

**Genoa Town Advisory Board  
Regular Meeting Minutes of May 5, 2009**

**MEMBERS PRESENT**

Member Greg Pace, Member Karen Holmes and Member Jenn King. Chairperson Brian Williams and Clerk Dave Whitgob were absent.  
Also present was Town Manager, Sheryl Gonzales.

**CALL TO ORDER**

Town Manager, Sheryl Gonzales, called the meeting to order at 7:05 P.M. Member King moved to appoint Member Pace as Temporary Presiding Officer for the meeting. Motion seconded by Member Holmes. Motion Passed unanimously.

**PLEDGE TO ALLEGIANCE**

The Pledge of Allegiance was led by Perry Hand.

**APPROVAL OF AGENDA**

**Action Item**

Member Holmes moved to approve the agenda. Motion seconded by Member King and passed unanimously.

**APPROVAL OF MINUTES**

**Action Item**

Member King moved to approve the Minutes of the Special Meeting of March 10, 2009. Motion seconded by Member Holmes. Motion passed unanimously.  
Member Holmes moved to approve the Minutes of the Special Meeting of March 24, 2009. Motion seconded by member King. Motion passed unanimously.

**PUBLIC COMMENTS**

Resident Marian Vassar asked if the Town had received a response from Martha Williams and Phil Stoll regarding their contracts for Candy Dance. Member Pace said a letter had been received from their attorney.

Resident Lynn Bowersock announced that the “greeters” booth is now open.

**ANNOUNCEMENTS AND CORRESPONDENCE:**

Sheryl Gonzales gave a Town Manager’s report:

- A reminder that the Town Board training regarding Open Meeting Law is scheduled for Tuesday, May 19 at 6:30 pm. County Assistant District Attorney, Michael McCormick will be conducting the training.
- Douglas County is conducting a Community Assessment. There are several listening sessions planned as a part of the data collection phase of this process. One of the listening sessions is scheduled in Genoa on Tuesday, May 12, 2009. It will be held at 6:30 pm in the Town Meeting Room. The information derived from this process will be included with the data that will form the County’s Strategic Plan. It is important that Genoa is well represented at this meeting and is great opportunity

for the community to have input on the future of Douglas County. A bulletin flyer was mailed to all Genoa post offices regarding the May 12<sup>th</sup> listening session.

- The bulletin that was distributed also included an invitation to all businesses and residents to participate in the planning and participation with the Old Time Music Festival. Booths are going to be available for rent at \$25.
- This Thursday at the County Commissioner's Regularly Scheduled Board, meeting I will be presenting the request for the \$50,000 of \$100,000 for economic development in the Town of Genoa. The \$50,000 proposed use was presented to the Town Board at their April meeting and was approved to be utilized for: 1) \$15,000 for two grant writers, 2) \$20,000 for Town Church foundation, and 3) \$15,000 for the Cowboy Poetry and Music Festival. Board members are welcome to attend with me. The item is #39 with the meeting beginning at 10 am. The Carson Valley Arts Council is sending representative, Theresa Chipp to demonstrate their support and willingness to co – sponsor the Cowboy Poetry and Music Festival.
- Chad Coons of Gillmor-Coons Real Estate Group has again agreed to underwrite the Town's newsletter for a second year. He has increased his support to the Town from \$400 annually to \$700. This helps to defray printing, layout and mailing costs of the newsletter.
- Thanks to the many votes that were sent into Nevada Magazine, the current May/June issue of Nevada Magazine is featuring Genoa. A special reception is planned for Genoa as a part of the Nevada Magazine's TOUR AROUND NEVADA, where Genoa will be presented with a special Tour Around Nevada plaque and framed story.
- Two grant applications were submitted to the Nevada Commission on Tourism. Each grant requested \$3,000. One for Candy Dance publicity and the other for the Concerts in the Park/Old Time Music Festival publicity.
- NDOT recently contacted me regarding our grant application to them, which was submitted in March for the Carson Street Drainage Project. They reassured me that the grant application was still being considered as a part of their process but they also wanted me to know that they had sent it to the National Association for County Organizations – the Nevada Chapter to have them consider the project as a part of the stimulus funds that they had received. After making some inquiries I was able to determine that \$7 million of the stimulus funds has been allocated to NACO. NDOT sent several NDOT applications for funds to NACO. NACO met Friday, April 17 and directed all of the Counties to take their projects which had been given to them by NDOT and prioritize them for the stimulus funds consideration. Douglas County, Gardnerville, Minden and Genoa had 26 projects that NDOT/NACO requested for them to prioritize. Out of those 26 projects, the Carson Street Drainage Project was prioritized as number one. If funding does not come through this avenue, the Carson Street Drainage Project will still be considered as a part of the NDOT Transportation Program. We have requested \$39,150.
- Anne Thomas, Carson River Project Manager from The Nature Conservancy, sent a letter to the Town of Genoa articulating that the Conservancy is prepared to

participate in the proposed trail connecting Walley's Hot Springs Resort and the Town of Genoa by allowing access and contributing through trail funding and trail building. The proposed trail will pass through the Conservancy's River Fork Ranch property along the east side of Foothill Road. They believe that the trail connection will benefit the Genoa community by providing an important link to the future visitors' center at River Fork Ranch as well as to Walley's Hot Springs. As you recall, this is one of the Town Board's top priorities, listed in the Work Plan.

- The Summer Newsletter is scheduled to be mailed by the end of this month.
- Candy Dance Updates:
  - a. Candy Dance Committees have begun meeting for the 89<sup>th</sup> Annual Candy Dance. All program areas have chairs except for the dinner dance.
  - b. We have 252 art vendor applications and 28 food vendor applications. This time last year we had 263 art vendor applications and 20 food vendor applications.
  - c. Agreements for use of private property have been received from Masons, GVFD, Kathi Diehl, Ranch One and Trimmer Ranch Outpost Property, Gillmor Coons Real Estate Group, Orchard House, Genoa House Inn, and Genoa Bar. Dave Groendyke and Genoa Country Store have indicated that they will be sending in their contracts as well.
  - d. Nevada Highway Patrol has sent us their contract for traffic control on HWY 395. NDOT permit has been submitted and most likely will be approved once the Nevada Highway Patrol Contract is signed and approved.
  - e. Parking management agreement has been received from Gardnerville Elementary School. Douglas County Mounted Sheriff Posse will be submitting theirs this Thursday. Silver Knights Motorcycle Club has declined their participation this year and I have contacted Douglas County Search and Rescue to consider the management of the Cemetery Parking Lot, previously managed by Silver Knights.
  - f. Nevada Barricade has been contracted to provide message boards for Hwy 395.
- The Town Hall interior was painted last year. The exterior will begin in July.
- A joint meeting between the Town Advisory Board and the County Board of Commissioners will be held in July. A specific date is yet to be determined.
- Thanks Lynn Bowersock for the yellow pansies which have been planted in the Town office's planters.

### **CONSENT CALENDAR**

Member King moved to approve the Consent Calendar. Motion seconded by Member Holmes. Motion passed unanimously.

2. Approve the Comptroller's Report/Budget Performance Report for February 2009.

## **ADMINISTRATIVE AGENDA**

3. Discussion and possible action on the Land Division Application LDA 09011 to allow for the splitting off of a 2.15 acre parcel for residential development within an A-19 zoning area as allowed for in the Douglas County Code.

Sheryl Gonzales stated on April 22, 2009, the Town received a tentative parcel map application for a proposed Ranch #1 Tentative Parcel Map located on the eastern/southeast boundary of the Town of Genoa. This is linked to tentative parcel maps approved by the Town Board at the April 13, 2009 meeting. Town Engineer, Tim Russell, has reviewed and approved this application. This process of review by the Town Board is required as part of the Douglas County Code for any development within a 3-mile area of the Town with their comments being forwarded on to the Planning Commission.

Audra Miller of Lumos & Associates, the civil engineering and planning firm helping Ranch #1/Trimmer Peak with their subdivision, gave a re-cap of what occurred at the Board meeting on April 13<sup>th</sup> and a summary of the current request.

Member Holmes moved to approve the Land Division Application LDA 09011. Motion seconded by Member King and passed unanimously.

4. Discussion and possible action to co-sponsor with the Greater Genoa Business Association a Genoa Walking Tour Program.

Lynn Bowersock, on behalf of the Greater Genoa Business Association, summarized the GGBA proposal to develop, coordinate and implement a walking tour program that would include promotion of Genoa, its history and points of interest for visitors to the community.

Sheryl Gonzales said the Town's role would be to provide insurance coverage and support publicity of the program. Co-sponsorship of this program fits well within the Town's strategic plan.

Member Holmes moved to approve co-sponsorship with the Greater Genoa Business Association a Genoa Walking Tour Program. Motion seconded by Member King. Motion passed unanimously.

5. Discussion and possible action regarding the development of policy and procedures rejecting Candy Dance vendors.

Sheryl Gonzales said the purpose of the proposed policies is to develop guidelines on rejecting and restricting Candy Dance vendors. On occasion, vendors are rejected as a part of the application process and if problems occur during Candy Dance, vendors are not invited back to Candy Dance. The criteria currently utilized is sometimes arbitrary. To standardize the procedures and make it easier for the jurying committee and other Candy Dance committees,

we have developed the policy and procedures for rejecting and restricting Candy Dance craft and food vendors.

Ms. Gonzales reviewed and defined the guideline proposal.

There was discussion regarding the proposed policy and procedures.

Member King moved to accept the policy and procedures for rejecting and restricting Candy Dance vendors. Member Holmes seconded the motion. Motion passed unanimously.

6. Discussion and possible action regarding a Candy Dance art vendor booth fee special rate for 2009.

Sheryl Gonzales said at the March 24, 2009 GTAB special meeting the Candy Dance booth fees were raised 15% for craft vendors only. It is being recommend to phase-in the new fees by having a vendor booth fee special rate for vendors who submit their contracts by June 15<sup>th</sup>, who would be charged the 2008 arts and crafts booth fee. After June 15<sup>th</sup>, there would be a \$25 late fee and the 2009 arts and crafts booth fee would be applied.

There was short discussion regarding the fees.

Member Holmes moved to approve the 2009 Candy Dance art vendor booth fee special rate. Motion seconded by Member King. Motion passed unanimously.

7. Discussion and possible action regarding the Town's 2009-10 Annual Work Plan, including the Town's top five priorities.

Sheryl Gonzales discussed the purpose of the Work Plan which was presented and approved at the GTAB meeting on September 2, 2008. With limited resources, we must prioritize and guide the activities of the Town. At the February 17<sup>th</sup> Town Board workshop, the Strategic Plan was reviewed and updated and priorities were established. Priorities included undergrounding of utility wires and street lights, development of a visitors center in the Town Office, quarterly meetings to update the Town's Strategic Plan's progress, obtain funding from Douglas county as part of the County's economic stimulus program, support existing programs, and establish a community wide clean-up. At the Town Board meeting March 10, 2009, the Town Board selected 5 priorities for this year's work plan that included undergrounding of utility wires and street lights with grant writing support; the Carson Street Drainage Project; the Economic Citizens Committee recommendations for Douglas County funding of \$50,000 each year for two years; a walkway from Walleys to Genoa, and annexation research and cost analysis. All except the annexation are being worked on. The proposed 2009-10 Work Plan includes these priorities in addition to other programs, activities and services provided by the Town.

Ms. Gonzales answered questions from the Board and there was a short discussion regarding the walkway from Walleys to Genoa.

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Member King moved to approve the Town's 2009-10 Annual Work Plan, including the Town's top five priorities. Motion seconded by Member Holmes. Motion passed unanimously.

**ADJOURNMENT**

Member Holmes moved to adjourn the meeting at 8:05 PM. Motion seconded by Member King. Motion passed unanimously.

Respectfully submitted  
Kris Wilkison