born Broncs. Board Member Bhakta seconded; 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 mentioned how busy things are. I expect 2026 to be a banner year. We have so much on the schedule. I was on a bus tour with TravelNevada last Wednesday through Friday and we are trying to put an itinerary together to go through Northern Nevada. We would begin in Reno, travel through Fallon, old Dayton, Sutro Tunnel, Virginia City, Genoa, Minden-Gardnerville area, and Lake Tahoe. We did that route for three days and it was highly received. Although the tour bus companies had plenty of us on this tour, they are scheduled out for 2026. I have three that are very interested and scheduling for 2027. That will be added to our offerings in the coming year. We continue to partner with TravelNevada and they are helping us through new areas of opportunity.

City Clerk Michael O'Neill commented on the Room Tax Report.

There was general discussion on the data.

Board Member Bernardo stated that his hotel was fully open and done with the renovation. We really try and highlight Fallon and all the activities that are offered here.

Director Moon mentioned that the next meeting will be April 21, 2026.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:31 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O'Neill, Deputy City Clerk