

**MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
January 17, 2023**

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
Deputy City Clerk, Elsie Lee
Deputy 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.

Deputy City Clerk Lee advised that the agenda was posted in compliance with all 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.

Consideration and Approval of Convention and Tourism Authority meeting minutes for November 15, 2022.

Board Member Bhakta motioned to approve the City of Fallon Convention and Tourism Authority meeting minutes for November 15, 2022; 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) Fallon Trap Club for the 2023 Fallon Trap Club Shooting Season:

- Grant amount requested by applicant: \$5,000
- Grant amount recommended by staff: \$5,000

B) Lahontan Audubon Society for Spring Wings Bird Festival 2023:

- Grant amount requested by applicant: \$5,000
- Grant amount recommended by staff: \$5,000

C) Lahontan Valley Claybreakers for the 2023 Lahontan Valley Claybreakers Youth Trap Shooting Season:

- Grant amount requested by applicant: \$3,000
- Grant amount recommended by staff: \$3,000

D) DKC, LLC for the 2023 Great Basin Bull Sale:

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

E) Motor Sports Safety, Inc. for the 2023 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 2023 Top Gun Dragstrip Mopar vs. World Event:

- Grant amount requested by applicant: \$5,000
- Grant amount recommended by staff: \$5,000

G) Rattle Snake Raceway for the Season Promotions 2023:

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

H) Lahontan Auto Racing Association for Octane Fest, 2023:

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

Consideration of a Grant Application by the Fallon Trap Club for the 2023 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. The organization also participates in shoots throughout Northern Nevada. This year, the anticipated hotel/motel room nights for these shooters and their families are as follows: 25-35 for an average shoot and 40-50 for the State Shoot.

Lester Webb shared that we are having five (5) shoots this year, including that State shoot, which will bring at least 150 people. We already have people squatting from Juneau,

Alaska to come shoot here. The Basque Shoot will have another 100 people in attendance along with the regular money shoots and double marathons. We hope to keep Fallon busy.

Board Member Bhakta asked Lester Webb what the numbers were before compared to the pandemic.

Lester Webb stated that we were the only club to open back up during COVID and we had plenty of participants and it just continues to grow. More ammunition is becoming available so every shoot, we get more and more participants. We have multi-plex's, once a month, and that is usually brings 14-15 people. We held one last weekend and had 25 people. Things are opening back up.

Chairwoman Frost asked if they had been able to get ammunition and if they had a good supply chain.

Lester Webb stated that they finally found one that has been beneficial for them.

Director Moon commented that during the Nevada League of Cities that was hosted here in Fallon last June, the Fallon Trap Club helped us with highlighting Fallon things to do. I am not a shooter, but I think I might want to become one. Lester and everyone there was so helpful. I really do appreciate that. The facilities were wonderful and clean and everyone enjoyed themselves. I also must report to the Board that Lester Webb and Chris Lumsden do an immensely good job at working together. They share that hill with shooting and oval track racing – it could be chaotic but it's not, and we don't get any complaints so I just want to report that to you.

There were no further comments.

Board Member Bernardo motioned to approve \$5,000 to the Fallon Trap Club for the 2023 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 Audubon Society for Spring Wings Bird Festival 2023:

Director Moon said that this will be Lahontan Audubon Society's second year in organizing the Spring Wings Bird Festival. They will continue to engage partner organizations to promote, plan and put on Springs Wings Bird Festival here in Fallon. The long-term goal of this year's Spring Wings is to create an ongoing educational opportunity that establishes awareness of the Lahontan Audubon Society, their mission, and the various agencies responsible for the stewardship of the focus sites. The short-term goal is to develop QR codes that educate people walking the respective trails, to learn about local fauna, flora, birds, Indigenous knowledge, and climate change and how it impacts to the Wetlands and various current or planned adaption strategies. This is the reason for the increase in grant funding request this year. The 2023 estimate is 300-500 attendees, utilizing approximately 200 hotel/motel room might for this two-day event.

Anna Bateman greeted the Board and stated that we are planning on expanding where we've grown a little bit with other waterways. We want to get permission to have these signs that explain the waterways in Lahontan Valley. The QR codes will help so that you will be able to scan them and hear a presentation from the Great Basin Bird Observatory. I can't speak for the Fallon Tribe but they are partnered with us and we are hoping that Tribal Elders will

be on the recordings and use the Indigenous Words about the plants and animals in the area that we might be walking around or standing and looking at.

Chairwoman Frost mentioned that a lot of it was self-guided where you took your own vehicles out and then asked if that was still the plan this year.

Anna Bateman replied yes. There will also be tokens of participation. You will be able to collect them and get a bigger token and be a little bit more interactive. Also, we don't know quite yet, since we are still in planning stages after the pandemic, where we had to be careful of how close we were able to be. We do have volunteers who are excited about coming out and doing more of the guided tours or at least being out there and able to hand out information. We don't want to have to do a lot of paper handouts but actually lead to conversations, maybe hand out magnets that are informational for educational purposes.

Chairwoman Frost inquired if they will be working with the School District, with school children and if they would be coming out at all.

Anna Bateman agreed that we could. We are still in the planning stages of the event so that is something we are looking into. We have a really good education coordinator/volunteer and we are actually hiring the education worker on Friday.

Chairwoman Frost recalled that years ago that was a part of the whole event.

Board Member Bernardo asked how they are planning on implementing or installing the QR codes.

Anna Bateman stated that they would be made out of metal and they will be attached to a post that we will put in the ground, with permission from the different sites. If it is on tribal land or the Stillwater Wildlife, wherever, we will get permission before we place the posts. We know that vandalism is always a concern, but hopefully they will be left alone. We will have weatherproof materials and you will be able to scan the QR code and then hear the program.

Board Member Bernardo asked if they would be at the different locations.

Anna Bateman agreed.

Board Member Bhakta asked after these are put in place, what is your next step in continuing to build this event?

Anna Bateman stated that they would do a pre and post survey to find out the demographics of our participants and then go from there. We are working closely with Great Basin Bird Observatory and they are talking about writing a new book that they previously published and they are updating that. We will be able to get information from the birds during Spring Wings. We will have an active shorebird count recorded before then. We are going to be presenting our report on the 24th, to our membership. If anyone wants the link to that, I would be happy to get it to you. There are a lot of (inaudible) with the Lahontan Audubon Society, like scrub jay counts, sage grouse, California quail, magpies, cormorants, shorebirds, and a long list. When they put this all together, it helps us with visual and tactile contact in what we are talking about. We can have our meetings and our web page, but there's nothing like going out to Stillwater Wildlife Refuge or Carson Pasture.

There were no further comments.

Board Member Bhakta motioned to approve \$5,000 to the Lahontan Audubon Society for Spring Wings Bird Festival 2023; 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 Lahontan Valley Claybreakers for the 2023 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 2006. The club participates in shoots in Fallon and throughout Nevada where they promote Fallon by wearing gear (hats and T-shirts) branded with Fallon. Fallon can expect over 150 youth shooters (along with their parents) for the California Youth Shooting Sports Association Trap Shoot. 20-30 hotel/motel room nights are estimated to accommodate participants and their families visiting Fallon.

Pat Whitten started by thanking the Tourism Board, especially Jane, for prodding us along. We are continuing to flourish. This money helps us with our T-shirt, hats, bags, awards, and everything that helps the show go on. This year is really crazy-we have a waiting list. We have had to put people on a waiting list and first come, first served. We can only handle so many shooters out at our facility. This year, there will be two events, our State Shoot, for us, which is NYSSA and then the CYSSA. They all love shooting on the mountain. Every trap club is different, the background is different, and this one is one that they can't wait to come to. This year, we're trying to work with a gentleman (inaudible) YES, Youth Education and Shooting. It is a scholarship. The youth shooters in this division, starting with (inaudible) They start with participation in the State shoot. If they win their division, which we have divisions in trap shooting, they are awarded a certificate that can range from \$500 to (inaudible) Those certificates are awarded at that shoot and when they get ready to graduate from high school, those certificates turn into a check. The check will go to the school, not the shooter, that causes problems. It goes to the school. They can use it to buy books or pay their registration. This will be our first year that the Fallon Trap Club is working, his name is Jason (inaudible)...money has been donated already and I am kind of anxious to see how it goes because we feel that it is not only for Nevada shooters, but also for California, Washington, Oregon, and parts of Canada. We are really lucky that the youth are the future of Trap Shooting. We don't have youth shooting; the old guys can't shoot because there is no reason for the Trap Shoot. This year, I want to brag a little bit on life skills. The life skills that the kids learn, practice, practice (inaudible) When you go out of town, you behave. Our graduating Seniors this year have been doing outstanding in the next job, professionally. We have one young man who wants to be a commercial jet pilot. Another young girl is going to the University of Nebraska for Forensic Science. And we have young men that are (inaudible) The life skills they learn, to be responsible for themselves, is carried over into their lives.

Barry Stewart thanked the Board for the opportunity to be here. Our shooters are just wonderful. They are a great bunch of youth of all ages. I enjoy going to every practice, I really do. They are out there, working hard. The coaches are out there, really helping them out. Every year, including this year, we have our shooters that will go to different PITA shoots. There are PITA shoots (inaudible) at the trap club, and they win. That says a lot for them. Even throughout the town, we have Churchill County (inaudible) hard work to get them shooting competition trap at a higher level.

Chairwoman Frost asked about the California Youth Shooting Sports Association and if it was their first year coming here.

Pat Whitten said it would be their fourth year. They are still working on their calendar. I don't know if you guys have heard, but California is running into a problem. There is

legislation concerning advertising (inaudible) concerning ammunition and firearms for this sport. So, they delayed things until the end of this month and they will let Lester know what day that is to have the shoot. This is really hard on California. What we are hoping is that that will increase Nevada's shooters, by them coming here to shoot instead of having to drive to California.

Barry Stewart speaking (inaudible) even some of our big shooters that haven't really participated in a lot of shoots, will get an exposure for what it's like to shoot in a large shoot.

Pat Whitten mentioned that wherever they go, they wear their T-shirts and their hats. That definitely advertises. Fallon, Nevada on one shoulder, on the back, on the bags.

Board Member Bernardo asked if what is going on in California is contributing to the growth here with your club.

Pat Whitten said that what she is anticipating is that California is not going (inaudible) that way. It has been interesting. The ammunition companies will not (inaudible) in California, so we are lucky. There is a lawsuit in court right now, injunction wise, but it has really put the brakes on for them. It is affecting the youth, anybody under 18. That is the sad part. There are kids that get scholarships to the Midwest. There are a lot of colleges in the Midwest that have shooting clubs. I just see that it is going to limit California (inaudible)

Barry Stewart said that there are also quite a few Universities that have shotgun shooting sports as a part of their regular scholastic sports and will give scholarships to the shooters that are very outstanding. To do that, they then have the opportunity to go shoot at all the shoots, win some (inaudible) and the college and get a scholarship to go there. California is cutting the throats of the kids.

Pat Whitten said that she believed they would have a lot of shooters. Our facility is like no other facility up on the mountain. Last year, we had a brand-new club and they wanted to sign up for this year, right away.

Board Member Bhakta mentioned that you have, this year, two events. Do you have dates for that?

Pat Whitten said that she won't know until the end of the month when they have a meeting but will probably be April or May. Our State shoot, which we have a Nevada Youth Trap Shooting Association, will be in June. It is in June because we work around graduation. Down in Las Vegas, their graduation is the first of June, ours is the end of May (inaudible) We are also looking into the possibility of having interactive shoots, with everything going on, where they shoot in Fallon and then it goes in a computer, they shoot in Las Vegas then it goes in a computer and then it's a multiplex.

Director Moon speaks (inaudible)

Board Member Bernardo motioned to approve \$3,000 to the Lahontan Valley Claybreakers for the 2023 Lahontan Valley Claybreakers Youth Trap 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 DKC, LLC for the 2023 Great Basin Bull Sale:

Director Moon began by saying that this project is merging two previous successful bull sales: Nevada Cattlemen's Association Fallon All Breeds Bull Sale and Snyder Livestock Bulls for the 21st Century Sale from Yerington, NV. The short-term goal is to provide a high-

quality sale for both consignors and buyers, while the long-term goal is to turn this event into one of the largest multi-breeds bull sales in the western United States rivaling the Red Bluff and Midland Bulls Test sales in California and Montana respectively. Additionally, a dog trial, ranch branding and trade show will be included during a three-day period. It is expected that over 2,000 people will attend these events, at least doubling the past year's as put on singularly by the Nevada Cattlemen's Association. Also, 500 hotel/motel room nights are predicted to be rented because of this event.

Charlie Hone explained that last year after the 23rd Bull Sale, Lucy Rechel, the owner of Snyder Livestock, her husband is not in the best health, so she decided she didn't want to continue having the sales. So, a couple of the consigners and I got together and asked Lucy if we could take over the sale. She agreed to continue the Bull Test, part of where they evaluate bulls and get them ready for sale. At the same time, we went to the Nevada Cattleman's association and offered them the possibility of combining the two sales. They thought about it and came back and said, "why don't you take ours on too?" With that being said, we contacted Jim Barbee and told him we would like to have it in the new arena, which, it is a beautiful facility. Combining two, long-running, well-established sales like that, basically will double the reach that each of them had. We have 175 bulls consigned, which is huge for a first sale, from five different states: California, Nevada, Utah, Oregon, and Idaho. All those consigners bring their families and will be staying here. Bulls will arrive Wednesday, February 15th. Thursday, we will be tipping and grading the bulls and do a video format – we are not going to run them through an auction ring. We will broadcast on TV, videos of the bulls and everybody will bid like they would in a regular auction, while broadcasting on the internet, which will be a world-wide reaching. There will be a stock-dog trial on Thursday and Friday will be a Ranch branding. I don't have any information on how many people will participate in that, but I have been contacted by a lot of people who are interested in helping put it on. Saturday will be the sale, a social mixer, and things like that. In the future, we are planning on adding more events. We want this to be a celebration of our rural heritage. This is a large agricultural region and a hub for Central Nevada for all the ranches and farms out there and they come in and do their shopping for the weekend. It also brings the buyers that we have from California, Oregon, Idaho, that normally attend the sale. That is an overview of it, in that, as we go along, we are going to have bigger and better things and it will be a big draw for Fallon.

Chairwoman Frost mentioned that in the past, the Nevada Cattlewomen had their bull sale here. They had a dinner on the night of the auction. Are you going to have a dinner?

Charlie Hone replied, saying they would have a mixer and we will possibly (inaudible) and possibly having a concert. We will see how it goes, hopefully adding more to the venue (inaudible)

Board Member Bernardo inquired as to what events they would possibly be adding.

Charlie Hone reiterated that we already had the stock dog trials and the Ranch branding. We are talking about possibly having (inaudible) with a trade show. We want to come back each year, bigger and better. We talked about having a concert, since Friday is an off night, it would be a nice night for a concert.

Board Member Bhakta asked if that putting the two events together if it would be successful.

Charlie Hone agreed. They both are very well regarded. The Fallon Bull Sale has gone on for 56 years and Snyder Livestock Sales about the same. We were looking at the possibility

of going from two major bull sales in Nevada to none. We went ahead and picked up the reigns on this and got it going. We would be doing a major disservice to the Nevada Livestock Industry if we didn't move forward with this. From some of the interest we have had already, it will be successful.

Board Member Bhakta asked if the event would be on the 18th.

Charlie Hone replied, saying that the sale itself will be on the 18th. We will start on the 15th, with the bulls getting here and they will have to get hotel rooms, I would imagine. (inaudible) quite large.

Director Moon stated, as Charlie had mentioned, the branding event is going to be incorporated into the list of events. The activities during this year's bull sale are going to be led by, our friend, Richard Alegre. He comes before us with the Ranch Hand Rodeo, and of course, had to take a break last year because of a lack of volunteers. They are hoping to increase that and ask for permission to build the Ranch Hand Rodeo into this event, as well, which would be amazing.

Board Member Bhakta motioned to approve \$10,000 to DKC, LLC for the 2023 Great Basin Bull Sale; 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 Motor Sports Safety, Inc. for the 2023 Top Gun Dragstrip Drag Racing Season:

Director Moon informed the room that Motor Sports Safety, Inc.'s goal is to establish Fallon as Northern Nevada's motor sports capitol, contributing to the community economically, while providing a safe and legal environment for motor sports. Their short-term goal is to concentrate on new events to help offset the economic slide in revenue they have experienced. The expected attendance to this year's events is 10,000+ visitors from Nevada, California, Arizona, Utah, Oregon, and Canada, with approximately 360 hotel/motel room nights being utilized just with the NHRA Divisional Race event.

John Stauverman greeted the Board. He introduced Jim Setterberg and Deni Cook with him. Last year was very tough. We had economic setbacks and that was across the entire nation. Fuel prices were getting astronomical and some of our racers (inaudible) didn't have a drop-off in participation but we also saw a trend of racers going to less events and doing less jumping around from town to town. We got together and came up with an idea that the first thing we had to do was raise our prices. Nobody likes to know that you raised the prices. (inaudible) but, in turn, what we did, is we increased our payout structure. We put together a team of racers, track managers, and people involved and we restructured the entire payout structure. All the other tracks are doing the same thing. While those tracks are offering \$10,000, \$15,000 to win, it is just something we can't stay up with those kinds of payouts. In addition to changing the payouts and changing the gate prices, we are also going to throw in some contingency awards as well. We are going to have checks written with the paychecks you see at the gate and those are the things that we are going to start adding to the package of what you will win. For this year, one of the main things we are going to do for the racers, since they had concerns about the fuel prices, we made all events, with the exception of one, a three-day event. By coming here, you will stay three days in Fallon, you will race three days out at the tracks, you're going to eat at the restaurants, stay at the hotels for those three days. The one-day events just don't cut it anymore and it's hard to justify traveling from Northern

California, over the hill and come here for the one-day event. We honestly believe that's going to increase the car count and the number of participants. I went to a conference in Indianapolis, not too long ago, and one of the things that we are going to work on is acknowledging that we are not only a drag racing facility, but we are also an entertainment facility. So, with that, we asked ourselves, what can we do to entertain the racer, what can we do to entertain the spectator and any other participants or anybody who comes out there? What can we do to make it more enjoyable? Dirt Track has a heck of an advantage over us because there is always something going on. Drag Racing, there is a lot of action, and then not some action. We are going to work on making it an entertainment facility, more than just a drag racing facility and that is one of the things that we are going to do. Deni is putting together some ideas on how to make it more of an entertainment, and what we can do above and beyond drag racing. We have total of seventeen (17) race days this year with all of them being a 3-day event except for one race. We have our beginning test and tune and bracket race on May 5, 2023. We anticipate on a Friday event; we will average about 180 participants along with 350 spectators. On Saturday, when we begin the competition, we anticipate about 150 participants per day and about 350 total spectators, racers and crew members that come out. In June, we have a NHRA National Open. We've had that now for the past 17 years, and it is successful. We are in coordination with Sacramento Raceway and again we will have racers come up from out of southern California, go to Sacramento, and travel over here. They will spend a week in Fallon and do activities here and then race on the weekend and then head back down to southern California. It is a very promising year for what we have coming up. We have the National Open, again, and all our weekends are three-day events. We are anticipating that it's going to not allow us to be part of the trend where racers are not going to as many events, but they're going to bigger single events. It is tough out there right now.

Chairwoman Frost mentioned how much she appreciated them opening that up to make it entertainment value for both racers and spectators.

John Stauverman stated that drag racing is the sport, but the reality is we are in the entertainment business. Chris and I have talked many times and we're still working on getting a collaboration between the two facilities to come up with a way of sharing the spectators, more than the racers. We race during the daytime and they race during the nighttime. It will be a bonus for us to work together, the best we can. With the grant money that we get, we can go out there and tell racers to come to Fallon; We have a three-day event with plenty of other things to do. We can coordinate with Chris and his events and just get the word out there and get people here.

Chairwoman Frost stated that when you go to a minor league baseball game, they have something going on in between innings and getting people laughing and having a good time. That is a good strategy and I appreciate you guys looking to work together.

John Stauverman mentioned Deni, saying she is more up on the internet, computers, and stuff like that. We're going with a digital front gate where they can pre-sign-up before they even come to the track and that will speed up the process. One of the biggest problems we have right now is getting through the gate in a timely manner. It is a terrible problem to have. Ten years ago, we certainly didn't have that problem and now we don't have the ability to get the people through the gate fast enough. If you look on Facebook and see something, you'd see people saying they waited twenty minutes to get in and that is unacceptable in our world. By going digital and being able to register for the event, that is going to speed up the gate process and will be better for us to calculate out what kind of payouts we are going to

have. It used to be that we paid out 50%, we would just give back 50% of whatever we took. Now we are going to guarantee pay structure. That, in turn, puts all the risk now on us. If we have low car counts, we're still guaranteeing payouts. I brought four copies of the schedule if you guys would like to have those and keep those on record, by all means. If you have any more questions, just ask.

Board Member Bernardo asked if they have had a positive reaction from the racing community, with restructuring the events.

John Stauverman agreed, yes, absolutely. On that note, while we are all volunteers, and I personally don't race, her husband races and she has done a little bit. Jim and his son race and whatnot. We try to take the information that we get from all the racers and other business owners and people like Jane, and anybody that can give us information to try to make it better without making anybody mad. When we announced that we were going to raise our rates, the first thing I did was to contact my officers (inaudible), you do the same. Yes, the information that we get, the changes that we made, we put out feelers before. We ask racers, we ask people in the organization, we contact the NHRA, we ask other tracks that we collaborate with, and see what they are doing and see what works for them. We will learn from somebody else's mistakes, and we make our own.

Chairwoman Frost asked if there were any other questions or comments.

Board Member Bhakta asked if they were doing anything different at the track, like new competitions (inaudible)

John Stauverman stated that we have a new junior dragstrip program and in that junior dragstrip program, we start out with half-scale junior dragstrips and it has ages six to seventeen, racing in the junior dragster structured event. The concept of that is, if we put out a junior dragstrip program, putting out trophies, prize money, and other contingencies now that I talked earlier with the bigger cars. By taking those kids and moving them in their cars, that increases the participation. I have the perfect example; we have a junior dragster kid that races out at the track and now his parents race, both mom and dad. That is making the class for all. You can go further on your question by us increasing the payouts, that is the enticement for somebody to come out. This is an expensive sport. It's expensive to get into the gate. It's expensive to participate. It's expensive to build a car. If we can offer gate money that's more lucrative to them, that's going to encourage them to come out and race. One of the things that we definitely need to do is we need to work with Reno and getting the street racing, which they call side shows, but it is really drag racing, we used to call it brodies. That is really popular and we're working on getting those people out there through word of mouth, Facebook, social media, and you can rattle off whatever.

Deni Cook stated, my daughter, has (inaudible) You-tube, we have a Facebook page, snapchat, Instagram. She has apps on all of those and she has everything setup, where she live-streams and she is very good at (inaudible) where the street racers come in (inaudible) she will tag them and then it will start popping up on theirs and it starts to grow. (inaudible)

John Stauverman said that the last person talked about California and is restricting the weapons, and what have you. There is legislation in Washington, right now, that they're trying to propose no (inaudible) factor, so if you own a new car, you cannot do any changes to it, whatsoever that would affect the emission controls, or the ordinances of the vehicle. That is a threat to our industry as a whole, because as you know, we all tinker with our cars and we make them go really fast. You may have seen on the news, big racer, Antron Brown going in front of a Senate hearing committee. This is a huge rift to our industry and it goes along with

Chris's industry too. The only way we're going to be able to overcome that, is to come together in groups and get racers out to the track and put out the word, "Hey, we're going to keep doing it." A good example is Salt Lake City, one of Deni's previous homes, lost their racetrack. A million and a quarter people were in that facility and now there's not a dragstrip. Terrible. Now they are street racing and there are numerous incidents that are happening and it has skyrocketed. We're reaching out to Salt Lake City to try and get those racers to come out here. We are using Facebook and Twitter and all those good things and (inaudible) Facebook is expensive to advertise on, it's not free. I thought it was. And Jim is over there writing the checks, telling me how much he's spending on Facebook. With your grant money, that certainly helps us.

There were no further questions or comments.

Board Member Bernardo motioned to approve \$10,000 to Motor Sports Safety, Inc. for the 2023 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.

Consideration of a Grant Application by Motor Sports Safety, Inc. for the 2023 Top Gun Dragstrip Mopar vs. World Event:

Director Moon began by saying that this event will showcase the Chrysler brand enthusiasts and cars against other brands in this popular challenge. Motor Sports Safety, Inc.'s goal is to establish Fallon as Northern Nevada's motor sports capitol, contributing to the community economically, while providing a safe and legal environment for motor sports. Their short-term goal is to concentrate on new events to help offset the economic slide in revenue they have experienced. The expected attendance to this year's events is 3,000 visitors from Nevada, California, Arizona, Utah, Oregon, and Canada, with approximately 360 people staying in hotel/motels.

John Stauverman stated that this is the second year of the branded event and the sixth year of holding this event. Mopar enthusiasts have a huge following. The idea was approached to me six years ago and I never thought it would take off like it did. The idea is that you have Mopar racers and they race everybody else. In the past couple years, we have increased the participants to allow motorcycles, and to allow dragsters. It used to be car manufacturers only. By bringing the others on board, we saw a 25% increase in participation in just those two categories alone. We reach out to Northern California, and of course, all of Nevada, Idaho, Oregon, as Jane said, basically the entire west coast. This is a high paying event that we have sponsorships for that actually pay directly to the purses. The entry fee is kept very minimal and as I had mentioned earlier, we have a lot of racers that are picking and choosing where they race and they want to go where it doesn't cost a lot to get there. They can win a lot of money and this is absolutely one of them. It is a three-day event and we are going to open the weekend for a four-day event, so we can have additional parking available on Thursday. We have a real good success on this and it has gotten to the point where I am actually contracting with staff members, bringing them out of Las Vegas and the Sacramento area to help us put on this event. We're stepping up now to where we must have designated parking for this event. We're seeing our car counts, just starting, for 400 participants each day, plus an additional 200 participants on Friday alone. Friday has a lot of kids coming out of Reno and the Carson City area. Perhaps you've seen it – it is a steady stream of traffic going out that way at that time of year when we have these events. A while back ago, as the race continued to grow, I said that

we have got to find a way to make a standing list and the way we did that is with grant money and going out and doing it again. The expensive social media that we do, we do NHRA advertisements, we do local advertisements in the Reno and Carson City area to bring these racers in for this one event. This one event is becoming, probably, one of our biggest events of the year alone. We do have the event back in June which is the NHRA National Open. This is coming up, they are a good second run, as far as participation is concerned.

Board Member Bhakta inquired what they did last year for events.

John Stauverman answered saying that last year's Mopar vs. the World, by far, saw a 25% increase in participation. The spectator count continues to grow. We have a new announcer, he used to work for Chris Lumsden. He retired from circle track and came drag racing. The spectators had a 25% increase as well as a 25% in participation and we're hoping to grow on that.

There were no further questions.

Board Member Bhakta motioned to approve \$5,000 to Motor Sports Safety, Inc. for the 2023 Top Gun Dragstrip Mopar vs. World Event; 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 Rattle Snake Raceway for the Season Promotions 2023:

Director Moon stated that it is Rattle Snake Raceway's focus to continually attract awareness and participation in the sport of Oval Track Racing. Grant funding will help Rattle Snake Raceway augment spectator and contestant participation by advertising outside of Fallon and Nevada. Up to 6,500 people are expected to attend the races in Fallon as this is the location of the premier ¼-mile-high banked Oval in Nevada. In the past, it was estimated that 12% of visitors from outside a 60-mile radius attended two-day events and stayed overnight in a Fallon hotel/motel.

Chris Lumsden came and introduced Crystal, our secretary and treasurer. I am slowly trying to step down and we have Crystal, who has been doing this for six years. I have a new director of competition at the racetrack, Rusty McMillan. Rusty started last year, running the races because of my health and leg problems and such. I am still the man in charge but they are the ones doing all the work. Big changes up there for us this year – we were running Saturday-Sunday races and some Friday races. We learned that Sunday races don't work and we lose money on Sunday. All our races this year will be Friday-Saturday, except for the 4th of July, and that is a Monday-Tuesday race. We always race on the 4th of July. We are running eight two-day shows. Just like Top Gun, we figured out that running a one-day show doesn't draw the competitors – the spectators still come but it doesn't draw the drivers. Like Top Gun, we started with SnapChat and TikTok and just like Top Gun, my daughters on that. Seventeen-year-olds know what they are doing. There have not been a lot of other changes, other than trying to improve the facility. We have a lot of work up there. We have bleachers that need to repair and they're overdue. We are trying to beautify the place. The Trap Shoot Club was talking earlier about working so well together, their place is really nice looking and ours needs a lot of care, so that is where we are focusing this year.

Chairwoman Frost mentioned that in the past several seasons, you are working with all the other tracks in northern Nevada to make sure we're not racing on the same days.

Chris Lumsden answered yes and no. Elko, Battle Mountain, and Winnemucca decided to go their own way but I don't think they are going to affect us. If anything, we are going to end up hurting them and that is just the way it is. We did bring Tonopah on and Susanville. We have adopted Susanville's Hobby Stock rules for when they come here. It is nice. A lot of our drivers go there already. Of course, Fernley is still not open and I don't know if they ever will be. Lovelock is running with a limited schedule of four or five events.

There were no further questions.

Board Member Bernardo motioned to approve \$10,000 to the Rattle Snake Raceway for the Season Promotions 2023; 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 Auto Racing Association for Octane Fest, 2023:

Director Moon began saying that Lahontan Auto Racing Association's purpose is to provide quality and affordable motorsport entertainment to Fallon; with the goal of helping generate revenue for local business. A total of approximately 4,000 people are expected to attend this year's 2-day event, with about 40-60 hotel/motel room rentals for each night of the event.

Chris Lumsden said that this last year was the first time in eight years that Rattle Snake actually made money off Octane Fest. We are going to go along the same route that we went this last year. We are going to do boat races, where you trailer a boat, demolition derby, tough truck and of course the auto racing. We are still trying to get Monster Truck at Octane Fest but it seems that it is a national weekend for them and nobody wants to come, nobody we can afford anyway. We are trying to come up with other events. We have a couple of things in the works, maybe, bus races, or something along those lines. This last year, we put the boats and stuff at the car show that they had in town and that helped quite a bit. Like I said, it was the first year we made money, we didn't make a bunch, but it was about \$1,000 to \$1,500, but it was better than being in the negative.

Board Member Bernardo asked what you feel contributed to the difference in last year versus the other years.

Chris Lumsden said he thought it was the advertising. Some it was the local advertising. You know, I have been here in Fallon since 1993 and it amazes me that there are people that have been here that long and don't realize that we have race track on the hill or a dragstrip too. It is amazing. Just taking the stuff to the car show and down to O'Reilly's and stuff, we had a bunch of phone calls from people asking where the track is. I think our local advertising helped more than anything.

Chairwoman Frost commented. It seems like you guys used to have a sign out by the entry way and when I have driven by there, I noticed that there is no longer a sign. There is also one on the highway.

Chris Lumsden said that we bought a bunch of those A-frame signs and put them up the weekend of the races. We are trying, more and more, to repair that stuff.

Board Member Bhakta asked what year the Octane Fest started.

Chris Lumsden said that Octane Fest started thirteen years ago, give or take a couple of years. Originally, it was under Ty Erquiaga when Rick was in charge of the Tourism Board. I had helped the first year or two with Ty and then I stepped away. When the Tourism Board

and Ty had a falling out, Rick approached me and asked us if we would take it up. We ran it the same way Ty did for the first three years, using the Fair Grounds and we lost our butts. We were going negative \$5,000 to \$6,000 every time. We moved it to the racetrack and it saved us a lot of money. With the Fair Grounds, we had to haul the dirt in, along with the concrete blocks and then haul them all back away. It was a lot of money and lot time.

Board Member Bhakta said that in the beginning, there were a couple of years where, to me, that it was a very successful event. Do you think that, at some point, it will be better?

Chris Lumsden didn't know. You see, when the original events were going on, Fallon Toyota also donated \$25,000. O'Reilly's donated \$4,000. Hooters, in Reno, donated \$2,500 and they were all subject to the Monster Truck show. When Toyota pulled their money, they decided to go with small donations throughout the town. That pretty much killed the Monster Truck show. The big shows, like those, it was costing about \$5,000 per truck for the weekend. If you're looking at four trucks, you're looking at \$20,000 and that is just to get the trucks there. The truck pulls were \$18,000. Like I said, the first year or two that we did it over at the Fair Grounds, I think our budget was \$75,000 to \$80,000 and we were still going in the hole.

Chairwoman Frost said that looking at some of those novelty things that you don't see around Northern Nevada, is a great way to increase the attendance and participation in the event. Response to the bus drivers around Fallon is great. Ms. Clifford, over there, is a former bus driver and she is tough too, and a Bus Road-eo champ.

Chris Lumsden said that that is one of our goals is to do a bus race up there, one way or another, just to have fun, like pulling a boat on a trailer. Seeing it on the internet, we had to do it.

There were no further questions.

Board Member Bhakta motioned to approve \$10,000 to the Lahontan Auto Racing Association for Octane Fest, 2023; Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Director Moon asked Crystal to send her an updated program.

Public Comments

Chairwoman Frost inquired if there were any further public comments.

No public comments were noted.

Board and Staff Reports

Director Moon presented the Room Tax report provided by Michael O'Neill. If you would look over that and let me know if you have any questions. Rural Round-up is April 11th -14th and that, of course, is tourism event for Nevada Tourism and Expo. It will be held down in Mesquite, Nevada.

Chairwoman Frost asked Jane if she would like to talk about Tourism Day at the Legislature.

Director Moon said that she would like that. Tourism Day this year would be February 13th and Travel Nevada Day at the Legislature, so not necessarily (inaudible) the territories (inaudible) and if any of the Legislators has questions, those representatives will be able to answer the questions.

There were no further questions.

With no further Board Reports, Chairwoman Frost stated that the next meeting will be Tuesday, April 18, 2023, at 3:00 pm and other meetings, scheduled for July 18, 2023, and October 17, 2023.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:16 p.m.

Attest: 
Michael O'Neill, Deputy City Clerk


Chairwoman Kelly Frost