

**Genoa Town Advisory Board
Regular Meeting Minutes of October 2, 2007**

MEMBERS PRESENT

Chairperson Kitty DeSocio, Member Brian Williams, Member Bill Donohoe and Clerk Greg Pace.

Absent was Member Dave Whitgob.

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 Sheryl Gonzales.

APPROVAL OF AGENDA

Action Item

For clarification, Chairperson DeSocio explained that if there was any item on the Consent Calendar that anyone would like to discuss, this would be the time to have the item pulled so that the agenda can be approved as it would stand.

Clerk Pace requested the Comptroller's Report be pulled for discussion.

Member Williams moved to approve the agenda as modified. Motion seconded by Clerk Pace. The motion was approved unanimously.

APPROVAL OF MINUTES

Action Item

Chairperson DeSocio made a motion to approve the minutes of the Special Meeting of August 21, 2007. Motion seconded by Clerk Pace. Member Donohoe abstained. Motion approved.

PUBLIC COMMENTS

1) Resident Martha Williams, Peddler's Fair and Antiques Plus, who is at the south end of Genoa, within the city limits, said she is not making a donation to the Town of Genoa this year, although she did last year. She stated an acknowledgment of the donation was never received. This year the contract that was agreed upon was breached. Ms. Williams said she did not have parking on Sunday. Her husband went to the roadblock and stood there for three hours to get cars into their place. She said that was wrong and was restraint of trade, when people asked specifically to come to Antiques Plus, they were denied into the Peddler's Fair. She stated she sent several people back down to get their \$5 out of the other parking lot. The whole thing over this weekend was wrong. Ms. Williams said she does not like money tried to be extorted from her, which that agreement was, there was no way that her permit was held up until July, she has always had her permit early, until she agreed to go along with this donation process. When you have to agree to a donation, which should be freely given, it is no longer a donation it's extortion. Martha Williams went on to say that for the last time she does not want to be told that I am taking money from the Town. She

wants to know who the Town is, if she is not part of the Town, then who is she. She said that people have said she is not part of the Town, not only this year but in the past. They didn't say she wasn't part of the Town, they said she was taking money from the Town.

Clerk Pace asked if these comments were made because Ms. Williams was not participating and sharing income from the booths under the Town's permit. Ms. Williams said she always had in the past and there was a very good reason why she quit doing that.

Member Williams stated that Martha Williams called him on Sunday. They discussed her concerns and the possibility of having a meeting with two board members.

Chairperson DeSocio said Ms. Williams' opinion will be taken into consideration and the Board will get back to her.

2) Resident Sue Knight said that Friday, October 5, 2007 will be Margaret Elmer's last day at the Post Office and there will be a surprise luncheon for her at the Post Office at noon.

ANNOUNCEMENTS AND CORRESPONDENCE:

1. Lisa Granahan gave her Interim Town Manager report:
 - Candy Dance was top priority of the office staff and the Event Coordinator. Our maintenance person and Lisa Granahan spent a lot of time on Candy Dance as well. We implemented a number of changes this year, including vendor load-in and load-out. Sheryl Gonzales will be giving an update on event details and some initial revenues under item #6.
 - We continued to make small maintenance repairs this month:
 - a. The water heater was fixed in the Church;
 - b. On September 25, 2007, the commercial refrigerator in the kitchen was icing up and it was repaired.
 - c. The candy making stove was not working and has been fixed.
 - A major repair was done at the Church. On September 14, 2007, a "T" valve in the fire sprinkler system in the attic above the ladies dressing room sink was leaking quite heavily. State Fire Protection Company got it operational that day. When they returned to finish the repair the following week, the sprinkler backflow valve needed to be replaced. That repair was finished on September 25, 2007.
 - We are still awaiting the third bear-proof trash container for the Genoa Park.
 - Guideposts and white reflector plates have been ordered and received to mark the drainage ditch along Nixon Street. Cammy will soon be installing them.
 - We had generator training for two board members. We will schedule training for the others.
 - The Town's website has been updated at www.GenoaNevada.org. It was up and operational prior to Candy Dance. Many thanks to Jennifer Hollister for the

countless hours she put in above and beyond her agreement. Jennifer is currently maintaining the website until a new manager can be hired.

- We have a Strategic Planning meeting set on October 9, 2007, 6:30 PM to 9:30 PM.
- Recruitment for the Town Manager position is open and posted. The position will close on October 15th.

CONSENT CALENDAR

Member Donohoe moved to approve the Consent Calendar as amended. Motion seconded by Chairperson DeSocio. Motion passed unanimously.

3. Discussion and possible action to approve an amendment to the Nevada Division of State Parks Special Use Permit for use of Mormon Station during the 2007 Candy Dance, to allow an in lieu payment of up to \$3,000 to purchase bear resistant trash containers for the Mormon Station Park.
4. Discussion and possible action to request the County increase the amount of petty cash for the Genoa Town Special Events account from \$3,850 to \$4,000 for Candy Dance.
5. Discussion and possible action to approve an agreement with the Comstock Cowboys for \$3,000 plus 15 meals to perform at the Christmas in the Sierra Concerts on December 15, 2007.

ADMINISTRATIVE AGENDA

2. Approve the Comptroller's Report/Budget Performance Report for August 2007.

Clerk Pace asked why the cash and investments on the Fund 624 Balance Sheet were so different from the previous year. Lisa Granahan said she would check into this and get back to the Board.

Clerk Pace moved to approve the Comptroller's Report/Budget Performance Report pending the answer to his question. Motion seconded by Member Williams. Motion approved unanimously.

6. Verbal update from Sheryl Gonzales, Contract Event Coordinator, regarding the 2007 Candy Dance and other Genoa events.

Sheryl Gonzales gave the following report:

- We had our last concert in Genoa Town Park. The band was 5-Alarm and the concert was very well attended.
- We are getting ready for Halloween. Jenn King is chairperson of the Halloween event and has had her first meeting. Volunteers for this event are welcome.
- We are still cleaning up from Candy Dance, putting equipment away, etc.

- Any update at this time is really preliminary. There are some initial figures on revenues, but expenditures have not been finalized. It appears that we did the same as last year, maybe better in some areas and not so good in others.
- We were down considerably in the number of vendor booths that were approved and number that applied to the show. We had more food booths than last year.
- All areas went very well in terms of operations. There were the usual problems with vendors and set-up. Set-up did go smoother this year. There were some challenges with set-up and load-out but once the vendors were educated on the process it went well. Many of them did very well on sales.
- This year there were new program areas including the Carson Valley Antique Tractor display, the Wyatt Earp shootout, and some activity booths. These programs were all very well received and should be built upon to attract attendance at the event.
- The dinner-dance did very well. They made money and sold out. There were approximately 470 people attending. The set-up and breakdown for that area went great. The bar did better than last year.
- The parking lots did better this year than last, except for the Foothill parking lot.
- The shuttle bus from Carson Valley Inn and Douglas High School brought in about \$1300. We will recommend another bus for Saturdays.
- Overnight parking was down.
- Candy sales went real well. Totals were down a little bit but there are still some discrepancies to be worked out.

Sheryl Gonzales distributed initial revenue figures. Total expenditures are not in. They should be as they were last year or maybe lower.

In response to a question, she said most of the candy was sold. Some varieties were sold out. 4000 pounds of candy were made this year, last year 4500 pounds. The expenditures for candy seem to be less this year.

Sheryl Gonzales reviewed the figures for 2006 and 2007.

- Revenues are approximately \$23,000 less this year. This can be directly correlated to vendor applications and number of vendors.
- There were 310 spaces sold and 290 vendors. In 2006 there were 340 vendors.
- Activity booths generated \$365.
- Dinner-dance brought in approximately \$9,774. There is no net loss on this event. Initial review indicates net income of \$1,300 - \$1,500.
- Dinner-dance bar brought in approximately \$2,200 and the raffle approximately \$495.
- Parking revenues were approximately \$34,226 for 2007 as compared to \$31,959 for 2006. Dave Semas saved the Town a substantial amount of money by donating two vehicles to be used instead of buses.
- Overnight parking was \$595 as compared to \$1,385 for 2006.

- There are different figures for candy revenue, so this may change. At this time, there is approximately \$48,000 in revenue, down about \$5,500 from last year.
- Merchandise made more money than last year.
- The information booth figures are down. We are in the process of determining why the figures are so different from last year.
- The 7-Up sponsorship brought in \$1,000.
- The ice truck brought in less than last year but we expect expenditures to be down also.
- The soda revenue was down approximately \$375 which may be due to having so many food vendors.
- Coffee and donut sales were \$727 -- short of the projected amount of \$1,300.
- Root Beer floats brought in about \$860.
- The initial revenue total for this year is \$257,186. Last year was \$280,870.

Resident Sue Knight asked Sheryl Gonzales where the coffee and donut booth was located. She said the booth was in front of the Church and near a booth selling baked goods and coffee. There were a lot of booths selling coffee, and some items, like water, were being passed out for free. The root beer float booth was on Main Street near Nixon. One of the Town's soda booths was on Main Street, just south of the Giovachinni lot, and another in the Mormon Station stockade.

Lisa Granahan asked Ms. Gonzales to explain the vendor load-in and load-out process as they went so well.

Sheryl Gonzales said the Operations Committee had focused on how many cars are in town during the set-up of vendors and also anticipated a lot of vendors in town under the private permits. Those permits indicated the possibility of 200 more vehicles in town. With that number, the size of town, and the size of the vehicles, there could be a problem.

Also, on Friday, the Town has provided bus service to transport vendors from the Genoa parking lot, so that when vendors unloaded they could park their cars and ride the shuttle back to do their set-up. However, this service was not being utilized. A controlled release of vendors was created. Sheryl Gonzales said she worked with the private permit holders to do their load-in different than ours. They were all extremely cooperative. On Friday, when our vendors were loading-in, most of the private permit vendors were done.

Candy Dance vendors checked in at the Genoa parking lot and were given a Town access pass along with a specific time to load-in. Staff monitored vendors as they came into town to verify they had a pass. The staff also helped the vendors and made sure vendors only unloaded and were not setting up leaving their vehicle parked in the area.

Sheryl Gonzales said they were not going to do any different for vendor load-out. However, when all of the vendors started lining up in their vehicles in the Genoa parking lot, Dan Pendleton asked that the load-out be reconsidered. There was a quick meeting with the posse, the Sheriff's deputies, and relevant staff. We controlled the vendors coming back into town by

only allowing them in as space became available. Staff members were placed in all pertinent areas to help direct vendors. As a result, people were out in approximately 2 or 3 hours as opposed to 11 PM. She recommends that the Town continue these load-in and load-out procedures with some refinement.

Lisa Granahan heard positive comments from vendors about the load-in. During the load-out she only heard one complaint -- most of the vendors understood. In fact, there were vendors who had some very constructive ideas on how to improve the procedures.

Resident Sue Knight said some vendors told her that they did not like checking-in at the Genoa parking lot as opposed to the center of town. Sheryl Gonzales said that the problem with checking-in in the center of town is the number of vehicles that are in town. A few vendors were given their vendor packets the day before if requested. Calls were made to approximately 60% of the vendors to go over the load-in. We worked with vendors who needed to change load-in times or who had other special requests.

Chairperson DeSocio suggested that next year vendors should be asked to enter town on Genoa Lane so they go right to the parking lot without having to drive through town. Sheryl said there was a vendor map and instructions provided in their packets.

Marvin Manning, member of the Volunteer Fire Department, commented about the congestion caused in town by the number of vendors and areas that are blocked as related to potential disastrous situations. He felt that ingress and egress were not good situations.

Sheryl Gonzales recommended that benchmarking be done of communities that do huge events and to determine their threshold as it relates to the safety of the community. We may be at a threshold in this community.

Discussion continued regarding the safety issues surrounding the number of people in town during this event and the ingress and egress procedures.

Member Donohoe said that this discussion should be continued and held during preparation for next year's Candy Dance.

Resident Sue Knight asked how many private permit vendors attended Candy Dance. Sheryl Gonzales said that number is not available yet. Ms. Knight felt that everyone should get together to plan the load-in and load-out of all vendors. Sheryl Gonzales stated as before that she had contacted the private permit property owners and everyone was extremely cooperative regarding the time of their vendors setting up so as to not be at the same time as Candy Dance vendors.

Chairperson DeSocio responded to Sue Knight's question that there is a rough number of 543 vendors. There are some that are missing. This is an estimate.

Member Williams asked when a final accounting would be available. Sheryl Gonzales hopes that it will be in about two weeks, however it depends on receipt of final bills and receipts from everyone.

Clerk Pace asked when an appraisal of the different committees would be done. Sheryl Gonzales said that it would probably be about 2 ½ weeks. Clerk Pace asked if there was an exit evaluation done by vendors. This is in their packet and it is mailed into a crafter magazine who mail us the results. This magazine rates Candy Dance as one of the top 10 craft shows in the United States.

Lisa Granahan commended Sheryl Gonzales for the job that she did. Lisa Granahan said she was amazed at how well Sheryl Gonzales handled situations that were coming at her from all directions. There were rough times and she did well through all of it.

7. Discussion and possible action to approve a request Alta Alpina to allow the 2007 Genoa Cyclocross event within the Town of Genoa on Saturday, November 10, 2007, and to waive the fee for use of the Town Park.

Lisa Granahan introduced Mel Maalouf, representing the Alta Alpina Cycle Club. They have done the Genoa Cyclocross the last two years. Mr. Maalouf will discuss the route of the cycle course. Lisa Granahan checked with various agencies, Sheriff, Nevada Department of Transportation, etc., and they mutually agreed that it would be fine to have this event in Genoa. She requested that there be a notice to residents along the route.

Mel Maalouf said that cyclocross is a sport where you get off and you ride your bike and you get off and run with your bike. The route is about a one mile circuit and people go around for different amounts of time. In the past, they have had two different races comprised of approximately 20 people in each race. Mr. Maalouf presented a map showing the route. Regarding concerns about the park, Mr. Maalouf said they replace and repair any disturbance to the park. For the most part, the riders get off their bikes and run through the park. The riders really like the setting in Genoa. Mr. Maalouf requested that the park fee be waived as in the past.

Member Williams asked how many participants they would expect. Mr. Maalouf said that at any time there would be about 20 riders riding around the course.

Member Donohoe asked how much of the park they would use, would the public still be able to use the park and how long would they be using the park. Mr. Maalouf said there are not that many people riding at one time and they are spread out. He said they would usually need about 4 to 5 hours between set-up and tear-down and it does not prevent people from using the park.

Lisa Granahan said the fee for the park would be \$154.00 for six hours. This would be an opportunity to bring people into town.

Clerk Pace moved to waive the \$154 fee, in a non-precedent setting action, and to approve the third-running of this event. Member Williams seconded the motion. Motion passed unanimously.

8. Discussion and possible action to approve Resolution #2007R-02 allocating \$500 in grant funding to the Douglas County Historical Society for operational costs for the Genoa Courthouse Museum.

Lisa Granahan said that when preparing the budget last March, there was \$2500 included in the grant category with the earmark that usually \$2,000 goes to the Sierra Philharmonic and \$500 to the Douglas County Historical Society. The \$2,000 has already been granted. She talked with someone from the museum the subject of the grant was brought up. During research, she discovered that the Town does not annually grant to the Douglas County Historical Society. The last time was in 2004 and it was a \$1,000 grant. There is \$500 remaining in the grant fund and the Douglas County Historical Society has made a request that they be granted the funds for their continued operation of the museum in Genoa.

Ron Funk, who is appearing on behalf of Grace Bower, the current President of the Douglas County Historical Society said the \$500 is used for operational expenses. In 2004, the request was for \$1,500 for operational expenses, which includes the electric bill, the phone bill, the security bill. It cannot be used to pay for maintenance people or anyone associated with the museum. They are a volunteer organization and appreciate the grant. Town Board minutes are stored at the museum.

Member Donohoe asked if this would be the second time or were there more grants. Mr. Funk said he believed that the previous grant in 2004 was for \$1,500. Lisa Granahan said she had checked records and found that the grant in 2004 was \$1,000. Last year there was an expenditure of \$500 that went to the Carson Valley Visitor's Authority.

Member Williams moved to grant \$500 to the Douglas County Historical Society. Motion seconded by Clerk Pace. Motion passed unanimously.

9. Discussion and possible action to approve Resolution No. 2007R-089 augmenting the Town of Genoa 2007-2008 Fiscal Year Budget.

Lisa Granahan said more was spent in the roads budget this year, we did not complete several of the road projects from last fiscal year. Those dollars have been re-encumbered so those dollars will be spent this year. This resolution will augment the budget moving those dollars into this year.

Clerk Pace made a motion to approve Resolution No. 2007R-089. Motion seconded by Member Donohoe. Motion passed unanimously.

10. Discussion regarding the Town's rental policies and procedures for dealing with unlawful activities, including, but not limited to, disturbing the peace.

Lisa Granahan said last month residents had advised several board members that a private party in the Town Hall was too loud. The question was raised what do residents do? She spoke with the Sheriffs Office and reviewed the Town's policies and procedures. In the policies and procedures it states, "any unlawful activity, including but not limited to serving or providing alcoholic beverages to minors, will result in the immediate termination of a rental, without refund of deposit. Town residents are instructed to call law enforcement officers to respond to any unlawful or disruptive activity."

Lisa Granahan has prepared a notice to renters that will be included with their facility packages, letting them know that anything they do that is unlawful, including disturbing the peace, will result in losing their deposit. It also says that Town residents are instructed to call the Sheriffs Office – not 911, but a local number. The Sheriff will respond. They will give a warning before shutting them down. The notice states if they are shut down, the deposit is forfeited.

Lisa Granahan said the information can be put on the website.

Member Donohoe asked if this could be included in the agreement. Lisa Granahan said this could be added as a paragraph to the agreement rather than as a separate notice.

ADJOURNMENT

Member Donohoe moved to adjourn the meeting. Motion seconded by Member Williams. Motion passed unanimously. Meeting adjourned at 8:23 P.M.

Respectfully submitted
Kris Wilkison