

**MINUTES**  
**CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY**  
**55 West Williams Avenue**  
**Fallon, Nevada**  
**November 1, 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, 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.

**Approval of Convention and Tourism Authority meeting minutes for July 18, 2023.**

Board Member Bhakta motioned to approve the Fallon Convention and Tourism Authority meeting minutes for July 18, 2023, 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 RanchHand Rodeo for the 2024 Fallon RanchHand Rodeo Branding event:

- Grant amount requested by applicant: \$3,500
- Grant amount recommended by staff: \$3,500

B) Vision Quest Events, LLC for the 2023 Top Gun invitational event:

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

C) Fallon High School Rodeo Club for 2024 Fallon High School Rodeo:

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

## **Consideration of a Grant Application by the Fallon RanchHand Rodeo for the 2024 Fallon RanchHand Rodeo Branding event.**

Director Moon stated that this event promotes, enhances, and encourages western heritage in collaboration with the Great Basin Bull Sale on Feb. 16, 2024, where teams will compete in branding. Because this event is representative of the farm/ranch lifestyles which is sought after in our rural communities in Northern Nevada, it draws those who live and flourish in this lifestyle, as well as those intrigued by such a unique way of living to Fallon. About 200-250 attendants and spectators are expected, attracting approximately 100 visitors from outside a 60-mile radius, bringing the average hotel/motel room rental during this event to 70 rooms.

Richard Allegre greeted the Board and handed out a flyer for the 2023 Branding Event which will be put on during the Fallon Bull Sale.

- Explained the flyer, with details of the results of the 2023 rodeo.
- He is working closely with Jesse Segura for this event.
- The amount of money being requested is for the cattle expense for the rodeo and explained the difference between branded and painted cattle. He also explained that the brand on the cattle depicts the year the rodeo is held.
- The amount of money being requested will also cover advertising and insurance.

Board Member Bernardo asked if there was any other advertising being done besides the Nevada Rancher magazine.

Richard Allegre stated that advertising would be done with Nevada Rancher, Progressive Rancher, and the local papers; the Fallon Post, Lahontan Valley News and aired on KVLV radio. There will also be a dog trial Wednesday and Thursday and the Branding will be Friday morning with the Bull Sale Dinner and Dance on Friday evening.

Board Member Bernardo asked where all the contestants will be coming from.

Richard Allegre stated that competitors will come from Winnemucca, Jordan Valley, Oregon, and some more California teams. There will be twelve (12) men's teams, six (6) women's teams, and twelve (12) family teams.

Chairwoman Frost inquired if they would be using the Rafter 3C Arena.

Richard Allegre confirmed.

Chairwoman Frost asked if there would be an admission fee.

Richard Allegre stated that there would be no fee. Donations would be welcome.

Board Member Bhakta asked if there would be a rodeo and a branding.

Richard Allegre stated that he used to put on the RanchHand Rodeo in the middle of August but had not done so for the last two years. This is just strictly, a branding event.

Board Member Bhakta asked if the people were coming just for the branding or staying for the other event.

Richard Allegre stated that most come for the branding but the families will usually stay for the Bull Sale and purchase bulls. They are mostly ranching families that attend.

Director Moon stated that they will be a part of the schedule for the Bull Sale, which extends their reach in terms of advertising.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$3,500 to Fallon RanchHand Rodeo for the 2024 Fallon RanchHand Rodeo Branding event; seconded by Board Member Bhakta. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

### **Consideration of a Grant Application by Vision Quest Events, LLC for the 2023 Top Gun Invitational event.**

Director Moon stated that it is the goal of Vision Quest Events, LLC 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. It is estimated that 1,200 people will come to Fallon from outside a 60-mile radius, bringing 100 room rentals for one night and 200 for two nights. \*At this 2<sup>nd</sup> annual event, both the Cowboy Channel as well as the Cowboy Lifestyle Network will be broadcasting this event. \*

Justin Andrade and Chad Denton introduced themselves. Justin mentioned that this is the 2<sup>nd</sup> annual and we're looking to grow this event every year. The biggest change for this year is that we went from a \$10,000.00 purse to a \$16,000.00 purse. We have reached out to some better bull riders, pending their health, which is common for this sport, after the NRF and PBR finals. We won't really know who will come until 2 ½ weeks before the event. We will have some names to advertise around that have already committed for sure. We are bringing in the Cowboy Channel to broadcast the event and vamping up the Cowboy Lifestyles Network promotion and telecast. We had a successful event last year even though it seemed as if Mother Nature was against us. It was a huge snowstorm and there were a lot of people who could not get over the pass or travel from out of state. Even with this snowstorm, we were still at 97% capacity for the event. We are looking forward to continuing working on this annual event.

Chad Denton stated that the number of bulls coming out of state are being whittled down. We have contractors coming from Utah, California, Nevada, and Oregon and will also have some local bulls as well. There are some good bulls being raised right here in Fallon that we didn't know about last year and will include them as well.

Board Member Bernardo inquired if there would be any other advertising or promotions besides the Cowboy Lifestyle Channel.

Justin Andrade stated that they have their own social media outlets. We struck a deal with Midwest advertising and will produce a commercial that will air locally and, in the Reno, Sparks area.

Chad Denton stated that their title sponsor is Hooey which is a huge, nationwide brand, and they will be trying to promote it as much as possible.

Board Member Bernardo inquired if they would have the Shark Tank again this year.

Justin Andrade confirmed.

Board Member Bernardo stated that it was a hit last year.

Chairwoman Frost stated her excitement for having the Cowboy Channel and the Cowboy Lifestyle Channel. When I have watched events, I love to hear, "Live from Fallon, Nevada."

Justin Andrade stated that the Rafter 3C Arena, the town of Fallon and the State of Nevada have great people. Last year, we did a campaign with Cowboy Lifestyles and it was successful, reaching 3 million people. Adding the Cowboy Channel with all their followers, it is obviously going to be bigger and better.

Chairwoman Frost asked if there would be a concert again.

Justin Andrade confirmed, stating that the Brodie Stewart Band will be performing this year. We have used them in some past events and they are great entertainers. We wanted to have the Last Chance Band back again, but I do like to change it up.

Chairwoman Frost stated that she hoped for good weather this year.

Board Member Bhakta inquired if there was anything they would be doing different from last year to make this event bigger.

Justin Andrade mentioned about adding the Cowboy Channel. The TV commercial being produced will bring a lot more awareness to the event.

Chad Denton stated the additional prize money being added as well. This will bring in better competitors also. Our goal for this is, after the guys are done at the NFR, that Fallon will be their next stop. This is what I would like to see. We will need to build up to it and it will be something to work up to, year after year, to make this the best bull riding in the world.

Chairwoman Frost inquired if there would be any planned events for the cowboys.

Chad Denton stated that there would be a pre-party and a Calcutta.

Justin Andrade stated that rodeo bull rider schedules are hectic. They fly in, they drive in, but we will have our main guys here for the Calcutta at the Grid. It will be similar to last year but we will make it for less teams. We will pick the top five (5) best riders and they will be the team captains and then we will draw for teams. We will get some of our advertising partners involved and it will make it fun for them. We will put their logos on the riders' chaps, vests, and helmets. It will be the same format as last year; twenty (20) bull riders, two (2) straight rounds, and the high-end mark ride of the night will get a chance to ride the bounty bull. This bull is the usually the scariest, unriden bull out there, that doesn't get ridden very much. There will be a \$5,000.00 bonus if the rider is successful.

Chairwoman Frost stated that it is important to show the cowboys coming in, our Fallon hospitality so that they want to come back every year.

Board Member Bernardo asked for confirmation that the total prize money went from \$10,000.00 to \$16,000.00.

Justin Andrade confirmed. That is a very good jump in prize money for one year. We would like to keep that increment going, like Chad said, and make this a stand-alone, outstanding event that all the best guys want to attend.

Board Member Bhakta inquired as to how they gathered information on their surveys through RodeoTicket.com and the feedback from last year.

Justin Andrade stated that he could get that information. There is a more specific model through the Cowboy Lifestyles network and through their people, which includes attendance, viewers on live-feed and other various information. The main portion of the attendees that came were from a 120-mile radius.

Board Member Bernardo asked if that number was the average.

Justin Andrade stated that that was last year's average. I can see those numbers growing this year, but last year, we had that torrential storm that affected everybody. I had some people that I knew were coming, and some were my help, but got turned around on Donner Pass.

Chad Denton stated that funds were returned for tickets for those that could not attend, due to the weather. Even as close as Silver Springs, as soon it started dumping snow, they stayed home. A lot of people did not know that this was an indoor arena either.

Justin Andrade affirmed the quality of the state-of-the-art event center. The power went out five (5) minutes before we were supposed to begin and it only took eight (8) seconds and that back-up generator fired up and got us back and going. As far as feedback from the fans and people that were able to come and enjoy the event, I haven't heard anything bad about it.

Director Moon inquired if they would have vendors again this year.

Justin Andrade confirmed.

Director Moon stated that is a wonderful way to reach out into our community and include quality, local businesses in the event.

Justin Andrade stated that he has a quality liquor partner. Paul Picotte is a great outfit to work with and we have become good friends.

Chairwoman Frost reiterated that she would be interested on that information feedback.

Justin Andrade stated that Jane has a copy of that information.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$10,000 to Vision Quest Events, LLC for the 2023 Top Gun Invitational event; seconded by Board Member Bernardo. 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 2024 Fallon High School Rodeo.**

Director Moon stated that Fallon High School Rodeo Club's purpose in applying for this grant is to help promote high school rodeo competition throughout Nevada and to attract outside competitors to Fallon. It is reported that the Fallon High School Rodeo is the most popular among contestants to attend in Nevada. An estimated 200 contestants with a total of 500-600 people will be in attendance, potentially utilizing 150 room nights over the two-night event.

Nora Hunt Lee greeted the Board, introducing Stix Lee and Stella Lee. Stella is in 5<sup>th</sup> grade and Stix is in 7<sup>th</sup> grade. I want to toot their horn and say that they are leading the State in the ribbon roping. They are roping together. Stix is leading the team roping, break-away roping, and the all-around. Stella is leading the rookie all-around.

Chairwoman Frost stated that she had seen their names in the paper for all the other rodeo's.

Nora Hunt Lee stated that their event is coming up in April, the 19<sup>th</sup> through the 21<sup>st</sup>. We have about 200 contestants that come to Fallon, along with their families, dogs, and horses. They fill up the hotel rooms, they rent fairground stalls, they eat at our restaurants and spend quite a bit of money. We go to two (2) rodeos a month and our weekends usually cost about \$1,200.00, which includes entry fees, food, and fuel. We are excited to be a part of this. I am the director of the club and we are getting ready for our annual fundraising dinner. It is this Saturday and begins at 5:30 and we would love to have you guys, if you can make it. We have a lot of cool auction items and will have a live and silent auction, which helps send the kids to Nationals, State and pays for some spring expenses for the whole club, not just those that qualify to Nationals. We are asking for a little bit more money this year. Last year, we gave away all-around saddle pads, which was fun. Compared to other rodeos and being from such a fun rodeo and agricultural-based community, our prize line is slim. Battle Mountain High School Rodeo gives away saddles for the all-around for all four divisions. They gave away spurs, stirrups, pocketknives, and their budget was almost \$30,000.00 for prizes. In Fallon, we spent \$600.00 last year. White Pine (Ely) and Elko had about the same prize line. We went to Alamo this last weekend and they gave spurs, prize money, and rope cans for the all-around. The reason we are asking for more money is because we want to be more competitive and we think we will draw more contestants if we have a prize line, like these mentioned. We are fundraising. We are selling advertisements for our program and for banners and fence signs that will go up at the rodeo. As far as advertising, we are using the Fallon Post, our programs, the banners program, website Social Media, the County Marquee, and the mail-outs that will go out to contestants.

Board Member Bernardo inquired about more contestants. How many more are you expecting to bring in by raising the prize line?

Nora Hunt Lee stated that she would like to see at least 30 more contestants. Families travel from Boulder City, north of Wells, and several families travel from California.

Board Member Bernardo inquired if it was mostly Nevada and California families and what the radius of miles traveled was.

Nora Hunt Lee stated it was more than 100 miles for some. Las Vegas and Moapa are 400 miles away.

Chairwoman Frost inquired if they would be using the outdoor area for this event.

Nora Hunt Lee confirmed.

Chairwoman Frost inquired about the location of the State Finals Rodeo.

Nora Hunt Lee stated that the State did commit the location to Winnemucca for five (5) years. I am disappointed to report this information. I am on the board at the State level and I expressed my deep disappointment with the way that they held their meeting. I have some documentation to support that. I will keep fighting for Fallon in the future.

Chairwoman Frost stated that she would like to see the State Finals Rodeo here in Fallon.

Nora Hunt Lee stated that the Rafter 3C Arena put in a very nice bid but I believe that there was quite a bit of politics involved in the meeting.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$10,000 to the Fallon High School Rodeo Club for 2024 Fallon High School Rodeo; seconded by Board Member Bhakta. 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**

Chairwoman Frost inquired if there were any Board or Staff Reports.

Michael O'Neill reported that he couldn't provide the room tax report for the meeting packet but did so in person.

Chairwoman Frost stated that she was able to attend the premier of the film that was done on the Battle Born Broncs. It was exciting to see and very well done. I am not sure when it is coming out but again, more publicity for Fallon is always good.

There were no other Board or Staff Reports.

**Adjournment**

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:34 p.m.

Attest:   
Michael O'Neill, Deputy City Clerk

  
Chairwoman Kelly Frost