

**MINUTES  
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY  
55 West Williams Avenue  
Fallon, Nevada  
November 15, 2022**

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, 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 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.

**Consideration and Approval of Convention and Tourism Authority meeting minutes for July 19, 2022.**

Board Member Bernardo motioned to approve the City of Fallon Convention and Tourism Authority meeting minutes for July 19, 2022, 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) Churchill County Parks & Recreation for the 2023 Fallon Shootout Youth Basketball Tournament.:

- Grant amount requested by applicant: \$2,000
- Grant amount recommended by staff: \$2,000

B) Fallon High School Rodeo Club for the Fallon High School Rodeo 2023 event:

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

C) Vision Quest Events, LLC for the 2022 Top Gun Invitational Bull Riding event:

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

**Consideration of a Grant Application by Churchill County Parks & Recreation for the 2023 Fallon Shootout Youth Basketball Tournament in the amount of \$2,000.00.**

Director Moon introduced the grant by saying that this tournament is part of a series of youth basketball tournaments offered throughout Northern Nevada. Its purpose is to provide an opportunity and venue for local and regional youth to participate in competitive athletic events which promote Fallon as a go-to area for athletic recreation – both in terms of facilities and event quality. It is estimated there will to 200-250 contestants with 500-750 total attendees. Historically approximately 120 hotel/motel room nights have been utilized for this three-day weekend event.

Director Moon introduced Robyn Jordan with Churchill County Parks & Recreation.

Robyn Jordan stated that this is the 19<sup>th</sup> Annual Fallon Shootout Youth Basketball Tournament. It's been a local event for a lot of years and last year was my first year putting it together. We had 19 teams, and it has a maximum of 24 teams with the space that we have. We had talked about trying to put it in the 3C's Arena this year but due to not being able to have the correct flooring down and being able to change or transition from event to event with the events already on the calendar. We are looking forward to 2024, possibly putting it in the arena so that we can increase the number of teams. We are looking at a partnership with Jam On It out of Reno, so just for this year, we will keep it in the City/County gym. On the application, the date was April 7<sup>th</sup> through the 9<sup>th</sup>, which would have been for the 3C Arena, so we will keep it with the March 10<sup>th</sup> through the 12<sup>th</sup> and will still be expecting about 750-950 visitors to the Fallon area. Last year, we had three (3) teams from Fallon and sixteen (16) from out of town, which is mostly from Sparks, Reno, Lovelock, and two (2) Bishop teams. Historically, there have been teams from Idaho and Oregon that participate. This year, we expect to have a full twenty-four (24) teams because it is past the Covid-19 affect and everyone is ready to start doing what they have normally been doing. Last year, we still had some people unsure, and tournaments still being cancelled so I think people were a little afraid to commit to things. This year we are going to shoot for twenty-four (24) teams and will be advertising through our local Facebook pages. There is a very robust group of basketball tournament

attendees that have their own Facebook presence, so we send information out to them, and it is a lot of Native teams so attracting those kids is awesome. This is a lower-cost tournament compared to some of the other ones, so we get a lot of the rural communities coming to Fallon. It was a good event last year and we are looking to have a better event this year. Any questions?

Chairwoman Frost asked if they will be working with Jam On It this year or just for 2024?

Robyn Jordan clarified that it was for 2024. They rent out the equipment and I want to see if they might partner in putting it on and promoting it also, just because they already have the infrastructure which would be awesome for us.

Board Member Bernardo asked if they would be expecting the same number of participants from Idaho and Oregon.

Robyn Jordan said that they do send the information out to them, so it is up to them. The Bishop teams, they are ones that come, historically every year. We will just have to wait and see if we can get any of the Idaho or Oregon teams to come out. We have all their contact information of who has been doing it in the past. The problem is that in the past, their teams that have participated may have outgrown the age group of our tournament so we will have to find some new, younger teams.

Board Member Bernardo asked about the Bishop teams and if they were expecting more teams this year.

Robyn Jordan said yes. They try to hit as many tournaments as they can in the area, and we are close for them. I would expect that we would get two (2) more of the Bishop teams.

Board Member Bhakta asked if the tournament was in April or March.

Robyn Jordan said that I put on the application that it would be April because I was building it into the 3C Arena schedule but since we are doing it in the gym, we will just keep the March date. Historically, we have been the second weekend in March, which is March 10<sup>th</sup> through the 12<sup>th</sup>, keeping in line with the other tournaments around. Looking forward to 2024, we talked about trying to do a January tournament because then it would coincide with other athletic events that we are putting on in the arena. It would be less equipment changes and tearing the floor out and laying down the carpet. There is a lot of manpower required to get those things done.

Board Member Bhakta said that last year that you had nineteen (19) teams and this year, you expect 24 teams.

Robyn Jordan said, historically, they have had to turn teams away because the schedule only allows to have 8 per age division and then it is running games back-to-back for three days.

Director Moon said to Robyn, if you need me to go with you to an appointment or meetings with Jam On It, I would be happy to do that with you.

Robyn Jordan said yes, that would be awesome.

Chairwoman Frost clarified that they would just be using the City/County gym.

Robyn Jordan confirmed yes.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$2,000 to Churchill County Parks & Recreation for the 2023 Fallon Shootout Youth Basketball Tournament. 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 Club for the Fallon High School Rodeo 2023 event in the amount of \$5,000.00.**

Director Moon introduced Nora Hunt Lee, Stix Lee, and Stella Lee.

Nora Hunt Lee introduced herself and her children and thanked the Board for having them.

Stix Lee said that the location of the event will be at the 3C Arena and the total cost of the project will be \$20,000.00. We have 10-12 Club Members, and we are all required to go out and get donations for our Rodeo Club Auction Dinner. We all come up with money to help the rodeo too.

Nora Hunt Lee said that each member is required to get \$650.00 donated for the rodeo. We do have our Dinner Auction this Saturday night and you are all welcome to come. The dinner will be at the Convention Center and starts at 5:00 pm. She said that the club members are required to get sponsorships for the Arena advertisement to help pay for the rodeo. The rodeo will be April 21<sup>st</sup> through the 23<sup>rd</sup>. We are one of fourteen rodeo clubs that host rodeos for the whole state. We just returned from Moapa, which is south of Vegas, Sunday night. Stix won the all-around, so that was very fun. We just want to continue to produce a rodeo for the state and we expect that there would be close to 200 contestants. When families come with their kids, they bring their horses, which require hay and shavings and possibly vet supplies. There are six of us that go every weekend, so there are grandmas and grandpas, aunties, and uncles. We expect 500-700 people in attendance that would come to the rodeo for the three days.

Chairwoman Frost asked if this rodeo on April 21<sup>st</sup> to the 23<sup>rd</sup> is part of the circuit for the whole state. Is there any talk of bringing the State Finals here to Fallon? After they see the 3C, hopefully they will want to move.

Nora Hunt Lee said that she is the adult director for the club, and we go to the State Board meetings and that is definitely a topic that I will bring up, I promise.

Chairwoman Frost said the high school rodeo has been a long-time event that the Tourism Board has supported.

Nora Hunt Lee said that we are 6<sup>th</sup> generation from Fallon and that is fun, and they have all high school rodeoed.

Board Member Bhakta asked if this is a new leadership for her.

Nora Hunt Lee replied yes.

Board Member Bhakta asked how she felt about moving this event forward under new leadership.

Nora Hunt Lee said that I have been involved with high school rodeo myself as a high school rodeo contestant. We run a business and we help a lot of kids get to the rodeos and help with other clubs that produce their rodeos also. We donate our time and I feel like we will be very successful.

Board Member Bernardo asked how far the reach of their advertising was, as far as promoting the rodeo.

Nora Hunt Lee said that she will utilize the newspaper and social media. We have an event schedule that goes out to all the members that talks about the event they are putting on and what services we will offer. We can include anything in that publication that you might suggest to us and it will go out to the total membership.

Chairwoman Frost suggested giving a packet of information to all your contestants, which you already may have in the plans, but I know Jane has a list of restaurants and all that information that can be included to encourage all your folks to stay and go to those restaurants in Fallon.

Nora Hunt Lee said that they would do that at check in because all the kids must check in on Friday.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$5,000 to Fallon High School Rodeo Club for the Fallon High School Rodeo 2023 Event. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Director Moon asked Nora Hunt Lee if when she gets information about the State Rodeo to let me know. Anything that you have that goes out, like flyers, could you email those to me and will include it all on our social media.

**Consideration of a Grant Application by Vision Quest Events, LLC for the 2022 Top Gun Invitational Bull Riding event in the amount of \$10,000.00.**

Director Moon stated that the goal of Vision Quest Events, LLC is to produce a successful bull riding event to benefit Fallon and to grow and build on this event annually. 2,200-3,000 people are estimated to attend this event to watch 20 internationally PRCA ranked bull riders compete. 100 rooms for one night and 200 rooms for two nights are predicted to be used for this event. Justin Andrade and Hunter Giovanetti are here to present.

Justin Andrade said that the Top Gun Invitational Pro Bull Riding produces PBR and Pro Rodeo events. We are seven (7) years old, and we have done about fourteen (14) PBR events, which for those of you that don't know, it's called the Professional Bull Riders and that is the televised bull riding that you may or may not have seen on CBS. This building has a great reputation. I have heard rumors about it. I have grown up with Jesse and I had to call him and see what the deal was with this new building. We came down and saw what a neat building it was, a top-notch venue, and thought this would be an outstanding place to put a bull riding on and the best night of the whole year is obviously, New Year's Eve. We want to make this an annual event. We did try and get it sanctioned by the PRCA, but it was a pretty tight time frame. We will get it sanctioned next year. We are still going to have some NFR bull riders, which is the National Finals Rodeo Bull Riders. It will be a twenty (20) man competition, with two straight rounds, which means they will ride twice. They will get paid on each round and then paid on the average over the two rounds. The highest scoring ride of the night will get to challenge a bounty bull for a bonus \$2,000.00. It will begin at 8:00 p.m. and we will start with a very patriotic opening ceremony. We call it the Top Gun, obviously, because of Top Gun being here in Fallon. I was fortunate enough to get a tour today, of the whole facility and it was an interesting tour. I was also able to tour all the military vehicles and planes and it was a great experience. Our opening ceremonies will have a parade of

military vehicles in the arena. There are two big screens there and we will have a video playing and then roll right into the bull riding. After the bull riding is over, we will have a concert and will bring in the New Year with that concert. Jesse has it available to where we can open up the arena and let the general public come into the arena for the concert. We will have the stage set up over by the VIP side of the arena. We manipulated the seating so that we could get 3,000 people in there. We are going to bring some other things in there, on that far side, the smaller side of the arena. It is going to be a great event and we want to build on it every year. It will be a Pro event next year. We are going to have some of the best bull riders here as we have a great network and a great following from our other events. We are fortunate enough to be able to make that phone call and bring them in. Hunter is my boots on the ground as I am from the Boise area and can't be here all the time. She has been a great help and it seems like there is a lot of excitement around town and the community. We are going to have a pre-party at the Grid and there will be a Calcutta where we take those bull riders and make two-man teams. This way, the local businesses can get involved and Calcutta the teams off. This will allow the businesses to put their signage on the bull rider for advertising and makes it a lot more fun for the community. They can root for their Les Schwab team or whoever. It's going to be a great event and I really think with a Friday night pre-party and Calcutta, we will have quite a few people rolling into town for that. I know that we will have some of our top bull riders there for it because they are here for a couple of days and aren't going to drive anywhere New Year's Eve. I am expecting the same thing for Friday. They will stay, eat, drink, buy fuel and it will be a great deal for the community. This is the first year and we are very excited about it all. Jesse has been an outstanding help; everybody has, and I have a good feeling. The Cowboy Lifestyle Network is an outlet that I have used for several years and our last event, we had three million followers on the event. Before the event, they will be advertising and then they will be here, having deals on their TikTok, other social media, live streaming, and such. We will have a live feed of the event and I have a high-def rodeo announcer, Ben Benavides out of Vegas, who is an extremely good producer. Ben will be doing the big screen production and the live-feed production. All the business that helped will get good plugs and announcements during the event on the big screen, signage in the arena, posters, and media print through that Cowboy Lifestyle Network.

Chairwoman Frost asked if it would be live-streamed or broadcast on television.

Justin Andrade confirmed that it would be live-streamed.

Chairwoman Frost asked if there were plans to advertise to try and get spectators in from Northern Nevada, specifically the Reno area.

Justin Andrade said yes, we got a great radio deal with K-BUL and the new the new station over there, which I can't remember right now. They have ticket give-a-ways, and they are going to blow it up. On our posters, I use a company called Rodeo Ticket, and when you see that poster, you will be able to buy a ticket right there. Through this app, I am getting live feed of our ticket sales, so I will know before our event if I need to up my advertising. I will have a good feel of our sell-out that we are going to get.

Chairwoman Frost asked if they had started selling tickets yet.

Justin Andrade said that they hadn't and would be beginning the sales, just before Thanksgiving. We are trying to tighten things up and we have a couple more advertising spots that we would like to get handled and that way, everyone gets the maximum publicity. It is important for us to get them out there before Thanksgiving.

Chairwoman Frost asked if the event would begin at 8:00 pm.

Justin Andrade confirmed yes.

Chairwoman Frost asked if after the bull riding, they would begin the concert and then ring in the New Year.

Justin Andrade confirmed yes.

Director Moon asked Justin to tell the Board what the total payout is and how that works and how it is divided so that they can have an understanding.

Justin Andrade said that there will be a total payout of \$10,000.00 with some add-in money and the fees. We will pay three (3) places in each round and the average. If you do good in both rounds and the average, you will win \$7,000.00. If you win the Bounty Bull, you will make another \$2,000.00 on top of that.

Chairwoman Frost asked if you ride the Bounty Bull, which is supposedly unrideable, if you will get the bonus money.

Justin Andrade said yes and the Bounty Bull we have has actually been rode, but about 99% of the time, he doesn't get rode and he is an outstanding bull. It will be a crowd pleaser.

Director Moon inquired who the concert provider would be.

Justin Andrade said that they have a couple on the hook but we are really thinking that Last Chance Band, out of Coeur d'Alene Idaho will perform. Look them up, they are great entertainers. My friend Gordy does the Hwy 30 Concert in Twin Falls Idaho which is a four (4) day concert. He will be providing the sound for our concert here in Fallon and it will be a really good concert.

Board Member Bernardo asked about not being able to secure international competitors this year.

Justin Andrade said that they might be able to secure an Australian and I am pretty sure that we will have a Canadian or two. Unfortunately, it was too close of a crunch to get it sanctioned and put on the books for this season of the PRCA. Next year, we will be on it and we already got pre-approved, we just need to make sure we handle it.

Board Member Bernardo asked how many competitors they might be expecting next year.

Justin Andrade thought that they will take 30 next year. That is a usual format for the PBR for these Bull Riding Events, which is 30 head. Then you bring 10 back to the short round, which is the finals. The 10 top scorers will come back to the final round. I am really liking this setup that we are going to do here – the 20 bull riders. We get to hand pick a lot of them and get them to ride two bulls. That way, it is more of an average game that way. It is fun to watch a short round, or a final round, but that Bounty Bull will take a spot and fans are going to like it.

Chairwoman Frost asked if fans will be able to get dinner and things like that before the event starts.

Justin Andrade said that there will be concessions and obviously, two beer stands and a V.I.P. area, who will get a dinner with their V.I.P. ticket. They will be on the arena floor on the bigger side of the arena. I don't know if you went to the Bronc Riding event but it will be set up very similar to that event. We will have 400 people in our V.I.P. area. Our V.I.P.'s are first and foremost, our advertisers. After that, we will have some online ticket sales for the rest of those spots.

Chairwoman Frost mentioned that a couple of times, she thought those broncs were going to come through that fence. Bulls are much scarier.

Justin Andrade said that we have a neat deal. I don't know if you are familiar with it, or watch any of the PBR events, but we have a Shark Tank that goes in the middle of the arena. We dig a pit and put in an enclosure that the V.I.P.'s, the top sponsors, they get to sit in it. The dirt is a foot and a half deep and the tank fits in there and they get to watch the bull riding in there, in the middle of the arena, right in front of the bucking shoots. They will get some dirt and snot flung on them but it is a very, exciting seat.

Deputy City Clerk Michael O'Neill asked about the fireworks and how we will coordinate those events.

(Inaudible response regarding this question)

Deputy City Clerk Michael O'Neill said we would be shuffling in and out, all at one time.

Justin Andrade said that Jesse didn't think there would be a problem, as that had come up in conversations in our previous meetings.

(Inaudible question from the room)

Director Moon responded saying that what we contract for, they are wonderful. People can leave with plenty of time or choose to stay and buy a ticket. I think it is actually going to be good for the event, having people see what is going on there.

Deputy City Clerk Michael O'Neill agreed saying that it will help the event and maybe it is something we need to look into, through messaging, since we are not going to have the bonfire anymore. We don't want people showing up and wondering where the bonfire is since we have a parking lot there now.

Hunter Giovanetti said it will be really great for families. There is nothing to do on New Year's Eve in this town that is family friendly. Kids are going to love it and I think it is going to be great. They will be able to hang out and see all the cool things happen and do it as a family.

Chairwoman Frost said that maybe we can have at the fireworks event, an announcement before and after, about the Bull Riding Event.

Justin Andrade said that would be outstanding and thank you, that would be great.

Chairwoman Frost asked if there were any further comments.

Director Moon said just like anything else Justin, if you would please forward me any of your media so that we can cross publish everything through our social media advertising.

Justin Andrade said that I will start media print right away, just after Thanksgiving.

Board Member Bhakta asked how you will survey the event and participants.

Justin Andrade said that through the network of riders that come to the events, that is the first way. Then, I have a friend named Jason Maddox. He puts on a Bull Riding series and I am allowing him to bring fourteen (14) of his riders and the money is going to count towards their finals. But I want to hold those six (6) spots because I have my top Bull Riders guys that will be there. That is what will sell a lot of tickets.

Chairwoman Frost said that I think what he is asking is how are you going to determine where your spectators are coming from. We know where the bull riders are coming from, because you know them and where they are from, but the spectators, so we can gauge how well the event was.



Justin Andrade responded saying that a good portion of the spectators are coming from Reno, Yerington, and outlying areas. Then there those guys, like my friends, who are coming from Idaho because they want to come and hang out. I am sure there will be a lot of people like that, specially all through this Cowboy Lifestyle's Network. They think it will be a fun event to go to and hang out and stay for New Year's Eve.

Director Moon said that she has a survey, a sample survey, that has the minimum and you can add to it, whatever you may need that is more tailored to your event. We do like to know where our people are coming from, how long they've stayed here, how they heard, because the advertising monies you put forward, that we support, we want to make sure that it is going to people that we understand, are getting the message. It helps us to make sure that we are supporting and getting our message out to the right places.

Chairwoman Frost inquired if you could track your ticket sales, where people are purchasing their tickets from and such.

Justin Andrade said that with Rodeoticket.com I will know where every ticket online was purchased from. They do such a good job of tracking that information and it will be easy to see the final numbers.

Chairwoman Frost said that that would be great so we could have some data for next year.

Justin Andrade said that the neat thing about Rodeoticket.com is they also keep a log of all the emails. Next year, when we have them come to town, we will be able to send a mass email to all those guys, letting them know we are back and we'll be bigger and better.

There were no other comments were noted.

Board Member Bhakta motioned to approve \$10,000.00 to Vision Quest Events, LLC for the 2022 Top Gun Bull Invitational Riding event. Board Member Bernardo 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 said that she has nothing to report at this time except that we are expecting the same grants to come before us and possibly some new ones with the major opening of Rafter 3C. New events are coming our way, stay tuned, it is pretty exciting times.


Deputy City Clerk Michael O'Neill said that the room tax report speaks for itself and we are seeing the impact of returning business and having the new venue and such so that is making everybody very happy.

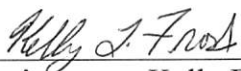
Chairwoman Frost asked Board Member Bhakta and Board Member Bernardo if they were seeing the impact as well.

Board Member Bhakta and Board Member Bernardo both confirmed yes.  
No further comments were noted.

### **Adjournment**

Chairwoman Frost reminded the Board that the next meeting would be on Tuesday, January 17, 2023, here in the Council Chambers and with there being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:38 p.m.

Attest:   
Michael O'Neill, Deputy City Clerk

  
Chairwoman Kelly Frost