

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
November 10, 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 Treasurer 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 July 15, 2025.

Board Member Bernardo motioned to approve the Fallon Convention and Tourism Authority meeting minutes with no corrections for July 15, 2025, seconded by Board Member Bhakta; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Chairwoman Frost thanked everyone for their patience in the multiple re-scheduling of this meeting. Fallon is putting together a 250th Anniversary Celebration for the United States of America this year and we would like to brand that with all of our events. We have the Abbi

Agency, who is working on the design, for this celebration. It would be great if you were able to incorporate anything about celebrating the USA and using the marketing that the City of Fallon is putting out during all of our events as we would really appreciate it.

Director Moon stated that help could be offered for the events. It would be very valuable if you could use our marketing for your event and I would be happy to share that with you.

Consideration of Grant Applications

A) Busted Up Productions, LLC for the 2025 Top Gun Invitational

- Grant amount requested by applicant: \$10,000
- Grant amount recommended by staff: \$10,000

B) DKC, LLC for the 2026 Great Basin Bull Sale:

- Grant amount requested by applicant: \$15,000
- Grant amount recommended by staff: \$15,000

Consideration of a Grant Application by the Busted Up Productions, LLC for the 2025 Top Gun Invitational.

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. A significant increase in the economic impact for Fallon during the final week of 2025 is highly anticipated as this will be a Division I PRCA extreme bulls event. Approximately 3,000-3,500 people are expected to attend this event. It is estimated that 2,200 people will come to Fallon from outside a 60-mile radius, bringing 660 room rentals total for the week. This event will be filmed for the Cowboy Channel

Chad Denton greeted the Board. We are a PRCA event and we will be on the Cowboy Channel, once again. We have increased our media and are trying to get the word out there to the outlying areas. Everything is pretty standard according to what is on our application. Do you have any questions for me?

Chairwoman Frost stated that she had attended this event several times. You guys do a great job and I really appreciate your efforts in coming to Fallon on New Year's Eve. I see you mentioned the Cowboy Channel.

Chad Denton confirmed. They record it and then broadcast it the day after.

Chairwoman Frost stated her appreciation for the marketing. The interviews and morning shows are good for the City of Fallon.

Board Member Bernardo inquired about crowd attendance.

Chad Denton stated that they sold out last year. We are bringing in more bleachers to increase attendance this year.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$10,000 to Busted Up Productions, LLC for the 2025 Top Gun Invitational. 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 DKC, LLC for the 2026 Great Basin Bull Sale.

Director Moon stated that this project has merged two previous bull sales under one brand to promote the sale of high-quality Breeding stock to ranchers throughout the intermountain west. Their objective is to grow this sale into one of the largest consignment bull sales in the western United States. DKC, LLC hopes to turn the Great Basin Bull Sale into the kind of mid-winter event that will not only promote Nevada's livestock industry and western culture but become an economic draw for The City of Fallon and Churchill County as well. It is expected that about 1,600 will attend this event. An estimate of 1,000 people will come to Fallon from outside a 60-mile radius, bringing 500 total room rentals for the duration of the event.

Charlie Hone stated the Sale is incrementally growing. We have over 200 bulls consigned to another (inaudible) We were pretty much packed last year and we have a ton of interest for the Sale. Our sale average was up \$1,500 from the year before (inaudible) cattle market (inaudible) turmoil (inaudible). I would anticipate a higher sale average. We are having another concert the Thursday night before, on the 12th, Joe Nichols. According to Jesse, they have a lot of media interest in that. The Ranch Rodeo will be on Friday and Saturday morning; we are going to re-ad the dog trials (inaudible). It should be a great event and we should be drawing more numbers that we have before.

Chairwoman Frost shared her appreciation for the event. I appreciate that it is not just a bull sale but that it has a concert, a rodeo, and the dog trials.

Charlie Hone stated that there was something for everyone.

Chairwoman Frost asked if there were any further comments.

Board Member Bhakta asked if it was a one-day event.

Charlie Hone stated that is was a three-day event.

Board Member Bernardo inquired about tracking for attendance.

Charlie Hone stated that Churchill County will be doing the tracking. They track people through their credit card purchases throughout the weekend. We send out about 5,000 sales brochures with all the information on the bulls. We have registered buyer numbers, and consigners, and that is how we keep track of how we're doing. According to them, we're (inaudible) last year's event dinner we did almost \$600,000 for the area.

Board Member Bernardo inquired about how they would be tracking for the event this year.

Charlie Hone stated (inaudible). The concert alone, according to Jesse, had over 2,000 people last year for the Bellamy Brothers.

Chairwoman Frost inquired about online bidding.

Charlie Hone stated yes. We broadcast over the internet and we did about 25% to 30% of the bulls and we got a much wider audience than what (inaudible)

Director Moon inquired about the Ranch Rodeo and dog trials.

Charlie Hone stated that Richard Allegre and Bryson Messini are in charge of the Ranch Rodeo and Bryson is spearheading the dog trial event. The last time we had this event, it was nice but he is trying to make it better and get a bit more of a draw.

Director Moon talked about incorporating the America 250.

Charlie Hone stated that they will be incorporating that in the advertising. We will have the auctioneer say something about the celebration and even try to get Joe Nichols to

mention something about it at the concert as well. All the events will incorporate something to do with that.

No other comments were noted.

Board Member Bernardo motioned to approve \$15,000 to DKC, LLC for the 2026 Great Basin Bull Sale. 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 stated that she was excited for the America 250 effort that will be starting at the Christmas Tree Lighting and going through July 4, 2026.

Chairwoman Frost mentioned the Governor's conference on Tourism in Reno next month. Jane and I will be attending this conference which will be held at the GSR. It will be nice to see what the trends are in tourism and what is going on within the State as well as regionally. This will help us learn how to promote Fallon and Jane is always there to make Fallon proud and to support our tourism effort.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:17 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O'Neill, City Clerk