

**Genoa Town Advisory Board
Regular Meeting Minutes of September 2, 2008**

MEMBERS PRESENT

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

Also present was Town Manager, Sheryl Gonzales.

CALL TO ORDER

Chairperson DeSocio called the meeting to order at 7:00 P.M. at the meeting room at 2289 Main St., Genoa, NV.

PLEDGE TO ALLEGIANCE

The Pledge of Allegiance was led by Clerk Greg Pace.

APPROVAL OF AGENDA

Action Item

Member Williams moved to approve the agenda. Motion seconded by Member Whitgob and passed unanimously.

APPROVAL OF MINUTES

Action Item

Clerk Pace moved to approve the Minutes of the regular meeting of August 5, 2008. Motion seconded by Clerk Pace. Motion passed unanimously.

PUBLIC COMMENTS

1. Resident Sue Knight thanked Town Board members for working in the information booth last week.

ANNOUNCEMENTS AND CORRESPONDENCE:

1. Sheryl Gonzales gave her Town Manager report:

- Candy Dance

To date, we have 279 art vendor booths sold, 26 paid food vendors, 8 paid activity booths and 6 outstanding contracts.

- Dinner-dance tickets are on sale and 40 have been sold.
- Publicity continues. VIA and Sunset magazines have articles regarding Candy Dance. The Tabloid is expected to be mailed the week of September 19th. 100 posters without logos have been distributed. Posters with logos are printed and will be distributed by the end of next week.
- Final operational plans are being coordinated with emphasis on vendor load-in and load-out. Volunteers are needed to assist in vendor load-in and load-out.
- Resident passes will be in this week – 4 per household. Dan Pendleton will be delivering to each household or they will be available at the Town Office for pick-up.

Marian Vassar gave a candy up-date:

- 79 batches of fudge have been made;

- Peanut brittle was finished this week;
 - They will begin making rocky-road next week;
 - There have been a lot of volunteers coming in;
 - Boxes, which require assembly, are needed;
 - Carole Hart has been a great help.
- The Town's quarterly newsletter was completed and will be distributed this week.
 - Sue Knight said the final concert in the park will be September 14th, featuring Quake City Band. The concert will begin at 4 PM.
 - Plans for fall events have begun. We need a Chairperson for the Christmas Faire and tree lighting/caroling.
 - Mark Gonzales, Town Engineer, will give an update on the road maintenance issues as part of the agenda.
 - The town staff now has access to the County's AS400 program, which provides opportunity to review the Town's budget figures on a daily basis. Melanie Miller, a retired controller, is working with staff to develop accounting systems that track revenues and expenses in order that we may better reconcile with the comptroller's report on a daily, monthly, and annual basis. Melanie is a volunteer.

CONSENT CALENDAR

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

2. Approve the Comptroller's Report/Budget Performance Report for June 2008.
3. Approve the Comptroller's Report/Budget Performance Report for July 2008.
4. Approve the agreement with David John and the Comstock Cowboys for \$3,000, plus 15 meals, to perform at the Christmas in the Sierra Concerts on December 13, 2008.
5. Approve payment, or purchase in lieu of payment, of an amount up to \$4,500 to Nevada Division of State Parks for a Special Use Permit for use of Mormon Station State Park during the 2008 Candy Dance. This amount will include fees and costs associated with aerating the park after Candy Dance as well as the purchase of two cases of Rainbird sprinkler sales at the 2008 Candy Dance.
6. Approve an agreement between the Town of Genoa and the Genoa Country Store owners, Kathleen Contento and Doug Lubushkin, who have agreed to lease property at the Genoa Country Store for vendor booths and provide space for candy and merchandise sales at the 2008 Candy Dance.
7. Approve a proposal from the Greater Genoa Business Association to coordinate a live radio remote during Candy Dance weekend with Evans Broadcasting, including the 50/50 raffle to pay the \$400 Evans Broadcasting fee.

8. Approve a proposal from The Entertainer to provide rental equipment for the 2008 Dinner Dance at Candy.
9. Approve the 2008-09 Town of Genoa Annual Work Plan.

ADMINISTRATIVE AGENDA

10. Update from Chad and Gina Coons, Genoa Community Garage Sale Co-Chairs, regarding the 2008 Garage Sale Event.

Sheryl Gonzales gave a report on behalf of Chad and Gina Coons. The Coons felt the garage sale was very successful. There were 5 more participants than last year and the Coons have agreed to handle this event next year.

11. Discussion regarding the Sierra Philharmonic Pops in the Park annual July 4th event.

Bob Verzello, representing the Sierra Philharmonic Pops in the Park, gave the Town a “heads up” regarding possible changes to the Pops in the Park event. Mr. Verzello said approximately 1,500 people attend and this is a very important event for Genoa.

The Sierra Philharmonic has decided to “re-think” this event due to increased costs and volunteer hours required, as well as other issues within their organization. They are looking for information and ways to raise money for this event. At this time, they can continue for one year maybe but not longer.

Mr. Verzello said the Sierra Philharmonic is looking for other partners, such as the Town, to participate in this event. Planning for Pops in the Park is done in January. Mr. Verzello said they are potentially looking at 2010 participation.

Member Whitgob stated this is a well-documented event with a 25 year history.

No action taken. Chairperson DeSocio indicated this project would be a good item for discussion at the proposed November budget workshop.

12. Discussion and possible action regarding the 2008 Road Maintenance project.

Mark Gonzales, Town Engineer, reported on the issues of the materials used in this year’s road project and the resulting dust. A copy of his report is included in this agenda packet.

Mr. Gonzales said that snowplowing activity last winter took away some road material that had been built up over the years. There was a need to replenish materials on the roads.

In May, when work was to begin, the contractor was unable to get a recycled blend mix which would have more asphalt blend. Curtis & Son’s had a recycled base, which met the

recycled specification of the "Orange Book". Those materials created a dust situation on the roads as well as containing metals in the material. At the time, it was not realized that these materials came from a different source than what he had experienced previously. Mr. Gonzales said he has had success on other jobs with materials from Curtis & Son's.

Curtis & Son's were able to remove some metal with a magnet. However, the cement powder is still there. It needs to be blended and capped-off. If this had been an asphalt blend, we would not be in this situation. More grindings can be blended with the cement or the roads need to be capped with a grinding mix to keep the cement down. Water is only good for a day or two.

Member Whitgob asked if the contractor is going to step up and help with the solution. Mr. Gonzales said the contractor is BR Construction (same as Impact Construction). The contractor did do some mitigation work.

Member Whitgob said the situation is unacceptable, it needs to be resolved immediately and we should not be financially responsible to fix it.

There was discussion regarding the specifications of the material. Chairperson DeSocio said the "specs" need to be correct going forward.

Mark Gonzales said \$13,000 would be a "ballpark" estimate to overlay the affected roads.

Member Donohoe moved that we proceed with getting the road fixed with a budget ceiling of \$20,000, for removal of the affected areas and replacement with an asphalt grinding, and that we turn the matter over to the insurance company, as soon as possible. Motion seconded by Member Whitgob. Motion passed unanimously.

The meeting was recessed for a short break at 8: 10 PM.

Chairperson DeSocio called the meeting to order at 8:17 PM.

13. Discussion and possible action regarding Martha Williams, Phil Stoll, and Gilles LaGourge to work with the Town to coordinate events under one Douglas County Outdoor Festival and Entertainment Event permit the same weekend of Candy Dance beginning with 2009.

Sheryl Gonzales said all three meetings have been held with Martha Williams, Phil Stoll and Gilles LaGourge regarding an agreement.

Clerk Pace reviewed the third, and last, meeting which was attended by Clerk Pace, Member Williams, Martha Williams and Phil Stoll (Martha and Phil representing Gilles LaGourge). This meeting was mainly to discuss cost-sharing. The Town Manager had

prepared a cost sheet indicating the overhead to be \$118 per booth. Martha Williams, Phil Stoll, and Gilles LaGourge originally proposed to contribute \$18 per booth.

Clerk Pace said the items discussed were the value of the goodwill of the Candy Dance name, and the value of volunteer time. A \$90 per booth fee was presented to Martha and Phil.

Clerk Pace said there was an offer of \$26.72 fee per booth for 2009 from Martha and Phil, with a one year contract, rather than 10 years, with an agreement to meet at the end of the contract.

Member Whitgob said the Town did a good job in presenting a case for greater participation from Martha, Phil and Gilles. It was apparent in the meetings, that the motivation of Martha, Phil and Gilles for holding events during Candy Dance, was spurred by past events.

Member Whitgob said the Board is charged with the responsibility of looking out for the best interests of the Town, including being financially independent. Candy Dance is synonymous with Genoa.

Sheryl Gonzales said the \$26.72 fee per booth includes the other County costs that are being shared by the Town and Martha, Phil and Gilles. It is also based on the assumption that 500 booths would be in town. It is important to note that Martha, Phil and Gilles may not always have 200 booths amongst the three of them to come up to that 500 booth figure.

Chairperson DeSocio said this is not just about Candy Dance, but also about financial stability and keeping the Town independent.

Member Whitgob made a motion to accept the offer of \$26.72, as negotiated, for one year, with the hope and understanding that we will re-visit this issue and re-negotiate moving forward. Clerk Pace seconded the motion. Motion passed unanimously.

14. Discussion and possible action regarding entertainment sponsorship for the 88th Annual Candy Dance entertainment area by Michael Hohl Carson Valley Chevrolet.

Sheryl Gonzales said we have been approached by Michael Hohl Carson Valley Chevrolet to help underwrite our entertainment this year. They have proposed a 3-year contract for a total of \$6,000, in exchange for putting their logo on our poster like we do with Budweiser, 7-Up and Model Dairy. In exchange, they would like to showcase 7 vehicles in town at a location to be determined. The amount would be divided \$1,500 for 2008, \$2,000 for 2009 and \$2,500 for 2010.

The sponsorship was negotiated between Genoa resident and Candy Dance volunteer, Les Kynett and Michael Hohl. Mr. Kynett identified an amount that would be needed for the entertainment area, and this is the amount he felt would be needed to support the entertainment. The funds would be used to pay for sound equipment rental to be used at the

platform in the park, some of the entertainment, and possibly to provide a cash prize. Without this equipment we probably would not have the entertainment area at the park.

Chairperson DeSocio said she is uncomfortable discussing this issue with Candy Dance only 3-4 weeks away. She is not aware of the entertainment program. She does not feel cars up and down the street go with Candy Dance.

There was discussion regarding entertainment at Candy Dance in the past. There was also discussion regarding the other sponsorships and what the Town receives.

Ms. Gonzales said the entertainment proposed for this year started last year with Wyatt Earp. When discussing with the Candy Dance volunteers, it was decided to expand the activity area and the entertainment. The entertainment would be at the platform in the park, probably from 11AM to 3PM. Most of the acts would be volunteer. The goal is to attract more participation and bring a greater audience to the event.

Member Whitgob said he likes the idea of entertainment but it is difficult to make an informed decision because we do not know what the entertainment is going to be.

There was discussion regarding the sponsorship and how it came about. Ms. Gonzales said these negotiations were started the same as last year when Mr. Kynett obtained the Model Dairy and 7-Up/Dr. Pepper sponsorships. The negotiations started out of a need identified in the volunteer meetings. It was decided in those meetings to expand the entertainment and activity areas. Ms. Gonzales suggested the Town Board could direct other arrangements that could be negotiated with Michael Hohl.

There was discussion about whether there is sufficient information and time to make a decision in this matter. The Board also discussed the number of cars to be displayed pursuant to the proposal. Member Williams said he could go along with two cars, but not seven.

Member Donohoe moved to not accept this sponsorship as presented. Motion seconded by Chairperson DeSocio. Motion passed 3 – 0. Members Williams and Whitgob abstaining.

15. Discussion and possible action regarding the sale of Candy Dance Wine for the 88th Annual Candy Dance.

Sheryl Gonzales presented a proposal for a commemorative wine label working with Tahoe Ridge Winery and Southern Wine & Spirits. This wine would be sold at the merchandise booth as well as the dinner/dance. The bottles would be purchased for \$7.50 each, to be sold for \$15 this year. Each year the label would be changed to represent the poster for that year. This would be limited to 20 cases.

Kathy Harbardier from Tahoe Ridge described the wines and the distribution system.

Member Donohoe made a motion to accept the proposal for the purchase of commemorative wine from Tahoe Ridge Winery and Southern Wine & Spirits. Motion seconded by Member Whitgob. Motion passed unanimously.

16. Discussion and possible action regarding Town Board Members community event attendance schedule.

Sheryl Gonzales said there has been discussion about having Town Board Members attend events that are sponsored by the Town or other agencies holding events that promote the Town of Genoa in the Town. It was discussed that the Board Members could attend events based on the facility schedule where the Board Members are opening and closing facilities.

Ms. Gonzales presented a copy of the facility schedule. The Board Member responsible for each weekend would attend any events that weekend.

There was discussion of what would be expected of Board Members while attending events.

Resident Marian Vassar said the Chairs of the events feel good when Board Members attend their events.

Member Williams moved to approve the schedule for Town Board Members to attend community events. Motion seconded by Chairperson DeSocio. Motion passed 4-0. Member Donohoe abstaining.

17. Discussion and possible action regarding a Town Board Member workshop to be held in November regarding the budget and opportunities to create activities that generate revenues for the Town.

Sheryl Gonzales said, based on discussions with Chairperson DeSocio, they felt it would be a good opportunity to have a workshop to discuss the performance of the Town's budget, the trends of the budget, and where we want to go in the future. It is recommended to have a workshop to discuss the budget and opportunities to create revenue streams. This workshop could be preceded by a presentation from the County Comptroller with an overview of the budget at the November GTAB meeting.

Chairperson DeSocio said we need to become more diversified in our revenue base. The initial workshop would be an educational process. We would like to walk away from the workshop knowing where our revenue is coming from and what we can do change it, if it needs to be changed.

Member Williams suggested that new Board Members be invited to this workshop.

Discussion held regarding possible dates.

Member Williams made a motion to set the workshop on November 18, 2008 at 5:30 PM. Motion seconded by Member Whitgob. Motion passed unanimously.

18. Discussion and possible action to adjourn the Genoa Town Advisory Board October meeting from October 7 to October 14, 2008.

Sheryl Gonzales recommended changing the date of the GTAB October meeting to October 14, 2008 to give staff time for follow-up from Candy Dance and prepare the agenda packet for that next meeting.

Member Donohoe moved to postpone the Genoa Town Advisory Board meeting to October 14, 2008. Motion seconded by Member Williams. Motion passed unanimously.

ADJOURNMENT

Member Donohoe moved to adjourn the meeting at 9:40 PM. Motion seconded by Member Williams. Motion passed unanimously.

Respectfully submitted,
Kris Wilkison