

**Genoa Town Advisory Board
Regular Meeting Minutes of November 5, 2008**

MEMBERS PRESENT

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

Also present was Town Manager, Sheryl Gonzales.

CALL TO ORDER

Chairperson DeSocio called the meeting to order at 7:05 P.M. at the meeting room at 2289 Main St., Genoa, NV.

PLEDGE TO ALLEGIANCE

The Pledge of Allegiance was led by Clerk Pace.

APPROVAL OF AGENDA

Action Item

Member Donohoe requested that Item 4 on the Consent Calendar be pulled and placed on the Administrative Agenda. Chairperson DeSocio requested that Item 3 on the Consent Calendar be pulled and placed on the Administrative Agenda.

Clerk Pace moved to approve the agenda as amended. Motion seconded by Member Whitgob and passed unanimously.

APPROVAL OF MINUTES

Action Item

Member Williams moved to approve the Minutes of the regular meeting of October 14, 2008. Motion seconded by Member Whitgob. Motion passed unanimously.

PUBLIC COMMENTS

Resident Sue Knight said tickets for Christmas in the Sierra, December 13th, are now on sale. Seats will be assigned this year and sold "first come-first served".

ANNOUNCEMENTS AND CORRESPONDENCE:

1. Sheryl Gonzales gave her Town Manager report:
 - In addition to the correspondence in the packet, there is a letter/evaluation from Jenn King regarding the Halloween event and correspondence relating to the Genoa Town Advisory Board, along with another thank-you letter from Candy Dance.
 - Jenn King and her committee did a great job on the Halloween party and hayride. The projected 300 in attendance. The hayrides went well and the games were a big hit. The decorations were fantastic. Over \$200 was collected in tips for the bar. A final accounting will be completed by the December meeting
 - There will be a Candy Dance Volunteer dinner presented by the Town. It will be Sunday, November 16th at 6:30 PM. The Town staff and hopefully Board members cooking and serving for this event. There will be entertainment.

- Christmas in Genoa plans are underway for the Christmas Faire, tree lighting, caroling, and Breakfast with Santa on December 5th, 6th and 7th. Sue Knight will be organizing the caroling event. This entire event has been developed further than in previous years. Activities have been added that will be held throughout the weekend, such as the Breakfast with Santa. Activities that we are working with the businesses to conduct include gift-wrapping, photos with Santa – which will be at the Genoa House Inn, letters to Santa, face painting, Christmas candy-jar guess, making mulled wine at Tahoe Ridge, making Christmas ornaments at various businesses, Christmas cookie-decorating at Sugarplum Bakery, pinecone bird feeders at Trimmer Outpost, pony rides at Trimmer Outpost, and entertainment by Douglas High School Madrigal Singers. We are collaborating with Douglas High School to “piggy-back” on each others events both held that weekend to maximize attendance.
- Sue Knight has mentioned Christmas in the Sierra. Tickets are on sale.
- Appointment of Town Board Members by County Commissioners – A letter from T. Michael Brown, Douglas County Manager, is being distributed regarding the process of filling the vacancies on the Town Board. Jenn King ran un-opposed and therefore won automatically. For people who apply to be on the Town Board, applications are due by November 14th. These applications are forwarded to the Town Board for review, with recommendations being forwarded to the Board of County Commissioners prior to December 4th. This Town Board will be reviewing applications on December 2nd.
- Due to several issues, the November Board Budget Workshop scheduled for November 18th, will be postponed until January 2009. The intent is to have the workshop look at revenue opportunities, as well as a mid-year budget review.
- The road maintenance project done this summer has been referred to the Town attorney for legal counsel with the intent to research legal remedies available to the Town in order to recover funds expended for this project.
- Preliminary numbers for Candy Dance indicate we will realize
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Ms. Gonzales said the Town’s insurance carrier, POOL PACT, is not able to respond to the situation regarding the roads. Follow-up will be done with the attorney.

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 August 2008.
3. Approve the Genoa Town Advisory Board Agenda Calendar for November, December 2008 and January 2009.
4. Approve a request by Alta Alpina to allow the 2008 Genoa Cyclocross event within the Town of Genoa on Saturday, October 25, 2008 and waive the fee for use of the Genoa Town Park.

ADMINISTRATIVE AGENDA

5. Verbal update on the 2008 Candy Dance.

Sheryl Gonzales said we are waiting for additional invoices which are being processed as quickly as possible. We are projecting \$274,000 in revenue - \$4,000 more than our goal. We should have something in a final format no later than December, hopefully by November.

Ms. Gonzales felt Candy Dance was a tremendous success, which was only possible because of all the volunteers, the organizations, and the businesses.

Goals that were achieved:

- Create a distinction of Candy Dance. This was done with the gateway signs and vendor buttons.
- Improve the quality of vendors. This was done with the oversight of Kathy Diehl and the jurying committee. We had many comments on the quality of vendors and products. Brian Williams and Nancy Aten were the quality control committee. They will be submitting a report on their review.
- Continue our historical perspective with the publicity of the event. Jennifer Hollister prepared a beautiful poster of the Pink House. A lot of the history was presented in our publicity. This included the buttons, the tabloid, and a segment on "Let's Talk Douglas County".
- To have 30 food vendors – there were 35 this year.
- To have 330 art vendor booths – there were 336 ½ booths, which included booths on private properties.
- To have 10 activity booths – we met that goal.
- To have no incidents or accidents during the event. We did have a couple of accidents, and health and heat issues. All in all, it was a safe event.

Dinner/Dance - We sold approximately 330 tickets for the dinner/dance. We had very good feedback on the food and band.

Parking - We had 800 more cars in the parking lots on Saturday than in previous years. Overall, parking revenues were down. Better figures will be available after the Candy Dance Operations meeting. Parking lots were full on Saturday, but light on Sunday. Parking went very smoothly.

Candy – A lot of the candy sold out. Revenues were down from last year, however 500 pounds more were made last year. We were down about \$6,000 from the previous year, however we are also down in expenditures.

Publicity – There was a great deal of good publicity this year, including television coverage. There was also widespread print media. Most of the publicity was the result of Barbara Wilson's efforts.

Merchandise – We did as well as the previous year in merchandise sales.

Logistics – Vendor load-in and load-out went very well. Vendors complimented the set-up. There were comments that more area is needed for people to sit. The new properties that came in this year were very pleased with their experience in working under one permit.

There will be a Candy Dance committee meeting on October 21st to do a final evaluation and an Operations Committee meeting on October 30th for their evaluation.

The wine sales did not go well, however we plan to sell the wine at future events.

Clerk Pace said he has received comments that this was the smoothest event in years and he congratulated Sheryl. Clerk Pace also thanked Kurt Hildebrand of the Record Courier for the great Sunday front page the weekend of Candy Dance.

Member Whitgob asked if there had been any exit interviews of vendors. Ms. Gonzales said there was an evaluation in the vendor's packets provided by Sunshine Magazine. Staff hosts were working at each site. The hosts reported that vendors were extremely pleased with set-up, load-in and out, and with sales.

Resident Sue Knight asked if the staff hosts were volunteers or paid staff. Ms. Gonzales said, as in past years, there was paid staff. Most of the people who were paid were in the orange vests.

Sue Knight said there had also been a lot of radio advertising. Sheryl Gonzales said the GGBA was very generous in getting 99.1 FM to come and do a live broadcast. GGBA did a 50/50 raffle that paid for the radio station.

Ms. Gonzales said there are many people to thank in terms of donations. Dave Semas brought the people movers, signage in the parking lots, and paid for the gunslingers. Dan Pendleton paid for the sprinklers as part of the agreement with Mormon Station. Bill Donohoe lent us his refrigerated truck for candy storage, the Country Store let us use their property for candy and merchandise sales without charge.

Resident Bill Bowersock said Model Dairy lent their truck with no charge for fuel all weekend

Sheryl Gonzales said formal "thank-yous" will be sent out.

6. Discussion and possible action regarding the agreement between the Douglas County Historical Society and the Town of Genoa to store Town historical records.

Sheryl Gonzales said in 1996, the Genoa Town Advisory Board entered into an agreement with the Douglas County Historical Society to store Town records at the Courthouse Museum annex in Genoa. The records include GTAB minutes, miscellaneous documents and reports pertaining to the Town, photos of Genoa activities, event publicity and Candy Dance items.

The Town Historian, Billie Rightmire, has been the steward of these items for years. This summer, Ms. Rightmire took the items because of concerns for their safety and began storing them at her home. Ms. Rightmire has recommended that we move the items to the Town offices for storage. The Historical Society has indicated they are still willing to store the items. It is recommended that we store the items at the Town office and revise the agreement with the Historical Society.

Ms. Gonzales said the amount of items to be stored is not huge. Ms. Rightmire, along with Member Williams, has identified a couple of areas where the items can be easily stored.

Member Williams moved that the Town historical items be stored at the Town offices and the Town Manager be directed to obtain cost estimates for any necessary modifications that have to be made in the way of shelving and storage to make sure the items are secure. Member Whitgob seconded the motion. Motion passed unanimously.

7. Discussion and possible action regarding the agreement between Phil Stoll, Martha Williams and Gilles LaGourge and the Town of Genoa to be a part of the Douglas County 2009 Outdoor Entertainment and Event permit application for the 89th Candy Dance.

Sheryl Gonzales thanked Member Brian Williams for his leadership and over-sight on this project.

Member Williams said this is an experiment to see if the Town and Phil Stoll, Martha Williams and Gilles LaGourge can agree to come under one permit for Candy Dance. Ms. Stoll, Ms. Williams and Mr. LaGourge made an original offer which was considered. There have been several meetings.

Member Williams said there were two main items discussed at meetings. One, cost sharing. The second, the standards for jurying and how they would cooperate with the jurying.

Regarding the cost sharing, initial figures were computed by Sheryl Gonzales indicating the direct cost to the Town for a booth to be \$118.00. Ms. Stoll, Ms. Williams and Mr. LaGourge offered to pay \$26.72 per booth. This is based on their statement that they provide sanitation, security, people movers, and parking. After discussions, the Town felt that an amount representing the goodwill of Candy Dance should be factored in. With the help of small business experts, the goodwill figure arrived at was \$36.66 per booth. In addition, an amount representing volunteer time was determined to be \$26.85 per booth. These amounts were rejected.

Member Williams said that we are proposing to accept the original figure of \$26.72 per booth.

We are agreeing to this proposal so that we can move forward, to show the County Commissioners we are negotiating in good faith, and this will be for one year.

The other issue is the standards of jurying. Ms. Stoll, Ms. Williams and Mr. LaGourge want to control their own vendors and standards. Member Williams and resident Sue Knight met with this group and discussed a division between the types of vendors. This would be:

- A. Vendors who sell handcrafted items;
- B. Vendors who sell hand-assembled items;
- C. Vendors who sell buy/sell items.

The jurying standards should be discussed by the Board when getting closer to the 2009 event.

Member Williams recommended approval of the contract for one year only to show our good faith.

Sheryl Gonzales discussed the agreement that has been prepared. It is a boiler-plate contract except for its purpose and the arrangements for participating under one Town permit. The purpose is to have everyone under one permit for Candy Dance and provides a cooperative and cohesive atmosphere wherein the parties will equally bear the burden of facilitating their events. The contract calls for each party to participate as a volunteer in the planning, organization, execution and/or administration of 2009 Candy Dance, and beyond, if agreed.

The contract also speaks to the costs of the event. The contract provides an opportunity to share in costs that would be additional to the original fee, if such costs are identified. In addition, the contract provides the opportunity for all vendors to be parked in the Genoa Lane parking lot if required by Douglas County. There would be a cost to be identified that would be associated with this parking.

We will require \$2,000,000 in liability insurance showing the Town as additionally insured.

The contract calls for signatures no later than January 15, 2009 and that all payments will be due at that time. There is a cancellation clause included.

Resident Keith Corban asked if all parties involved have agreed to the spirit of the contract. He specifically referred to participation as volunteers. Ms. Gonzales said it is her understanding that they are all in agreement in spirit.

Mr. Corban said his "hat is off" to Brian Williams for what has been accomplished.

There was discussion regarding the contract.

Member Whitgob moved to approve the one-year agreement between the Town of Genoa and Phil Stoll, Martha Williams and Gilles LaGourge, subject to verification of the per booth fee. Motion seconded by Member Williams. Motion passed unanimously.

8. Discussion and possible action regarding recruiting for the replacement of the Office Assistant II position.

Sheryl Gonzales said there is an Office Assistant II position open in the office. Issues that affect replacement of this position are that Kris Wilkison has reached her maximum hours relating to social security benefits and will be off after November 20th through the end of the year and Sheryl will be away from the office November 6th through November 20th.

Sheryl Gonzales described jobs performed by the office personnel. Impact of not replacing the position was discussed.

Sheryl Gonzales presented three scenarios to be considered in the replacement of the office assistant.

There was discussion regarding the scenarios presented.

Sheryl Gonzales recommended scenario B, 2 and 3. This would be to replace the position with temporary staff until the end of the fiscal year and to review recruitment of the position during the 2009-2010 budget process.

Ms. Gonzales met with Claudette Springmeyer to review the current budget regarding these scenarios. The 2008-09 budget is very solid in support of replacing the position. Scenario B would allow for review during the 2009-10 budget process.

There was general discussion regarding the position.

Member Williams moved to accept scenario B, 2 and 3 – hire temporary staff until the end of the fiscal year. Motion seconded by Member Whitgob. Motion passed unanimously.

9. Discussion and possible action regarding the Town Offices and their appearance.

Clerk Pace said he wanted to present some observations he received regarding the Town offices. Maybe a sign that said “Welcome to Genoa” at the entrances to Town. There may be an opportunity to convert space at the office and meeting room to a visitor’s center. Another observation was that the sign outside the Town office be more visible to visitor’s as well as provide visitor parking. Also, maybe a map on the front of building, or maps with self-guided tours. There was a suggestion of having a winter festival.

Clerk Pace said he would like to re-visit this issue in the future with the intent of having a visitor’s center and not just a Town office, making it more appealing to people who are in the area.

Resident Sue Knight said a study was done several years ago regarding this issue. These are good suggestions. A map of the Town had previously been done by the GGBA. This could be put in a location for visitors to see.

Member Whitgob suggested the Town could work with the GGBA regarding this issue.

Clerk Pace said he would share the information and suggestions he has with the GGBA at their next meeting.

There was discussion regarding signs and maps.

10. Discussion and possible action to adjourn the Genoa Town Advisory Board November meeting from November 4 to November 5, 2008.

Sheryl Gonzales recommended moving the next Genoa Town Advisory Board meeting to November 5, 2008 so the meeting would not be on Election Day.

Member Whitgob moved to accept the recommendation to move the November meeting to November 5, 2008. Motion seconded by Member Williams. Motion passed unanimously.

ADJOURNMENT

Member Williams moved to adjourn the meeting the meeting at 7:35 PM. Motion seconded by Member Whitgob. Motion passed unanimously.

Respectfully submitted
Kris Wilkison