

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
January 16, 2024

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 City of Fallon - Convention and Tourism Authority meeting minute for November 1, 2023.

Board Member Bernardo motioned to approve the minutes with no changes or corrections for November 1, 2023, 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) Fallon Trap Club for the 2024 Fallon Trap Club Shooting Season:

- Grant amount requested by applicant: \$6,000
- Grant amount recommended by staff: \$6,000

B) DKC, LLC for the 2024 Great Basin Bull Sale:

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

C) Lahontan Valley Claybreakers for the 2024 Lahontan Valley Claybreakers Youth Trap Shooting Season:

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

D) Cowboy Fast Draw Association for the 2024 Fastest Gun Alive – World Championship of Cowboy Fast Draw event:

- Grant amount requested by applicant: \$14,500
- Grant amount recommended by staff: \$14,500

E) Churchill Arts Center for the Oats Park Arts Center: Core Programs 2023/2024:

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

F) CrossFit Powerstroke for the 2024 Powerstroke Partner Throwdown:

- Grant amount requested by applicant: \$20,000
- Grant amount recommended by staff: \$20,000

Consideration of a Grant Application by the Fallon Trap Club for the 2024 Fallon Trap Club Shooting Season.

Director Moon stated that The Fallon Trap Club holds shooting events throughout the year to promote, enhance, and encourage participation in the sport of trap shooting. Last Year, “5-Stand” was added as a shooting series, adding to the Trap and Skeet shooting experiences offered at the Club. This year, the anticipated hotel/motel room nights for these shooters and their families are as follows: 20-25 for an average shoot, 40-50 for the State Shoot.

Fallon Trap Club Board Member Barry Stewart greeted the Board. There has been some improvement on the land up there and quite a few loads of the ground up asphalt that was able to help us expand and level out another portion in our parking lot where the RV’s park so that we can handle more for some of the larger shoots that we host.

Chairwoman Frost inquired to the length of their shooting season.

Mr. Stewart stated that the club is open from April through November of each year. Even though we are closed November through April for the winter, due to the cold and windy shooting conditions, we still have the monthly PITA shoots and the Basque shoot. There are

things still going on, even though the club is officially closed, there are still activities year-round.

Chairwoman Frost mentioned hearing of people having parties in the clubhouse and such. Could you explain what a 5-Stand is?

Mr. Stewart stated that a 5-Stand is very interesting. There are 5 throwers in different positions. They are positioned to throw low, high, and three other positions, to mimic a hunting situation. It is unlike trap where it is out here and there, these come from everywhere. It is a lot of fun to shoot.

Board Member Bernardo asked if the 5-Stand was a popular series that was added on from last year.

Mr. Stewart stated that they were just getting started last year. I am not quite sure what the turnout was. I know that they had to cancel one other shoot due to the weather. 5-Stand was just catching on as the new thing to do in clay bird shooting and it was growing every time they had a shoot. It looks like it will be something that will augment the club.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$6,000 to Fallon Trap Club for the 2024 Fallon Trap Club Shooting Season; 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 DKC, LLC for the 2024 Great Basin Bull Sale.

Director Moon stated 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. Also, 500 hotel/motel room nights are predicted to be rented because of this event.

Charlie Hone greeted the Board. I am the managing partner for DKC, LLC and I am here to answer any questions that you might have about what we are doing with the Bull Sale. Our consignments are up by a little over 30 bulls and we have over 200 bulls consigned. We ended up with eight more consigners. The bulls will be coming from California, Nevada, Oregon, Idaho, and Utah. We have a bull coming from Georgia. The event continues to garner a little more interest every year and we hope to incrementally grow it to where it becomes a major event here in Fallon for the middle of winter. It should be economically good for the City and the Cattle Industry in Nevada as a whole.

Chairwoman Frost stated she had a couple of questions. Did it work well combining the two events? I know that there were two sales going on that were combined.

Charlie Hone stated that it has worked well. Some of the buyers would go to one sale and not the other and now we are getting buyers from both and they come from all over Nevada. Traditionally, it has been hard to get buyers from Northeastern Nevada to come – they came last year. We sold bulls to Elko, Ely, Pioche, and into the surrounding states that the bulls came from.

Chairwoman Frost asked if they enjoyed the Rafter 3C Event Center.

Charlie Hone stated yes. It was an absolutely stunning arena. You guys in Fallon have built a state-of-the-art facility that rivals anything I have seen from anywhere I have been. I sell bulls for a living so I go to a lot of bull sales and it is, probably without a doubt, the nicest facility that I have been in. The crew there is great. They bend over backwards and work really hard to make sure that everything pulls off. For our first sale, it went off very smoothly. I anticipated more trouble than we had but everything worked great.

Chairwoman Frost stated that we have had the bull sale event here for more than 50 years. Before you guys combined sales, we always had the bull sale here.

Board Member Bhakta asked if they were doing anything new this year for this event.

Charlie Hone stated that last year, they threw together the dinner and dance. Last year, we hired a local DJ and this year, we have hired a band. We are hoping that as it grows, it will eventually turn into a concert. We would like to fill that arena with 10,000 people and really have a good time.

Board Member Bernardo asked if they were able to attract more people with the dog trial.

Charlie Hone stated yes. We just had a meeting before I came here about the dog trials. They are getting a ton of interest in that event. In fact, it is becoming one of the bigger regional events in that sport. Richard Allegre's branding event is growing too. He has some teams coming that are not local. There is a team coming from Gardnerville. He has tried to keep it to what he can manage. I don't anticipate it growing into a giant thing unless we want to turn it into a Ranch Rodeo or something like that. Logistically, that would be hard to put on with all the stock that you would need to have there for that and have room for hundreds of bulls.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$10,000 to DKC, LLC for the 2024 Great Basin Bull Sale; 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 Lahontan Valley Claybreakers for the 2024 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 branded gear (hats and T-shirts). 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 when visiting Fallon for shoots.

Pat Whitten greeted the Board. I want to thank the City of Fallon and the Tourism Board for supporting youth shooting and youth activities of any kind in Churchill County, we really appreciate it. Our shooters usually begin in 4th grade and we have them until they graduate from high school and hopefully, the skills that we have taught them will carry on afterwards in their lives. I would say that 90% of our kids are with us for the duration of that time. This is our 17th year and Barry Stewart and a lot of our coaches have been with us for 2-15 years. It's a program that stays and grows. We encourage all the Claybreakers to shoot at

all these shoots. There is an organization called PITA, Pacific International Trapshooting Association, which holds shoots all over the state of Nevada, California, Oregon, and Washington and we encourage our kids to participate in those. PITA also has a scholarship program where they log the scores of the kids that shoot all year round and are tabulated at the end of the year. The top scores will receive a certificate for each year and are held for them until graduation. Upon graduation, the parents request those certificates and they can apply to Community Colleges, Colleges, trade schools or whatever they choose. This program is called YES, which is Youth Education and Shooting. This program is strictly done with donations, raising money with different fundraisers throughout the year. Last year, two of our Claybreakers placed high and received those certificates to help them when they graduate. There is a shoot coming up in April, where there will be over 100 kids coming from California. What we hear from the coaches and kids is that they like to come back because it is the only place that they can shoot off a mountainside. Everywhere else that they shoot is flat and the experience of shooting off the mountain is something that they enjoy. This year the Claybreakers will participate in a shoot in Winnemucca. This shoot used to be called the Miners and Merchants Shoot. It is now a Spring Fling and there are teams of kids who will participate. Our local businesses have supported us, which includes Lester's Auto Repair, Dan-O Construction, Oasis Heating and Air Conditioning, and Huck Salt. Huck Salt cleaned up the last two years. They were able to put a team together and go underneath 'mining' because salt is mined. We have about 15-20 kids who go to this shoot and there are a total of 200 shooters that will participate. A couple months ago, there was an article put out by Guns & Ammo and in it, it said that Youth Trapshooting is the fastest growing sport. But, until the war started in Ukraine and the war in Israel, it is causing the ammunition sales to go out of the roof. It is going to be very tight for us to pay for ammunition. The article was outstanding and I contacted one of the coaches from Washington State, because he made some comments in the article that touched me about trapshooting. #1, you don't need to be a jock; not everyone is a football player, a baseball player, or a soccer player. #2, everybody shoots, everyone competes, everyone has the same chance. The most important one is, there are no bench warmers. That is why this program means so much.

Barry Stewart spoke about PITA. We have had our rookies kick some butt on the adults in that PITA shoot. It is not unusual for some of our shooters to go to a PITA shoot and come out as top singles or even as top doubles. Trap shooting is a courtesy sport and we teach that courtesy to our kids. We have had a lot of good comments from adult shooters about how courteous our kids are and their good sportsmanship.

Pat Whitten thanked Director Moon. She keeps us in line and helps us greatly.

Board Member Bernardo inquired about the potential turnout for the shoots.

Pat Whitten stated that they hoped for a few more shooters this year. We don't advertise for shooters because we have a limited number of coaches. After all these years, we have come to realize that we cannot handle more than 42 shooters.

Board Member Bernardo asked if there was a waiting list.

Pat Whitten confirmed yes. We have a safety and orientation day and the kids must show us that they have the ability to handle and shoot a shotgun. If they are not big enough, we ask the parents to bring them back next year. As long as I have been doing this though, we have only had to turn away two students.

Board Member Bernardo inquired about the coaching. If there were more coaches, could they have more students?

Pat Whitten confirmed, yes. A lot of our coaches' kids have gone through the program. We also have the kids that have graduated and since have turned 21 that want to come and coach.

Director Moon asked about coaches training.

Pat Whitten stated that they have lost their NRA Coach. We are actively searching for someone at this current time. All our coaches are certified NRA, shotgun Level 1 coaches. You can coach for one year and learn underneath Wayne Whitten, who is the Head Coach and then we must get you NRA certified. We are running into a little problem because no one wants to fight with NRA or the state of California for certification. Right now, in California, you cannot do Hunter Safety and have an instructor who is NRA certified. Our number one goal is to get that class up and running once again.

Director Moon spoke about the program. As you alluded to the safety and courtesy, when we partnered with the Trap Club and Lahontan Valley Claybreakers, members of both clubs came and helped. I am not a shooter, but I go shoot when we have those things happening and they are right by my side helping me along and making sure I am safe. I do appreciate that. You are not only providing a service to the kids but to your community as well.

Chairwoman Frost stated that she had experienced this as well. When people come from outside our area and come to the Trap Club to shoot for the first time, they are amazed at our facility and the kindness and patience that all the coaches and members show to those guests.

Lester Webb greeted the board. We have a grant with the Hunter's Safety and once it gets approved, we can put in another skeet field and expand.

Chairwoman Frost stated how great that was. You have already done one expansion and this will be a third one. Is that correct?

Lester Webb confirmed.

Director Moon advised Lester Webb that if he needed a letter of support for that, to just ask.

Chairwoman Frost inquired as to how many events were planned for the year.

Lester Webb stated that there would be 9 (nine) events this year. The California Youth Shooting Association will be a big one for us. They bring 125 shooters and all of them come on Friday so that they have a chance to practice and then stay that night and shoot on Saturday and Sunday.

Chairwoman Frost inquired as to the date of that event.

Lester Webb stated April 6.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$3,000 to Lahontan Valley Claybreakers for the 2024 Lahontan Valley Claybreakers Youth Trap Shooting season; 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 Cowboy Fast Draw Association for the 2024 Fastest Gun Alive – World Championship of Cowboy Fast Draw.

Director Moon stated that the Cowboy Fast Draw Association continues to build the Fastest Gun Alive – World Championship of Cowboy Fast Draw as its signature event on both

the national and international levels, while emphasizing responsible, safe, and proper use of firearms and family values. It is estimated that there will be over 300 week-long participants (plus, families, spectators, and vendors) – a record number of attendance was set in 2023. The group predicts 1,500+ people to travel to Fallon outside a 60-mile radius; possibly generating 1,300 hotel/motel room nights over the week of events.

Cal Eilrich greeted the Board and handed out the Gunslinger's Gazette. Read in there a little bit. This is our Fall Issue and it has coverage of the Championship that we just held. Even more fun to announce is that next Wednesday, our event will be on Shooting USA, on the Outdoor Channel. Now, a lot of folks don't subscribe to that channel but then there is a link that is available and I want to get that information delivered to your local newspapers. Their show generally has 2 million viewers a week and it is the highest rated show on the Outdoor Channel. They have past shows from prior years and have been here six (6) times to cover our events over the years, since 2008. The amazing thing is that the founder of that show, Jim Scoutten, who I have known since the 80's, passed away last year. His son, John, is now running the show. John is the one now who is running the social media contacts and he told me that that is their number one hit show. Television is one thing but these days, who knows how many million people see that show on the internet. It really did my heart good to hear the presentation just before speaking about youth shooters. I was a youth shooter. I started at age 15. In the sport of Fast Draw, when I grew up and lived in Chicago and was involved and stayed in shooting sports. In the early 80's, I went into this thing called Practical Pistol Shooting. That is where I met Jim Scoutten, when I was on the United States Practical Pistol Team. I won a gold medal in Australia in 1990. I have been around shooting sports my whole life. I was a National Champion at Cowboy Action Shooting, which is where they have pistols, rifles, and shotguns. I kept coming back to Fast Draw because people can do this in their garage since we shoot that wax bullet ammunition. I don't know if you have all been over to the 3C Arena for our current event, but please walk in there this year. It is an amazing thing that is going on in that building. People can't believe that we hold the whole event in the arena. All our evening events are now held at the 3C Arena as well as the daytime events. Our contestants do utilize the local casinos, restaurants, grocery stores, and gas stations while they are here. The youth shooting that was presented earlier is so important. I was at a meeting one time back in the '90's, with all the heads of the shooting sports and we talked about youth shooters and how important that is. I really appreciate what you are doing here for the youth. I am even more honored to have our Cowboy Fast Draw Association tied in with Fallon now since 2008. We did make a show of our 2022 event and we just put that out a few months ago and it is already getting hits and we are about to go public with it and we anticipate even more hits. From now on, we will cover this event and make sure it is recorded or televised. I spoke with John Scoutten of Shooting USA and they are entertaining coming back again, this very next year. Their film crew said that this is the most amazing shooting event that they have covered, from an excitement standpoint. The picture that you see on the cover of the magazine, the guy on the right-hand side has an alias of 'The Oregon Ranger'. He is a third generation Fast Draw Shooter and I knew his granddad, Jim Vonfeldt, back in 1970. He has now won seven Fastest Gun Alive World Championships here in Fallon. He won in 2011 at the age of fourteen (14). He won every contest he was in between 2015 – 2019 and no one has ever won that tournament twice. I won my first championship in 1972 and have won seventeen overall. One third of our shooters are women so it is a real 'couples' sport. When I calculate our room nights on this thing, I am only counting 200, even though there are 300 because a lot of them

are couples. We have moved the event this year. It has always been early October and now we are moving it to the end of July. The main reason for this change is that school is in session in October and it prevents students from attending and we value our youth shooters. Even though their entry fees are free, we have a sponsor, Mernickle Holsters, who pay all the entry fees for all the kids under the age of 18. It is a real family event and a good group of people.

Chairwoman Frost inquired as to which year this event was happening at the 3C Arena.

Cal Eilrich stated that it will be the third year. We learned about the building during the first year and the second year was a spectacular year.

Chairwoman Frost suggested Cal give Director Moon information so that it can be pushed out to social media to drum up further support.

Cal Eilrich stated that he will get that information to Director Moon.

Board Member Bernardo inquired as to the furthest destination of competitors.

Cal Eilrich stated that they just signed a new club in France. We have a club in Switzerland and Canada that will be joining us. Canada is having a tough time right now because the fella that is running the country is trying to ban all firearms. They come from Florida, Virginia, and all points from the west coast and in between. We give away almost \$25,000.00 in cash prize money plus other prizes with a total well over \$40,000.00.

Board Member Bhakta inquired about the increase of contestants from moving the event to July from October.

Cal Eilrich stated that they are hoping for an increase in the youth shooters. We are wondering if we are going to break the 300-shooter barrier this year. It's hard to say because not all our members will attend because it is not a professional sport. Hopefully this will be the year that we break that 300 mark. We cannot handle a whole lot more than 300 shooters in the current facility. We ran through 34,000 rounds of ammunition last year and that is a lot.

Director Moon thanked Cal for checking to see if that last week in July would work for the city event schedule. For clarification, will you now move this event to the last full week and weekend in July? Is that correct?

Cal Eilrich stated that that is their intention. We don't want to hold this event when there is another major event in town due to the lack of hotel rooms here and we don't want that inconvenience for our people. We discovered that this event conflicts with the Night in the Country Event in Yerington and my daughter will have to make other arrangements as she is a big help to me at this event.

Director Moon stated the importance of making these arrangements far enough in advance to solidify calendar dates for events.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$14,500 to the Cowboy Fast Draw Association for the 2024 Fastest Gun Alive – World Championship of Cowboy Fast Draw; 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 the Churchill Arts Center for the Oats Park Arts Center: Core Programs 2023/2024.

Director Moon stated that the Churchill Arts Council continues to attract significant and repeat out-of-town audiences throughout the year for performances/events in a unique,

first-rate venue. The Concert Series, Art Bars, Lariat Nights, Ales for Arts, and the Green Goddess Farmers Markets have become increasingly popular events for visitors to Fallon. Since these events are held at night, the likelihood of overnight stays in Fallon would be increased for those visiting outside a 60-mile radius. Over 1,600 people are projected to attend over the course of the season from outside of Fallon, along with at least 600 room nights rented. I would now like to introduce Churchill Arts Council Executive Director Jessica Rowe and Board Chair Ted McDonald.

Jessica Rowe stated that she appreciated the opportunity to address the Board. Let us know what questions you have for us and I would be happy to talk about any part of our season.

Board Member Bhakta inquired as to how many farmer's markets would be held.

Jessica Rowe stated that there would be two. One will be in October and another will be scheduled for May. As a Board, we have been exploring the idea of a Christmas Market as well, to include some of the same vendors, craft people, and artisans.

Board Member Bernardo inquired about the number of artists to perform this year.

Jessica Rowe stated that currently, the number is the same. We have had an increased interest in artists who want to rent the venue and play there as well. As an example, the Johnny Cash Tribute band that played in August to a sold-out crowd, and benefited the Top Gun Raceway, has approached us and asked us to rent the venue again in May. We have received more of those requests than we anticipated and will continue to do so.

Board Member Bernardo inquired as to why so many requests have been made recently.

Jessica Rowe stated that it is two-fold. One, we have a fantastic facility and it is one that is known in the region and people enjoy it. Two, the mechanism that we have used to do contract and rental has gotten stronger and people know that we are doing that. Word of mouth has really helped us there and we haven't had to advertise, but we haven't needed to either.

Chairwoman Frost stated that it is a very well-acclaimed theatre across Nevada and even the western United States. It is a beautiful facility and no one expects that in little-old Fallon and we are very proud of that theatre and center.

Board Member Bhakta inquired if there would be any new programs added this year.

Jessica Rowe stated yes. Currently, other than the Christmas Market, which we are considering, we have been thinking about some other bridge events. We would like to stay close to our core mission which is the performing arts and access to that and the visual arts and access to that, remain our focus. We have educational events and those are constantly rotating so there are some new ones coming for that as well. If we do start looking at adding other events, our focus is going to be on providing a venue for people that are in the community to get their goods out in front of the people of the community and other regions.

Chairwoman Frost inquired about classes offered in fields of art.

Jessica Rowe stated yes. We offer regular music classes for young musicians in the community. We also have an art group that meets every Wednesday-the High Desert Artists. We offer ceramics, silversmithing, and batik. Those sorts of things are a nice outlet for families and for people who are looking at something across an age range. We have noticed that this helps us further our mission. When we did our Lahontan Valley Invitational, I would say about 70% of the individuals that displayed in this go-round, have been involved in at least one of our classes. Then, they had the opportunity to sell their work and we had a high number of sales coming from that. We were able to make a bridge for some of these very young artists and some of the enthusiasts to sell.

Board Member Bernardo inquired as to how they go about signing up for these classes.

Jessica Rowe stated that contacting the Art Center is always a great way to go. If you contact us, we will get you to who you need to contact for signing up for various classes as they do fill up fast and some even have a waiting list. We are looking to put it up on our website going forward.

Ted McDonald added some information. One of the biggest goals and changes in the perspective of the Board is opening the facility to the community. That has been a big charge that we have made in the last year. The building will be open more often and we will have docents there. We are reaching out to the high school where we have an intern now that is working with us to bring in the youth. You will see the building open more often, you will see more events where people can come in and see it. On June 8th, we are re-initiating our fundraiser. It will be at the Art Center, so the community that comes out for the fundraiser will be able to see the upper galleries, our lower galleries, the outside Lariat Patio, and more. That is where the Board sees their short-term goal at. The second thing is to not change our mission. We will bring things to Fallon that you would not normally see in Fallon. You may see a few things there, but the goal is to bring things in, tease people a little bit, get them to talk, and experience new things. I can promise you that will occur. The Board has resolved to move forward with that. Our Board is now up to eight (8) people and we still have a few people that we are recruiting and we should be up to our 9-10 limit within the next year.

Jessica Rowe stated that they are open for tours. We have now instituted Wednesday as Community Day, so that the building and the facility is open during that time so that people can come in and enjoy the galleries. To what Ted was saying with our connections with our youth, we are dedicating the Art Bar on February 10th in a ceremony. We will be dedicating it to Val Serpa, near her birthday, as our tribute to her. The proceeds from that bar are going to go into a new scholarship for the youth that are interested in the Arts. If you would like to come and enjoy that, come walk through.

Chairwoman Frost inquired about the community day and its' hours.

Jessica Rowe stated that they are open from 9:00 a.m. until 4:30 p.m.

Chairwoman Frost suggested that this information be posted on social media.

Jessica Rowe stated that it had just begun this month. We have already seen quite a few as walk-ins and are very encouraged.

Chairwoman Frost asked if there were any further comments.

There were no other comments noted.

Board Member Bhakta motioned to approve \$15,000 to the Churchill Arts Center for the Oats Park Arts Center: Core programs 2023/2024; 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 CrossFit Powerstroke for the 2024 Powerstroke Partner Throwdown.

Director Moon stated that CrossFit Powerstroke strives to bring a world-class fitness experience and event to everyday people, strongly believing in the positive impacts of a healthy lifestyle. This is the second grant Sean Sweeney has applied for this event. His short-term goal is to again bring athletes to Fallon from Northern California, Southern Oregon, Utah, and Northern Nevada. While his long-term goal is to make the Powerstroke Partner Throwdown the premier community-based fitness event on the West Coast. It is predicted that over 200 competitors and 500 spectators will attend this event this year, with 500 people arriving from

outside a 60-mile radius. A total of 300 hotel/motel room nights for this three-day event is expected.

Sean Sweeney greeted the Board. Last year was our first year at the 3C Arena and it went extremely well, better than expected. We didn't know what to expect last year as it came together quite quickly to use the 3C Arena. This year, I already have people beating down the doors to find out information about this year's Throwdown. We have a lot more time this year to plan and a lot more buzz about what is going on. We were able to capture media from our competition last year and are using that to push forward this year on our social media channels. With the money that we are looking to use, allocated from tourism, we will be purchasing branded items for our athletes and volunteers that are coming from afar to take home with them. This not common for most competitions to have this type of branded apparel and items. Last year, with all our purchases, we were able to give every single team that signed up a swag bag that had a value of \$400.00. This year, I would like to expand and use some of our resources to bring in more kids. We have the master's division, which is 40+ year old division and that division did very well last year but it wasn't as big as I had hoped. One of the main hurdles to that was simply the fact that a lot of people thought it might be a little more difficult than expected. With the media coverage, we were able to show that this is really for everyday people with varying strengths and talents. You know our everyday members like Jeff Goings who owns Oasis Heating and Air, who is 62. He went from not being able to jog if something was chasing him to being able to do over 50 pull-ups in a workout. Louie Mori is 60 and competed last year with Patti Daum who is also an absolute beast. These are everyday people that have been incredibly inspired and have changed their lives for the better. The young, fit people are beating down our doors so we won't have any issues getting them into the competition. Speaking of young, fit people, I am a new proud new dad of a 2-month-old boy and a one-and-a-half-year-old girl and so dang excited about it. My little girl can already pick up kettlebells that weigh more than her and she can hang from a pull-up bar for 40 seconds-it's nuts. We are looking to start a parents and kids' class. We just want to remove that barrier of fear or apprehension and encourage them to take those first steps towards fitness. If you are doing it for your kids and with your kids, it can be a great catalyst to get moving. This gave me an idea to incorporate a parent workout session in our Partner Throwdown. They will be bringing their families and kids and this is the perfect opportunity to have more fun. This is also an opportunity to teach them some proper mechanics of fitness and get them excited about health and fitness. We will use some of the funds for some Kid's Swag and further their excitement for being there. These are just some ideas that we are trying to improve on as far as how we are going to grow from last year. This is our 5th year of doing this competition. We have had a couple of times that we have done off-site events at Grimes Point and at Rattlesnake Hill and this showcased Fallon and gave people a cool experience that they might not have anywhere else. I haven't pinned down where we are going off-site this year, just because I am a little ambitious, I would like to make it an over-the-top off-site event. I am trying to wrangle sponsors to make this work financially before I commit to a final decision. I would like to get some mountain bikes and have athletes show up and do a workout with their mountain bikes, out in the desert. That is a tall order for a two-part event, so we'll see if I can land that option. Bottom line, this event has been very successful, everyone gets excited about it and having the support from you has made this thing completely over-the-top. I am not too crazy to think that this could be one of the biggest competitions on the west coast for normal, everyday athletes. I do think that within five years, that could actually be a thing, I really do.

Chairwoman Frost inquired as to the number of competitors last year.

Sean Sweeney stated that there were 76 teams, which totals 152 athletes. I believe that it is totally reasonable to say that we will have 200+ this year.

Chairwoman Frost inquire about the video and photos taken last year. Are those online? Where can we find those?

Sean Sweeney stated that they could be found on Instagram, Facebook, and You-Tube.

Chairwoman Frost inquired about the Facebook site.

Sean Sweeney stated that they are CrossFit Powerstroke. My personal site, which I use the most, is CrossFit Cowboy. I am waiting until after this meeting to post the set dates for this competition. At that point, I will be able to push out more and more content from now until April to drive the excitement for the event and get the sign-ups going.

Chairwoman Frost recommended sharing that information with Jane.

Sean Sweeney agreed. Last year, you helped us out and it was appreciated.

Chairwoman Frost mentioned the list of expenses. Can you explain the laser engraved team signs?

Sean Sweeney stated that it is similar to a placard. Every team that signs up will have a 1/4" sheet metal sign that is laser cut with their team names that they will be able to hang in their home gyms. We will have the City of Fallon insignia on the sign as well as any other title sponsors that we might have. Each person will receive one and they will be able to take these home with them. The budget is just over \$100,000.00 of what I am hoping to be able to pull together. None of this is rock-solid and depends on how many sponsors and support I can drum up. I am still working on that as well. My goal is to put every bit of every resource towards making this event the best possible event and having everyone have the best experience possible.

Chairwoman Frost inquired as to the equipment used for the event and how it is procured.

Sean Sweeney stated that he will have to buy some new equipment. There is some equipment that I can rent and lease. I am trying to be as financially responsible as I can. I am hoping to get a sponsor from Reno to help cover the costs of the floors. Some of the equipment I will have to buy new.

Chairwoman Frost inquired as to if that equipment will be able to be used again.

Sean Sweeney agreed. Each year for the competitions, part of our budget goes towards equipment. I have that equipment in a Connex box by the gym, which stores our competition gear and equipment and that just grows each year. It is a continuation of purchases each year to have quality equipment for the athletes.

Chairwoman Frost inquired as to when the contestants would be arriving.

Sean Sweeney stated they would arrive on Friday for the athlete dinner. They will check-in, partake in a 360* photo booth, and gather their swag bags. I tried to replicate the World Stage at the CrossFit games for these athletes. I was able to participate in that for four years and I was able to use some of that experience to try and build that world-class type of experience for everybody that walked through and it is appreciated, that is for sure.

Chairwoman Frost inquired about the weekend schedule.

Sean Sweeney stated that they arrive on Friday and stay through Sunday. They have the dinner Friday night and then compete all day on Saturday and Sunday and then sleep for one week after that.

Board Member Bhakta inquired as to the events that will happen at Grimes Point.

Sean Sweeney stated that Grimes Point consists of a run. Both events so far have been specifically running events. Logistically, it would be impossible to have any other event there, as far as equipment is concerned. I would love to have the mountain bikes out there this year, but financially, it is not possible yet. It is a goal of mine, not a priority. My priority must be on the athlete and the staff swag bags. The secondary priority is then taking the events one step further. Taking care of the athletes and their experience is my priority.

Board Member Bhakta inquired as to how feedback is being collected from participants.

Sean Sweeney stated that they could put out a survey. We have decent social media channels that have over 60,000 people that follow us. Once we are able to put that out, it networks out well. We get tagged in posts, a lot of comments and views. In this day and age, that is probably the best feedback.

Director Moon added something to that. We do request surveys as I gave to you last year. I will resend that document to you. As you know, this is funded by tourism room rents and we want to make sure that they are staying here and staying in our hotels. That doesn't really come across on social media, where they stayed and those kinds of things. We don't have the staff to harvest all those comments. Maybe at registration, we could add that survey to their bag and ask them to complete it before they leave.

Board Member Bernardo inquired which events stood out last year and which events were even dreaded.

Sean Sweeney stated that the Grimes Point was the most difficult but most of them thought it was a great place.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bernardo motioned to approve \$20,000 to CrossFit Powerstroke for the 2024 Powerstroke Partner Throwdown; seconded by Board Member Bhakta. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Board and Staff Reports

Director Moon emphasized the importance of these events and invited everyone to attend when they could. The Rural Round-up is in April at Lake Tahoe.

Board Member Bernardo stated that their rooms are beginning a full renovation process.

Public Comments

Chairwoman Frost inquired if there were any further public comments.

No public comments were noted.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:28 p.m.

Attest: 
Michael O'Neill, Deputy City Clerk


Chairwoman Kelly Frost