

**Genoa Town Advisory Board
Regular Meeting Minutes of June 2, 2009**

MEMBERS PRESENT

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

CALL TO ORDER

Chair Williams called the meeting to order at 7:00 P.M.

PLEDGE TO ALLEGIANCE

The Pledge of Allegiance was led by Dave Whitgob.

APPROVAL OF AGENDA

Action Item

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

APPROVAL OF MINUTES

Action Item

Clerk Whitgob moved to approve the Minutes of the Regular Meeting of April 13, 2009. Motion seconded by Member Holmes. Motion passed unanimously.
Member Pace moved to approve the Minutes of the Regular Meeting of May 5, 2009. Motion seconded by member King. Motion passed unanimously.

PUBLIC COMMENTS

Resident Sue Knight invited all Board Members to a ceremony at the Town Park on June 21st at 3 PM. We will be hosting Nevada Magazine and representatives from the National Commission on Tourism who will present the Town with a plaque commemorating the Nevada Magazine issue featuring Genoa.

Sue Knight also invited everyone to attend a meeting of Reno/Tahoe Territories, a local tourism group, to be held at 10AM at Mormon Station Park on June 10, 2009. This meeting is being hosted by Genoa. This is an opportunity to find out about tourism-related activities.

ANNOUNCEMENTS AND CORRESPONDENCE:

Sheryl Gonzales gave a Town Manager's report:

- The road maintenance project has been completed. The rainstorm did create some issues which are being addressed by the Town engineer.
- Cammy has been working on weeds in the Park. We will laying new bark in the playground area.
- We have received 251 craft vendor applications for Candy Dance. We had 274 at this time last year. Our promotion to get contracts in is working well. To date we have received 112 contracts as opposed to 86 last year at this time. Food applications total 30. We anticipate about 35. Contracts for food booth applications will go out next week.

- Candy Dance volunteers have been meeting. The next Candy Dance meeting is June 19th at 8:30 AM. The Operations Committee, which includes the Nevada Highway Patrol, Douglas County, East Fork Fire, the Sheriff's Office, will meet the last week of June. We will be looking into issues from last year regarding town access as well as vendor load-in and load-out. All of our Chairs are in place except for the Dinner/Dance.
- All of the summer concerts have been planned thanks to the efforts of Sue Knight. The first concert will be Sunday, June 21st featuring the Barbeque Boys. Concert begins at 5PM. Nevada Magazine will be at the concert to present a plaque to the Town. Other concerts will be Marshall Brodeur on July 19th and Foothill Road will play September 14th. The Old Time Music Festival replaces the August concert and will be held Saturday, August 15th.
- Summer newsletter will go out next week.
- The 4th of July Barbeque plans are underway. Kitty DeSocio is chairing this important, fund-raising event. It is held during the Sierra Philharmonic League's Pops in the Park event. The barbeque is \$10 and includes ½ barbequed chicken, coleslaw, baked potato and dinner roll.
- Board members were emailed a Cowboy Poetry and Music Festival "call for artists" to do our poster. We would like to get this out to Douglas High School students who are interested before school is out. We would like to have Board comments so that we can get this out tomorrow.
- There is correspondence included in the packet from Alta Alpina Cycling Club.

There was discussion regarding the number of Candy Dance vendors anticipated this year.

CONSENT CALENDAR

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

2. Approve the Comptroller's Report/Budget Performance Report for April 2009.
3. Approve a budget transfer of \$158 from the Town's PACT Other Account 620.931.511.190 and \$7,000 from the Maintenance and Roads Account 620.931.520.103 and \$8,000 from the Appropriation Account 622.735.625.103 to PACT Worker (\$104) Account 620.931.511.182, Medicare (\$10) Account 620.931.511.186, OASDI (\$44) Account 620.931.511.190, PACT Agent (\$20) Account 620.931.521.415, Professional Services (\$6,980) Account 620.931.521.100, and Capital Projects (\$8,000) Account 622.735.562.000 to cover excess expenditures including legal and engineering services and design work for the undergrounding of utility wires and installation of street lights.

ADMINISTRATIVE AGENDA

4. Discussion and possible action to establish the Community Beautification Program as an annual Town event with sponsorship from Gillmor Coons Real Estate Group.

Sheryl Gonzales said at the April 7th Board meeting, a Community Beautification Program was launched and the first event was held April 16, 2009. This was a revival of an old event the community used to do. This program was approved as part of the Strategic Planning process.

Chad and Gina Coons have offered to fund this activity through the sales of properties in Genoa. Depending on the sale, they would donate up to \$500 towards the materials, supplies and expertise that may be needed for the Community Beautification Projects. In exchange for their generosity, the Town would establish a plaque that would highlight projects completed under the program, including the property sale, project name and year. There would be signage at the project, an article in the Town newsletter, and press releases.

Ms. Gonzales had a discussion with Mr. Coons regarding the donation of materials or funds by other parties for the projects. It was decided this would be considered on a case-by-case basis.

No money has been budgeted for barbeque or lunch after these events.

Member King moved to approve the Community Beautification Program as an annual event with sponsorship from Gilmoor Coons Real Estate Group. Motion seconded by Member Pace.

Member Holmes asked for clarification regarding the plaque. The plaque would most likely go in the visitor's center.

Motion passed unanimously.

5. Discussion and possible action for a Genoa Connection newsletter-advertising program, including associated rates and ad sizes.

Sheryl Gonzales said the Town newsletter was reinstated in 2007. It is distributed on a quarterly basis to Genoa post office box holders. Gilmoor Coons Real Estate Group sponsors the newsletter with a \$700 annual donation. This helps to offset the cost of developing, printing and mailing the newsletter, which averages approximately \$950 annually. Some businesses have contacted the Town with an interest to advertise in the newsletter. The staff thought it was appropriate to develop an advertising program. There is an ad in the current newsletter from the Genoa Country Store. This was allowed for a \$25 donation. This was reviewed with Chad Coons as he does have an ad on the back of the newsletter. If the advertising program is approved, we would expand the Coons ad.

Ms. Gonzales said the attached rates are a proposal. The program would be managed by Ms. Gonzales and Jennifer Hollister. Jennifer designed the entire advertising program.

Clerk Whitgob asked if there were, or would be, established standards of what could and could not be advertised. Ms. Gonzales said we will be establishing policies regarding the advertising.

There was discussion regarding ad design.

Resident Sue Knight said she would prefer not to see advertising in the newsletter but rather more community articles.

There was discussion regarding the issue of advertising.

Clerk Whitgob moved to approve the newsletter advertising on the condition that standards for advertising, the ratios for advertising and the amount of time staff will need to service this program, be submitted to the Board. Motion seconded by Member Pace and passed unanimously.

6. Discussion and possible action to schedule a joint meeting with the Douglas County Board of County Commissioners for Thursday, July 9 at 6:00 P.M., including agenda items and a location for the meeting in Genoa.

Sheryl Gonzales thanked the County staff for working with the County Board of Commissioners to develop these joint meetings which will be held with the towns in the County. Possible agenda items have been discussed with Lisa Granahan of the County Manager's Office. These items are being presented to the Town Board to confirm what they would like to discuss at this meeting. It has also been suggested to have a barbeque prior to the meeting. A confirmed date and location for the meeting along with agendas items need to be decided.

Lisa Granahan said as a result of workshops held with the new Board of Commissioners, it was suggested to the Board that they might like to have a closer working relationship with the Town's advisory boards. The Board of Commissioners was receptive to the idea.

The meeting will be chaired by Nancy McDermid and Brian Williams, and will be an open meeting. If any action is taken, each Board would make individual actions.

Sheryl Gonzales reviewed four possible agenda items.

Discussion was held regarding the agenda items.

The time required for this meeting was discussed. Lisa Granahan said the plan is to have the barbeque from 6PM to 7PM and the meeting from 7PM to 9PM.

Member Whitgob said there appears to be a perceptual problem between the Town Board and the Board of County Commissioners. He said this should be addressed.

Discussion continued regarding the agenda items and the priority of the items.

Sheryl Gonzales suggested using public comment cards at the meeting. These can be completed by the public prior to the meeting.

Resident Sue Knight said she felt it was absolutely crucial to have this dialogue in order to create respect and professionalism.

Lisa Granahan suggested wording of the “perceptual issue” - discussion regarding perceptions about the Town’s operation and conduct that may need to be resolved in order to strengthen the Town and County’s working. Discussion followed.

Sheryl Gonzales summarized the agenda items and priority:

- Perception issue;
- Organizational and functional relationship between the County and Town;
- Town’s Strategic Plan and what role the Redevelopment Agency can play to accomplish goals;
- Contingency plan if Candy Dance is no longer able to fund Town budget;
- Sphere of influence, future of Town boundaries and annexation.

Member Pace moved to have the joint meeting with the Board of County Commissioners on July 14, 2009 in the Town Hall, using the agenda items previously stated, 6PM for the barbeque and 7PM for the meeting. Motion seconded by Member Holmes. Motion passed unanimously.

ADJOURNMENT

Member King moved to adjourn the meeting at 7:02 PM. Motion seconded by Member Whitgob. Motion passed unanimously.