

**Genoa Town Advisory Board  
Regular Meeting Minutes of September 4, 2007**

**MEMBERS PRESENT**

Chairperson Kitty DeSocio, Member Brian Williams, Member Dave Whitgob and Clerk Greg Pace.

Absent was Member William Donohoe.

Also present was Interim Town Manager, Lisa Granahan.

**CALL TO ORDER**

Chairperson DeSocio called the meeting to order at 7:04 P.M. at the meeting room at 2289 Main St., Genoa, NV.

**PLEDGE TO ALLEGIANCE**

The Pledge of Allegiance was led by resident Keith Corban.

**APPROVAL OF AGENDA**

**Action Item**

Member Whitgob moved to approve the agenda. Motion seconded by Member Williams. The motion was approved unanimously.

**APPROVAL OF MINUTES**

**Action Item**

Chairperson DeSocio requested that correction be made to the Minutes of the Special Meeting of July 18, 2007, reflecting the date of July 18, 2007 in the headers rather than July 10, 2007. Chairperson DeSocio moved to approve the Minutes of the Special Meeting July 18, 2007, as corrected, the Minutes of the Special Meeting of July 31, 2007, and the Minutes of the Regular Meeting of August 7, 2007. Motion seconded by Clerk Pace. Motion passed unanimously.

**PUBLIC COMMENTS**

- 1) Resident Keith Corban said he is concerned about procedures the Lekumberry/Giovochinni family are being required to take for their family project. The project was brought before the Board and approved approximately 20 months ago. Mr. Corban would like to address a specific issue he feels affects the Town and that is the parking question. He feels the Douglas County formula for required parking for businesses does not fit the Town of Genoa. He suggests there be an item on a future agenda to discuss why Genoa needs an exception to the current Douglas County formula.
- 2) Resident Ron Funk said he would like to present additional information to Keith Corban's discussion regarding the property across the street and, in particular, regarding the water trough and wagon. He passed out pictures from the 1800's depicting the water trough and building that is being remodeled. Mr. Funk presented history of the property and stated that the property was brought by the Trimmer family in 1939 to preserve water rights.

- 3) Resident Bill Brooks said it should be kept in mind the Town has interest in the waterline that ends at the Town Hall (the old Raycroft Hall). Mr. Brooks also stated that the Town has an interest in maintaining its unique character by adopting the "Virginia City approach" of using side streets for parking for the businesses. It is important to see that the County development code is changed with relation to the parking for businesses in Genoa.

Lisa Granahan suggested that any issues relating to the parking, and other concerns, may be something to be discussed in the Strategic Planning meetings.

- 4) Resident Ron Funk asked what the role of the Genoa Historic District Commission is in the process being discussed. Chairperson DeSocio said it is her understanding that the Genoa Historic District Commission is first before going to the County.

#### **ANNOUNCEMENTS AND CORRESPONDENCE:**

1. Lisa Granahan gave a verbal Interim Town Manager report:

- This month the staff has been quite occupied gearing up for Candy Dance.
- As of September 4, 2007, we have 303 arts and crafts vendors and 26 food vendors.
- This month we have made a lot of small maintenance repairs throughout the town properties.
  - a) Light ballasts under the bar counter in the Town Hall were replaced;
  - b) Broken windows panes in the Town Hall are being addressed;
  - c) The side ramp leading into the Church side entrance was repaired. One of the support board had rotted and was replaced and a loose railing was braced and cemented. It will be re-painted;
  - d) Broken glass in the emergency box outside the Firebay has been replaced.
- Cammy Murray, who previously worked for the Town under a contract, has been hired in the new Maintenance Assistant position. Congratulations to Cammy.
- The slurry seal of Sierra Shadows was completed on August 9<sup>th</sup> as part of the County's 2007 road maintenance project.
- Two of three bear-proof trash containers were installed in the park on Friday, August 31, 2007. The third one is ADA accessible and is on back-order. The regular trash containers will be removed. If we find the containers are not sufficient, maybe in next year's budget we can buy two more.
- We have been working with the Mormon Station Park Supervisor, Suzanne Sturtevant, about the Special Use Permit for the Town to use the park during Candy Dance. The Park has decided they would like bear-proof trash containers. There will be an amendment on the October agenda to allow us to buy the bear-proof trash cans for the park.
- We have been successful in making the Church calendar available on-line for use by the Genoa Community Church Group who have been helping us oversee the rentals on weekends. A few problems have been worked out. In addition,

Kris in the office emails the Corban's each week to give them upcoming rental information.

- On August 29<sup>th</sup>, the generator failed to start during regular testing. Cashman was called. There was a contact that needed to be cleaned and that has been done. It has been back in operation since last Friday and there was no charge for the service visit. Training for staff and board members is being looked into so that they would know to start the generator in a power failure.

Resident Bill Brooks asked how much the bear-proof containers cost. Lisa Granahan recalls that it was just over \$2,000 for all three. She will pull the item to find the exact cost.

2. Lisa Granahan stated that the Sierra Philharmonic League sent a thank you letter to the Town expressing their gratitude for the \$2,000 grant in support of their "Pops in the Park" project. In addition, the silent auction and other fund raisers during the concert, generate additional funds used for music education during the year. This year the funds supported a special fiddler's workshop on July 3, 2007.

### **CONSENT CALENDAR**

Clerk Pace moved to approve the Consent Calendar. Motion seconded by Member Williams. Motion passed unanimously.

3. Approve the Comptroller's Report/Budget Performance Report for July 2007.
4. Approve the request from the Douglas County Historical Society to waive the rental fee for the use of the Genoa Community Church for the annual "Curse of the Hanging Tree" fundraiser to be held on September 21 and 22, 2007.
5. Ratify the purchase of a computer and software for \$1310.72 to replace the office computer that failed on August 16, 2007.
6. Approve the agreement with Krispy Kreme Donuts to provide product and equipment in exchange for becoming the Official 2007 Candy Dance Donut provider.
7. Approve the agreement with Genoa Candy & Coffee Co. LLC to provide product and revenue in exchange for becoming the Official 2007 Candy Dance Coffee provider, and authorization to sell a "Genoa Special Roast" coffee variety.
8. Approve the agreement with Model Dairy to furnish and supply equipment and product in exchange for becoming the Official Candy Dance Dairy Product.
9. Approve the donation from Dave Semas from Buffalo Creek Ranch to provide transportation vehicles, including a tractor-pulled trailer and trolley for the 2007 Candy Dance.

## **ADMINISTRATIVE AGENDA**

### **10. Update from the Greater Genoa Business Association about GGBA projects and Activities including the weekend visitors information booth, letterboxing, and the status on the Platform in the Park.**

Bill Bowersock, representative from the GGBA, stated that the weekend information booth is open from 10 to 4 on Saturdays and Sundays, May through October. He thanked Chad Gilmore for letting the GGBA store their supplies at his office. He also thanked all of the volunteers who staff the booth. They are drawing 50 to 70 visitors a day who present a variety of inquiries. Mr. Bowersock thanked Betty Kanelos for allowing the gazebo to be placed on her property.

Mr. Bowersock explained the letterboxing and how it ties into the history of the Town.

He stated there will be another clean-up on Genoa Lane before Candy Dance and one after.

There was a great response to the Angora fire victim drop-off that the GGBA conducted. The people from Genoa really stepped up and they got a big thank you.

Mr. Bowersock said they conducted a CPR refresher course where 15 people attended.

The GGBA's wedding group has an article ready to go to press entitled "Destination Genoa" in Wedding Affair magazine. This will include a history of the Town and paragraphs regarding the different businesses in Town.

During Candy Dance the GGBA will do a 50/50 fund raiser to pay for the announcers from FM 99.1 radio station. This will allow Candy Dance to be on the air – live, throughout the weekend.

Mr. Bowersock stated there was a loss of momentum on the Platform in the Park for a variety of reasons. The present approach is to be done in late fall or early spring. The platform will not only be for concerts, but also for weddings. Therefore, since the Town benefits from the weddings, the GGBA asks the Town to consider being a partner. \$1,200 has been raised and he said the current estimate for the total project is \$5,000. The GGBA is hoping to obtain donation of materials from suppliers.

Mr. Bowersock said the GGBA is busy and he thanked the Town staff for their assistance and cooperation.

Chairperson DeSocio said she has volunteered for the information booth and found it fun and enlightening. She suggested other board members might think about volunteering.

Sean St. Peter, owner of the Genoa Coffee and Candy Co., said that he has seen the amount of involvement at the information booth and that the information the GGBA is

providing is assisting with his business and he thanks them. He feels that other business could benefit as well if they let the GGBA know what's going on.

11. Update from Sheryl Gonzales, Contract Event Coordinator, regarding the 2007 Candy Dance and other Genoa events.

Sheryl Gonzales presented the following update:

- The August concert, featuring Quake City Jug Band was very well received and it was a fun evening. Approximately 120 people attended. September 16<sup>th</sup> is the final concert. The band is 5 Alarm. This concert will start at 4 PM rather than 5 PM.
- August and September have been very busy with Candy Dance. There have been lots of phone calls, and inquiries from last minute vendors coming in. We have vendors coming in to the office and we are having applications juried with a quick turn around. We hope to get close to 320 booths.
- There are 303 craft spaces and 26 food spaces, a few have dropped out. The Town has four food booth spaces – 2 soda booths, a rootbeer float/ice cream booth, and Krispy Kreme Donut and coffee booth. This is 30 total food booths.
- We are making calls to vendors reminding them of the new load-in process. This load-in has been established because of the concern about fire safety and parking in Town blocking businesses. Sheryl said she has met with most of the private owners who have outdoor permits to coordinate their vendors so that their vendors are parking on their property and not in front of other businesses, and not blocking Candy Dance vendors during set up.
- The emphasis is to roll out the event as smoothly as possible.
- It is great seeing all the volunteers making candy.
- Food vendor packets went out. We are also sending another mailing because of the bear issue emphasizing the importance of securing their trash and food storage overnight. They will be liable for any damage as result of their lack of responsibility in complying with these requests.
- Publicity is coming along nicely. In addition to our own publicity, we have people calling wanting to do publicity. Barbara Wilson has been working very closely with these people. Sheryl suggested that the Town needs a more comprehensive video and photo file in order to respond to requests from various media outlets.
- Candy supplies continue to be ordered as candy making goes on. Candy making is on schedule.
- The posters are now out. Jennifer Hollister designed the posters. The guiding principle of the design is to promote the history and the connection of Candy Dance. Jennifer did a fabulous job in her design and there have been great reviews of the poster. We are waiting for 1,000 posters containing advertising logos provided by Capitol Beverage. 500 will be distributed by Capitol Beverage and 400 by Model Dairy and 7-Up Bottling Co. to their vendors.

- Radio announcements have begun as result of the sponsorship of 7-Up/Dr. Pepper out of Reno.
- The tabloid is on schedule and will be distributed the week of September 10<sup>th</sup>.
- Dinner/dance tickets have been distributed to various locations in Genoa, Minden and Gardnerville and sales are continuing.
- All proposals and approvals have been completed for the different sponsorships.
- We will be meeting with David Semas who is donating two vehicles, including man-power and insurance, which will save the Town approximately \$1,200 which would have been charged for two additional buses.
- Model Dairy has donated an ice truck to store ice that is distributed at Candy Dance, which has saved the Town \$600.
- We saved \$600 with the pickup and delivery of the message boards.
- Event cancellation insurance will be discussed later at this meeting.
- A time-line for set up of Candy Dance has been documented.
- The emergency incident evacuation plan has been redone. A very simple, straight-forward evacuation plan has been created by the Operations Committee to be utilized in case of an emergency such as fire. This plan will be included in the Genoa Connection Newsletter as well as provided to vendors. Resident Keith Corban stated that the only time the Town will hear the emergency siren on Candy Dance weekend, will be for an emergency that will directly affect Candy Dance. An evacuation map will be included in the vendor packets.
- Merchandise is coming in. Visors, t-shirts – embroidered and printed – belt buckles are some of the items.
- Shuttle buses have been coordinated.
- Sheryl Gonzales and Cammy Murray have met with Chris DeSocio regarding the lay-out of the vendor booths at the events.
- Dan Pendleton is going to distribute allop of the resident parking passes.
- Bill Bowersock has made arrangements for the ice and its delivery.
- There are two new activity areas this year as a result of the Event Planning Committee. One will be antique tractors set up in the Giovachinni field. The second will be booths that are more activity based such as face painting and candle making. There will be a map for participants showing these activity booths.
- There has been a meeting with Linda Birdwell, Terri Lundergreen from the County Treasurer's Office, Lisa Granahan and Sheryl Gonzales to coordinate the cash accounting systems that will be in place.
- The banners have been received and are being put up.

Resident Bill Brooks asked if the 320 vendors were Town booths and for clarification of the location of the tractor display. Sheryl Gonzales stated that the 320 vendors are Town booths.

Resident Stephen Morton asked which company has the portable toilet contract. Sheryl Gonzales answered Sani-Hut.

In response to questions regarding the tabloid, Sheryl Gonzales stated that this is the Record-Courier tabloid. Kurt Hildebrand from the Record-Courier understands that the tabloid will be approximately 24 pages, is supposed to be out the week of September 10<sup>th</sup> and will also go out in other Nevada Media Group publications.

Member Williams expressed concern of some residents that have seen the Krispy Kreme, 7-Up and Model Dairy sponsorships and are wondering if Candy Dance isn't taking on a commercial look. Sheryl Gonzales suggested that this would be a great item for discussion at the Strategic Planning sessions.

Lisa Granahan stated there was \$3,000 petty cash and that last year \$3,850 was obtained. This is the need again this year and that is what the claim will be for .

Chairperson DeSocio thanked Sheryl Gonzales and Jennifer Gonzales for the phenomenal job on the poster.

Sean St. Peters, owner of the Genoa Candy & Coffee Co., inquired about the use of the Candy Dance logo on the packages of coffee sold in his store. He discussed putting a history of Genoa on the back of the Genoa blend coffee packages. Resident Bill Brooks questioned if Mr. St. Peters was looking for the Town to endorse the coffee. Mr. St. Peters stated that they are concerned about copy-right issues by saying the coffee is the Genoa special roast coffee. The history on the back of the package would be about the Town of Genoa -- about how Genoa was the birthplace of Nevada.

There was a short recess.

Chairperson DeSocio clarified what happened in the Consent Calendar earlier in the meeting regarding the Genoa Candy & Coffee Co. as follows:

“Approve the agreement with Genoa Candy & Coffee Co. to provide product and revenue in exchange for becoming the Official 2007 Candy Dance Coffee provider and authorization to sell a Genoa special roast coffee variety.”

She further stated that it has already been approved to have a special blend that will be sold throughout the year. It will be entitled Genoa Special Roast. The Town of Genoa will receive 50 cents proceed for every bag that is sold. Chairperson DeSocio believes that a story about Genoa would be expected, that is why it has the name Genoa Special Roast.

**12. Discussion and possible action to approve the purchase of Event Cancellation Insurance for the 87<sup>th</sup> Annual Candy Dance 2007, to not exceed \$3,700.**

Lisa Granahan said that there have been comments about what would happen if something were to go wrong at Candy Dance – snow storm or fire for example. After discussion with Sheryl Gonzales, it was decided to bring this item before the Board to determine whether or not it would make sense for this expenditure to protect the event.

Sheryl Gonzales stated that there is an option to obtain 100% coverage in case of an event such as fire, major storm, earthquake and to not only cover revenues, but also expenditures.

Member Whitgob questioned if this coverage would be only for a “catastrophic” event. Sheryl Gonzales said, for example, if there was a day lost or the dinner/dance was snowed out, there would be partial coverage. This coverage is for a major event that would close down either a day or the entire event. She further stated there is not a vendor refund policy in this regard. She estimated that revenue from the vendors is around 70%.

In response to discussion regarding coverage, Sheryl Gonzales said another option would be to just cover the expenses of the event and potential revenue from the parking. This would reduce the premium amount to \$1,500.

Discussion was held regarding the revenues and what amounts would be at risk. Discussion continued about whether or not agencies the Town has contracted with would expect to be compensated if an event occurred that canceled Candy Dance.

Resident Bill Brooks asked what steps the Board would have to take in regards to insurance coverage of this type in order trigger recovery under the policy, and specifically, who would declare that a situation warranted the closing of the Candy Dance event. It is his position that the cost of \$1,500 for insurance coverage as presented would be a good investment.

Sheryl Gonzales said the insurance coverage can be obtained up to two weeks before Candy Dance. This is the last meeting, however, before Candy Dance.

Discussion continued regarding this matter, including what constitutes making a claim and the probability of actually making a claim based on the longevity of the event and that no claims have been made in the past.

Member Whitgob stated that he does not feel the Board can make an informed decision on this item as there are particulars about what constitutes the closing of the event, is it an all or nothing proposition. He asked if Sheryl Gonzales could discuss this with the underwriter and obtain more information.

Lisa Granahan said she realizes the Board needs more information and this is the last meeting prior to Candy Dance. This item was brought before the Board for direction as she was unsure if this was a direction in which the Board wanted to go, and she felt that this was something that needed to be covered. If the insurance is not obtained, as in past years, she felt it would be fine but wanted the Board to have the opportunity to review the matter.

Member Whitgob said this is worth looking into however he would like to know that this policy did not have a lot of conditions and contingencies within it, and it would need to be very clear that if anything materially disrupts the event for one or two days, there would be the ability to file a claim. The exposure is in excess of \$100,000- the at-risk amount - to insure it is approximately 1% and Mr. Whitgob says he could support this.

Resident Bill Brooks commented not to take anything until reviewed by the District Attorney.

Sheryl Gonzales said there are not many companies who provide Event Cancellation Insurance. She looked at this primarily because of the fire danger.

Clerk Pace said if we had a review by legal staff within a few days and they thought there was a good chance of filing a claim without going extraordinary hurdles, he would support purchasing the policy for \$1,500.

Lisa Granahan said she could have the Comptroller's Office, who handles risk management, look at the policy and advise her of the Town's concerns, and ask her opinion in the event of a catastrophic event, is likelihood that this policy would pay off good. Sheryl Gonzales said this policy came through the Comptroller's Office.

Clerk Pace moved to approve the purchase of Event Cancellation Insurance for out-of-pocket expenses, pending the approval of the Comptroller's Office. Member Williams seconded the motion. Motion approved unanimously.

13. Discussion and possible action to revise the Town Manager job description, and authorize recruitment for the position, including possible action to change the salary range, and discussion of the future staffing levels required for the Office Assistant II positions.

Lisa Granahan said at the July 31, 2007 special Board meeting regarding the Interlocal Agreement, the Board gave direction to finish the Interlocal Agreement this year and start the process of recruitment for a manager to work for the Town of Genoa.

The first step is to look at the Town Manager job description. Lisa Granahan and Chairperson DeSocio met and reviewed the job requirements from 2006. Lisa Granahan said they did not come up with a way to manage the Town that would be different from the traditional Town Manager job description. Lisa Granahan and Chairperson DeSocio discussed what items may be missing from the job description and made a few additions. In December 2006, the Board revised the requirements to include an accurate reflection of the time the Manager would most likely spend on Candy Dance activities if the Town should be recruiting for this position. The description does show up to 50% of the Manager's time could be spent on Candy Dance event coordination.

Lisa Granahan said an addition has been made to the job description stating "responds to citizen inquiries as they relate to operational and policy issues. Interacts with citizen volunteers during special events and other occasions."

In their meeting, Lisa Granahan and Chairperson DeSocio discussed requirements that candidates might want to bring to the job, including prior knowledge of working with boards and putting agendas together, budgeting, etc. Language was added that reads: Other desirable knowledge, skills and abilities. Knowledge of administrative principles and practices of

municipal budget development, administration and accountability, including goal setting, program development, implementation, and evaluation, principles, practices and procedures of public administration in a town setting; functions, services, and funding sources of a local government; functions authority, responsibilities, and limitations of an elected Town Board; applicable Federal and State laws, codes, ordinance, and regulations.

Lisa Granahan suggested that the Board may want to discuss the Town Manager job description, the salary range, the staffing level in the office, and the recruiting process.

Member Williams said he did not feel there was enough emphasis on the Candy Dance event. He also felt that the job description should include all job duty percentages in addition to percentage set forth for Candy Dance. Lisa Granahan said she will make this change.

Member Whitgob felt the salary range should be discussed as this will affect the “level of talent” applying for the position.

In response, Lisa Granahan said she had prepared a spread sheet which indicates a salary range of \$42,265-\$56,534. This range does not include the cost of benefits. She based benefits on a salary of \$45,000. The sub-total for a salary of \$45,000 plus benefits, but not including health insurance, is \$56,196. The cost of health insurance varies depending on whether or not the employee has their own insurance. The range of health insurance cost is \$3,600 to \$9,360 depending on coverage. This makes the total range for a \$45,000 salary, \$59,796 to \$65,556.

Lisa Granahan said the previous Town Manager’s total salary/benefit package was approximately \$59,000. Lisa Granahan said if the Board wants to continue both Office Assistant II positions along with the hiring of a Town Manager it would need to transfer funds later in the year from the improvement category to salaries and benefits, however, the Board could save approximately \$3000 annually by rolling back one of the Office Assistant II positions from 23 hours to 20 hours weekly.

Lisa Granahan said she will get the initial screening group and look at setting up an initial panel, maybe getting down to 3 to 5 people before it comes to the Board. She said a Board member could be on the initial panel; Lisa Granahan could be on it, maybe the Gardnerville Town Manager, or another person, so there would be an initial screening group. The group could make a recommendation of the top 3 to 5 to send to the Board. Lisa Granahan suggested having a walk-through of the Town before having them before the Board so they have good feel for the job, what it’s about, and the percentage of Candy Dance duties. This would probably be in November with the potential of a job offer in December.

Member Whitgob moved to authorize the recruitment for Town Manager at the existing pay range with the incorporation of Member Williams’ comments into the job description. Motion seconded by Member Williams. Motion approved unanimously.

Lisa Granahan said the only other item was the Office Assistant Position and the Board wants to go ahead and leave those positions as they are. The Board should give direction to roll the

one position back from 23 to 20 hours with the hiring of a new Manager. Chairperson DeSocio said the Board so gives Lisa Granahan direction to change the hours of the Office Assistant position.

Chairperson DeSocio asked the Board if they are comfortable with the recruitment process as described by Lisa Granahan versus what has happened in the past.

Resident Keith Corban asked if it would be appropriate to have a member of the community on the initial screening group. Chairperson DeSocio said that was discussed and Lisa Granahan indicated that this would be considered.

14. Discussion and possible action to authorize the Chairperson to send recognition letters to Ron and Lisa Bommarito, and to the owners of the Genoa Bar and LaFerme for various positive contributions made to the Town and the community.

Chairperson DeSocio said she feels that this is something the Board should do and she asked the residents to please let the Board know if they see something where letters should be sent. She said she hopes the Board going forward will continue to do this.

Lisa Granahan said the Board expressed to her they would like to take the opportunity to acknowledge and thank businesses and individuals who have made positive contributions to the Town.

Clerk Pace said there have been discussions in the past regarding the storage shed the Genoa Bar built, how it is a positive thing and looks like it has been there forever. Behind the bar, Ron Bommarito has built a very nice fence. These are the types of actions the Board would like to promote. Gilles La Gourgue (owner of LaFerme) has been an anchor for bringing people into the Town and he should be given some recognition. His restaurant adds a lot to this Town.

Lisa Granahan, with Clerk Pace's thoughts, has drafted thank you/acknowledgment letters which are prepared for the Board's signatures. The action before the Board is to acknowledge those contributions by sending these letters.

Member Whitgob moved that the thank you letters be sent. Motion seconded by Member Williams. Motion approved unanimously

#### **ADJOURNMENT**

Motion to adjourn the meeting by Clerk Pace and seconded by Member Whitgob. The motion approved unanimously. The meeting was adjourned at 9:29 P.M.