

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
January 21, 2025

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 October 22, 2024.

Board Member Bernardo motioned to approve the Fallon Convention and Tourism Authority meeting minutes with no corrections for October 22, 2024, seconded by Board Member Bhakta; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Applications

- A) Cowboy Fast Draw Association for the 2025 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 2025 Fallon High School Rodeo event:
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
- C) Fallon Bowmen for the 2025 3C Shootout Indoor 3-D Archery Tournament & Expo:
- Grant amount requested by applicant: \$2,000
 - Grant amount recommended by staff: \$2,000
- D) Fallon Trap Club for the 2025 Fallon Trap Club Shooting Season:
- Grant amount requested by applicant: \$6,000
 - Grant amount recommended by staff: \$6,000
- E) Lahontan Valley Claybreakers for the 2025 Lahontan Valley Claybreakers Youth Trap Shooting Season:
- Grant amount requested by applicant: \$3,000
 - Grant amount recommended by staff: \$3,000
- F) Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip Drag Racing Season:
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
- G) Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip-Fallon 660 Big Dollar Event 3K:
- Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000
- H) Battle Born Broncs, LLC for the 2025 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 2025 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 media in both Northern Nevada/California, but also nationally. CFDA stresses the importance of responsible and the safe and proper use of

firearms, and family values. The 2023 FGA was covered by the Outdoor Channel's Shooting USA and is scheduled to air multiple times in early 2024, plus on their online assets. CFDA now has a 9-Part series beginning on YouTube in 2024, and Outdoor Channel has been invited to cover this year. It is expected that at least 700 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 welcomed all applicants, mentioning that there is a lot on the agenda today. Please give us a brief overview of your event and any highlights that you would like to touch on. We appreciate all that you do for our community, bringing all these great events to Fallon.

Cal Elrich stated that his organization has been in Fallon and had this Championship here since 2008. We moved from Deadwood, South Dakota to Fallon and it has been a great host city for this shoot, year after year. Our shooters come from across the country because they like coming to Fallon. We would rather be a big thing in a little town than a little thing in a big town. Fallon is big enough to host our event and small enough to enjoy. We have grown to have a great relationship with the merchants and businesses here in town and they are glad to see us come each year. I have invited Shooting USA back and we haven't heard back from them just yet. We are finishing up our TV Series. I had a deal with Zebo TV and they were supposed to find sponsors for me but they haven't come through with the advertisers that they had mentioned. We will finish the series and put it directly on YouTube. We have finished six of our nine episodes and they will begin running in March. This last year, we brought in commentators to a platform to begin the Magnificent 7 Finals. I had not planned on shooting in this tournament and was going to be one of the commentators but I was goated into shooting in the tournament. I ended up 14th overall out of 200. We thought that bringing in commentators would add that personal flair with predictions, comments on how things might turn out, and personal info about the shooters. Two weeks from tomorrow, I leave for St. Augustine, Florida which will be our first title championship of the season.

Chairwoman Frost mentioned moving the event to July last year. I know the numbers were down a little bit, due to the economy and date change. Do you expect those numbers to rebound from previous years?

Cal Elrich stated that he hoped so. Our organization has been down due to loss of membership with reasons such as COVID19 and inflation. This past year, we have made a huge step with our organization. CFDA is now a 501(c)(3) non-profit organization. For over 20 years, we have had a product division and a membership organization because we have a lot of niche products that our members need to have success to be members in the organization. Timing equipment, holsters, wax bullets, and brass which is all specialized equipment. We have split the organization in half and now we have another corporation that sells the products and a non-profit that is just the membership organization. We put into the IRS and they read our by-laws and since we teach firearm safety, educate youth and adults with our firearms, they went ahead and issued a 501(c)(3) for us. This was a big step for our organization.

Board Member Bernardo inquired if there is anything in place to try and keep track of attendance for the next few years.

Cal Elrich stated that it is hard to put your finger on that. Last year, we had some contests that were held in proximity, just because we moved from the first year. It seems that now people have backed-off scheduling anything in early July. We are hoping that since moving it to the Rafter 3C Arena, we will grow our numbers from here on out.

Director Moon inquired about the readership of their magazine. Do you have an estimation of what that is?

Cal Elrich stated that each member receives one. It is also published on our website. We usually get about 10,000 hits on our website each month.

Director Moon suggested having a conversation with Lahontan Valley Clay Breakers. Their mission is to educate the youth in gun safety and are clued in to our youth here in town. I will get you connected.

Cal Elrich mentioned that all shooting sports need to have a program to not only educate youth but adults as well.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$14,500 to Cowboy Fast Draw Association for the 2025 Fastest Gun Alive – World Championship of Cowboy Fast Draw. Board Member Bernardo 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 2025 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 2025 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 1,800. This year, the group expects 200 total hotel/motel room nights with 75 visitors staying 2-3 nights.

Nora Hunt Lee introduced Stella Lee, Stix Lee, and Wyatt Greenwood.

Stella Lee stated that she competes in barrel racing, pole bending, team roping, break-away, goat tying, and ribbon roping. Our rodeo is on April 18th-20th and we have over 200 contestants.

Stix Lee stated that he competes in tie down, ribbon roping, shoot doggin', team roping, and goat tying. Over the three days of the rodeo, the first day is a cutting, break-away jackpot, and a barrel racing jackpot. We have rodeo on Saturday and that night we have a team roping jackpot. Sunday, we have more rodeo.

Wyatt Greenwood stated that he is in the 6th grade. I do team roping, ribbon roping, break-away, and goat tying. I liked the prizes last year that you helped us with and I would like to see what happens this year.

Nora Hunt Lee introduced herself as the Director of the Fallon High School Rodeo Club. We anticipated a number that we wrote on the application for last year's grant reimbursement. It was much lower than what the AI gave us numbers for and that economic impact was for over 488,000 attendees for our 3-day event. We credit that to the 200 contestants, family, and friends that come. We have our break-away roping and barrel racing that brings in additional contestants, not related to the high school rodeo, from California, Reno, Washoe Valley, and around the surrounding areas. We will have a survey available if

you would like it. This survey will be available to our contestants, which gathers information on nightly stays etc. We are willing to do this for our jackpot events as well, so that we can identify who is a part of the High School Rodeo Association and who's coming outside of that group. Please let us know if there is additional information that you might like us to gather. On Sunday, we will have a church service and an Easter Egg Hunt because it is Easter weekend.

Chairwoman Frost asked if the event was held in the outdoor arena.

Nora Hunt Lee confirmed that it is. People will begin showing up Thursday night who are entered in the cutting. The rest of the kiddos will probably come on Friday. We have quite a group of people who follow the Nevada High School Rodeo Association and they are very loyal. They usually attend this event because we give away very nice awards and cash payouts. We are one of the highly sought rodeos for these kids to attend. We have 15 rodeos a year, not everybody goes to them all, they are able to pick and choose. We see the biggest numbers in the state come to ours.

Chairwoman Frost stated the Rafter 3C Complex has the AI now and it is a useful tool to see how many people are at your event. It also estimates how much money they are spending in town and it is a great tool.

Board Member Bernardo inquired as to how the kids secure their sponsorships for the rodeo and then organize and produce the events.

Stix Lee stated that they go around town and ask businesses for their support. We also ask people we know and ask for sponsorship, money, or prizes for our auction dinner. To help produce the rodeo, we set up all the banners, prepare the arena, and get people to help work at the event. We will bring cattle there and back, sort the cattle, and feed and water them while they are there.

Board Member Bernardo inquired if anyone could help with this event.

Nora Hunt Lee stated that volunteers are encouraged. It does take a very large village to put this event on. There are so many moving parts. Lahontan Valley News has been awesome about reporting these kids and the results of them going to Nationals and their success. They advertise for our Fall Dinner Auction for which we raised over \$30,000.00. That money helps the kids go on their State and National trips. We have an activity sheet that each club is responsible for, for producing the show, for the whole membership.

Board Member Bhakta asked if they were seeing an increase in the number of spectators.

Nora Hunt Lee confirmed. Compared to what we thought about the attendance, the AI confirmed that the number of spectators has increased each year.

Stix Lee stated that at most of the rodeos, there are not a lot of people in the stands. When the rodeo is in Fallon, for sure, there are a lot more people in the stands. Maybe due to the weather or due to the fact that everybody knows everybody.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$10,000 to Fallon High School Rodeo for the 2025 Fallon High School Rodeo. 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 Bowmen for the 2025 Shootout Indoor 3-D Archery Tournament & Expo.

Director Moon stated that the Fallon Bowmen strive to grow and promote involvement of recreational archery to the surrounding areas. It is their hope to involve friends and family of all ages to increase year-round interest in archery. They are looking to grow the archery club to provide more opportunities for people to be involved in the sport. It is estimated that 275 shooters and 300-400 spectators will attend this year's event; hopefully reaching 200 hotel/motel room nights spanning the two-day event.

Hunter Mori, president of Fallon Bowmen, introduced himself. Fallon Bowmen have been operating in Fallon for just over 40 years, 25 of them as a non-profit. About three years ago, we opened two new events. Typically, we host an event out at Diversion Dam, which is an outdoor event. Recently, we have had a second event that is operated at the Rafter 3C Arena. That event has been quickly growing. Last year, we were the biggest 3-D Tournament in the State, which is unprecedented for these times as shoots are a little bit down due to the economy. This year, we are expanding that event to a shoot and expo and we are inviting 15 vendors that will be set up in the mezzanine area of the event, in conjunction with the event itself. We are gaining a lot more attraction with our northern Nevada crowd and the California crowd as well.

Board Member Bernardo inquired as to the types of vendors attending.

Hunter Mori stated that there will be a combination of several types of vendors. We have some world-wide vendors such as Swarovski Optics. We will also have some rifle companies and local vendors as well.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$2,000 to the Fallon Bowmen for the 2025 Shootout Indoor 3-D Archery Tournament & Expo. Board Member Bernardo 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 Trap Club for the 2025 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.

Wayne Whitten stated that he has been involved with the Fallon Trap Club for over 20 years. I am not on the board and just a member currently. This year, the Fallon Trap Club is going to have three 2-day events, one of which will be the State Shoot. To recognize the importance of the State Shoot, there is a national organization called Pacific International Trap Association. It is predominantly in the western states and the northern provinces of Canada. In order to qualify for their All-Star Team, one must have a certain number of shoots that were attended and so many birds that were shot at. Each of these events are 2-day events. The State Shoot, because of the point system assigned by PITA, is extremely popular with those that are trying to get into the upper echelon for that year. These shoots draw a lot of people and are

very well attended. 5-Stand was recently introduced and is an up-and-coming shooters sport. Mr. Workman oversees it here in Fallon and is doing a fabulous job. I have noticed a very serious and attentive following in this sport and I am sure they will be starting to bring some more of these competitions to town. Fallon Trap Club has been operating in Fallon for over 20 years and it has the reputation of being one of the better clubs to attend. The quality of the shoot and the shooting facilities are extremely noticeable in the sport of shooting. We are still trying to rebuild from the COVID19 downfall. One of the largest financial contributors to the Fallon Trap Club and LVC is the Friends of the NRA. They hold banquets and originate revenue from those banquets. We are trying to rebuild attendance and activity in all areas. Ammunition has become very expensive. Two years ago, we ordered a pallet of shells which cost us just over \$6,000. Last year, we ordered a pallet of shells and it cost us just shy of \$10,000. Part of that is administration at the national level which has become very regulated on some of the components and I hope that will change and the availability will increase.

Chairwoman Frost commented that the Fallon Trap Club contestants enjoy shooting off that hill up there. The views are beautiful and the contestants enjoy coming out there.

Wayne Whitten stated that it is a unique place to shoot. When the birds come out of the trap, the shooters experience what they call sky light. That is how long it takes the bird to get up into sky where it is just blue behind it. We are the only trap club with views like ours.

Director Moon thanked Wayne for presenting in the absence of Lester Webb.

Chairwoman Frost stated that the Fallon Trap Club is always enthusiastic for hosting visitors.

Lester Webb entered the meeting.

Lester Webb stated that they have a full schedule this year. We will be hosting the State Shoot which will bring in about 200 people. They will be staying in town, purchasing fuel and food and having a good time in Fallon.

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 2025 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 Lahontan Valley Claybreakers for the 2025 Lahontan Valley Claybreakers Youth Trap Shooting Season.

Director Moon stated that the Lahontan Valley Claybreakers came into existence to promote gun safety and the sport of Trap Shooting to Fallon's youth in 2005. The club participates in shoots in Fallon and throughout Nevada where they promote Fallon by wearing branded gear (hats and T-shirts). Youth shooting throughout Nevada is currently in transition as the Nevada Youth Shooting Sports Association disbanded this year. Also, this year, the Fallon shoot was cancelled. It is the group's goal to continue to promote Fallon tourism as they attend other shoots throughout Nevada. We will revisit the scheduling status for the group next year.

Pat Whitten thanked Jane for helping with the grant. The youth clubs in Yerington, Carson City and Las Vegas closed this last year. We are in a rebuild mode and what we are trying to do is to continue to advertise shoots at the Fallon Trap Club. One event that the Fallon Trap Club puts on monthly is called a multiplex. With our contacts in Sierra Valley

and Carson City, we are going to advertise our multiplex shoots in those two areas. I continue to write grants as the month of January is grant writing. We started a new event this year called Bucks and Vets. An organization called A-Z Foundation sponsors vets to take them on shoots. They had their first banquet here in Fallon at the Pennington Life Center. We were contacted to see if we had some youth that would like to come and help. Some coaches and kids showed up to help and serve and A-Z Foundation made a donation to them. Rocky Mountain Elk Foundation asked for some help from our club and donated to the club. We had a "Thank You" banner printed and we display it when we are at home and away and it lists all our sponsors. We had our yearly brochure printed this year and were able to put a QR code on the back so that it would be easier for people to find our website and look around and possibly donate. We have a mother and a grandmother who have stepped up to help with the website and our computer needs, which will help us greatly.

Wayne Whitten stated that they have worked hard to have their youth move into the PITA Shooting. We have quite a few young shooters who are doing well in this adult shoot. We currently have two young people that will probably make it to the national team. We will take you as a member whether you are a good shot or you have never shot before. This gives you an opportunity to participate and our sport pushes very hard for individual accomplishment.

Pat Whitten stated that Lester Webb is one of their coaches. We brought him in when his son was shooting. I want to thank him because the coaches are the basis for our club. We will be holding an NRA Level 1 coaches' clinic at the end of March. The teacher for this course is coming from Reno to teach this two-day class.

Board Member Bernardo inquired about the success of the Bucks and Vets event.

Pat Whitten stated that the event was almost too big for the Pennington Life Center. It was a packed house.

Chairwoman Frost asked if there were any further comments.

There were no other comments noted.

Board Member Bhakta motioned to approve \$3,000 to the Lahontan Valley Claybreakers for the 2025 Lahontan Valley Claybreakers Youth Trap Shooting Season. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip Drag Racing Season.

Director Moon stated that Motor Sports Safety, Inc.'s goal is to establish Fallon as Northern Nevada's motor sports capital, contributing to the community economically, while providing a safe and legal environment for motor sports. The expected attendance to this year's events is 5,000+ visitors from Nevada, California, Arizona, Utah, Oregon and Canada, with approximately 500 (10% of total attendance) hotel/motel room night rentals estimated.

John Stauverman stated his thanks for all the board does. For the 2025 season, we have a 17 individual event season and that will be divided into seven weeks. This year is our 30-year anniversary and we are working on some new marketing plans for the 30-year anniversary. Last year was another growing year for us as we continue to market Top Gun Raceway. One of the key things we do is listen to the other Fallon area activities as they have their events on holidays and we try and stay away from those weekends. Our junior dragster series, which is a half-scale drag course, is up this year as well. NHRA and drag racing are

losing tracks right and left. We just lost Irwindale because of a population surge in their area due to housing needs. If I could figure out how to move the dragstrip to the Rafter 3C Arena, that would be wonderful.

Board Member Bhakta asked if they were seeing more people come to Fallon to race.

John Stauverman confirmed, yes. Our car counts are up as is our spectator count is up also. Unfortunately, in the Fallon community, the participants have laid flat for a little bit, with only 10 coming from Fallon. We are getting 80%-90% coming from out of town with about 200-300 participants per weekend.

Board Member Bernardo inquired about the leisurely crowd attendance in past years.

John Stauverman stated that the \$5 Fridays are quite popular. It is specifically geared towards having the kids come out of Reno. They might be bringing their mothers' cars, but we do require drivers' licenses and safety gear. We have two of those outings scheduled for this year.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bernardo motioned to approve \$10,000 to Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip Drag Racing Season. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K.

Director Moon stated that the "Fallon 660" is a revised event from the inaugural Fallon 1320 event from last year. The event has been reconfigured with input from the racing community and those that attended last year. This is a positive change that will benefit the event and the community. The event is designed to cater to an elite group of racers who compete for larger purses and bigger prize money that is customarily offered at local tracks around the nation. The races are growing in popularity and draw in a broader spectrum of racers. With dragstrips closing across the western US, TopGun continues to draw on the elite racers who now have fewer tracks to race at. Top Gun Dragstrip is hoping this event will also attract local racers to participate as they would not have to travel to race. The goal is to draw 3,000 to 3,500 people to attend, of which 90% are expected to arrive from outside a 60-mile radius from Fallon. It is expected that at least 12% of attendees will rent hotel/motel room nights.

John Stauverman reminisced about previous events. The Fallon 1320 event from last year was a complete success. We had 240 participants in that race and it was well received. 90% of those participants were from out of town. However, it created some problems. The other racing venues across the United States have gone from 1320, which is the ¼-mile, down to 1/8-mile racing, which is 660. We listened to the racers, we got feedback from them, and they thought that the participation would be better at 660 feet. In a motor sports situation, it is easier to run 660 if you run 1320. If you run 660, it is more difficult to stretch your distance to 1320. We reconfigured the event to better suit the requests of the racers. As of last weekend, I secured a 3-race point series between ourselves, Redding, and Sonoma. We are also trying to get Bakersfield in this series. The racer signs up for the point series, he enters the event, he acquires points, but in order to further his points, he must go to another racetrack at a different location to acquire more points. Fortunately, in the big scheme of things, we are at the end of

the point series so that encourages everyone to come to Fallon. We are looking at a \$2,000 to \$3,000 purse for just this outside point series. This event coincides with our Fallon 660 event.

Director Moon asked John to repeat the 3-race point series destinations.

John Stauverman stated that they are Fallon, Redding, and Sonoma. We are also trying to get Bakersfield. Racers travel, that is what they do. We are trying to get racers to travel to different tracks.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bhakta motioned to approve \$5,000 to Motor Sports Safety, Inc. for the 2025 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Battle Born Broncs, LLC for the 2025 Battle Born Broncs.

Director Moon stated that this is the fourth year of production for Battle Born Broncs, a professional bareback and saddle bronc riding rodeo event. This year's elite PRCA production, youth camp and vendor market are meant to draw contestants and fans to Fallon for multiple days. Video production will be used throughout the year on television, social media and websites to showcase Fallon as a premier event location. 4,000 people are expected to attend this year's event with at least 2,500 coming from outside a 60-mile radius from Fallon. 600 room night rentals are predicted over two to three nights.

Darcy Spero greeted the board. This year, we have a lot of exciting changes. We changed the date of our event. We will have our main event on the 19th. It will be a good date to bring in all these guys just before the Reno Rodeo. There is a rodeo in Red Bluff the same weekend and it is a daytime performance so they will all be able to leave there and get to Fallon in time for our event. We will be having our event at the same time as the Fallon High School Rodeo and we are very excited about that. The High School Rodeo will be happening outside while our event will be happening on the inside. Thursday will be similar to a college rodeo recruiting event. Kids will get to learn from the coaches and have a learning opportunity. Friday will be an experience to learn from Championship Living Fitness. CLF works with professional rodeo guys for fitness, mindset, and all things that have to do with the rodeo world. This experience will be open to all ages of people and then they will break off into separate learning events, according to their skill set. I am excited to have it with the High School Rodeo this year because it will fill the days with a lot of good things and I am positive that it is going to sell out.

Chairwoman Frost inquired if the High School Rodeo would be over before the Battle Born Broncs began.

Darcy Spero confirmed, yes. There will be a small break before we begin. We have pushed back our start time to 8:00 pm but since it is a Saturday night, it will be awesome. Doors will open at 5:00 pm and the concourse will be full of vendors. We will have the Calcutta at that time, instead of the night before, and all the guys will be able to attend. We don't really have anything planned for Friday night because we want to push them all out to the local merchants for dinner and entertainment.

Chairwoman Frost inquired if there would be a concert this year.

Darcy Spero stated that she is thinking about it. I haven't nailed that down yet but there is a possibility. The performance will last about 2 to 2 ½ hours and we could have something for about an hour and still have everybody out of there by midnight.

Chairwoman Frost stated that starting the event later would be kind of hard to get that concert in.

Darcy Spero agreed. Honestly, I don't know if spending that money is going to matter because I think it is going to sell out no matter if we have a band or not.

Chairwoman Frost inquired about the Cowboy Channel being in attendance.

Darcy Spero confirmed, yes. Every year, that is one of the costs that this money pays for to get that production done. It will not be shown live on the Cowboy Channel this year but it will be shown on the Cowboy Channel. We believe this will get more people off their couches and into the stands to watch it.

Chairwoman Frost stated that it is good to hear, 'Live from Fallon, Nevada' be broadcasted.

Darcy Spero stated that people learned this was the Oasis of Nevada. I was in Las Vegas for the NFR and Steve Kenyon brought me on to his broadcast to interview me for the Cowboy Channel. I was able to talk a lot about Fallon during that time.

Chairwoman Frost encouraged her to also contact the Reno stations. Try to get the word out there for the people in Reno and try to get them to make the trip to Fallon for this event. I know that Jane has contact information for you if needed, to get more publicity that way.

Darcy Spero stated that they did a show at the Wild Sheep Foundation. We promoted not only my boot company but also the Battle Born Broncs event. Some people approached me and said that they already have their tickets for the event this year. I took some Battle Born Broncs merch to Las Vegas this year and passed out around 130 hats. It was fun to see them all around Vegas.

Board Member Bernardo inquired as to what the youth camp will consist of.

Darcy Spero stated that this evolved from kids that have never been exposed to rodeo. This year is more of an athlete mindset and more of a talk than actual hands on with animals as we had done before. We will also be doing a Coffee with the Coaches the morning before the camp so any of those high school rodeo kids that want to come early can meet those coaches. Only the kids with more rodeo experience will break off and experience similar events that they compete in.

Chairwoman Frost asked if there would be some ladies there for the barrels and poles.

Darcy Spero stated that they are trying to round up as many helpers as we can.

Board Member Bhakta inquired about the survey found on the app.

Darcy Spero stated that she has used a couple of different apps. The app I used two years ago was not very clear on the information that it was giving me. This year, I went and visited with the ticket app people while I was in Las Vegas during the NFR. He is changing their app to help us acquire the information we need. He is adding a feedback form to the app which will ask for the information that the Tourism Board asks for and more.

Director Moon commended Darcy and the High School Rodeo for partnering. That is one of the things that I strive to do is to get our organizations to really partner together because more heads are better than one.

Chairwoman Frost stated that developing this unique event with high school, college and professionals all together in one place is exciting.

Darcy Spero stated that the gentlemen who created the documentary that is on the Cowboy Channel and her website want to come back this year and build on that. I am doing everything I can to secure the financing and get the right sponsorships to make sure that we document these things and make them similar to episodes each year.

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 2025 Battle Born Broncs. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Board and Staff Reports

Director Moon stated that the FCTA schedule is enclosed. I want to report that on December 12th, the state tourism group came to spend a full day in Fallon. TravelNevada is a very new group and they have made a huge transition in the past couple of years. They are interested in making sure that they support and highlight our rural destinations. I like to think that Fallon leads that group as I am the rural Commissioner. It is important that they get to all our rural destinations because we have something different and unique to offer. They spent a full day with me and Councilwoman Frost. They were interested in what we had to offer. We focused on touring Maine Street and downtown, including the ice-skating rink. It is important to have that intimate knowledge of what each little town does so that they don't have to lean on Reno, Las Vegas, or Lake Tahoe to fill in their reports and media releases. I don't know who produces as many events as we do at this point. I would like to see more from the other rural counties because it helps us as well. We are leading the pack in events so keep that up.

Chairwoman Frost stated that she would like to see if could get special invitations to get TravelNevada out to TopGun Raceway, Battle Born Broncs, the High School Rodeo and get them to our special events.

City Clerk Michael O'Neill stated that the November Room Tax Report was a nice surprise. It was the only month in 2024 that has been above 2023 numbers, so let's keep our fingers crossed for December.

Director Moon asked if he could pinpoint what would bring those numbers up.

City Clerk O'Neill stated that it was more than likely the wrestling tournaments.

Board Member Bernardo stated that having a multi-faceted building in the area is a good thing. We are able to bring in so many more different kinds of events and diversify the number of groups and events that we can bring in.

Chairwoman Frost stated that she was able to attend the Chamber of Commerce Luncheon. Jim Barbee and Jesse Segura presented and the economic impact of the Rafter 3C Complex. It is an amazing and great addition to our community.

Board Member Bernardo stated that it helps across the board. It is not just the big businesses; it helps the mom-and-pop small businesses as well as the community as a whole.

Chairwoman Frost spoke of the other variety of vendors and businesses as well. Those that cater, put together the programs for these events and other services just ripples through the community.

Board Member Bernardo spoke of the variety of things to do in Fallon besides the event they might be attending originally.

Director Moon inquired about the possible expansion coming to Fallon. They are expanding, in terms of their RV spaces, the regional complex for baseball and North Maine ballpark facility.

Board Member Bhakta stated he had nothing to report.

Public Comments

Chairwoman Frost inquired if there were any further public comments.
No public comments were noted.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:26 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O'Neill, City Clerk