

**Genoa Town Advisory Board  
Regular Meeting Minutes November 3, 2009**

**MEMBERS PRESENT**

Chair Brian Williams, Member Greg Pace, Member Jenn King and Member Karen Holmes. Clerk Dave Whitgob was absent. 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 John Holmes.

**APPROVAL OF AGENDA**

**Action Item**

Chair Williams requested that Items 5 and 6 on the Consent Calendar be moved to the Administrative Agenda.

**APPROVAL OF MINUTES**

**Action Item**

Member Pace moved to approve the Minutes of the Regular Meeting of September 1, 2009. Motion seconded by Member King and passed unanimously.

**PUBLIC COMMENTS**

Resident Darlene Tiffany congratulated Jenn King for the great job at the Halloween event over the weekend.

**ANNOUNCEMENTS AND CORRESPONDENCE:**

1. Sheryl Gonzales gave a Town Manager's report:

- Sue Knight, Chair for the Christmas in the Sierra event, came in to the office on Monday to assist with the sale of tickets. Tickets are \$15 for the concert or \$27 for dinner and concert. There are two performances – 5PM and 8PM. We have sold approximately one-half of the tickets for the first show.
- Sunday, November 8<sup>th</sup>, is the Candy Dance Volunteer Dinner. It will be at 6 PM at the Town Hall. The staff and Town Board members will set-up, cook and/or serve. We will be recognizing a couple of people who are leaving the Candy Dance committee.
- Work will begin on the winter newsletter next week. Jenn Hollister has updated the website and she has also been working on advertising for the newsletter – she has already obtained four ads.
- We have two of the three easements signed for the Carson Street Drainage Project. We are working with Ranch One regarding discharge of water on to their land. We are receiving \$39,000 from the State of Nevada through the NDOT grant. We are working with NDOT to try and get the funds within 90 days rather than the six months indicated. If possible, we would like to get this project done by winter.

### **CONSENT CALENDAR**

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

2. Approve the Comptroller's Report/Budget Performance Report for August 2009.
3. Approve the Comptroller's Report/Budget Performance Report for September 2009.
4. Approve a contract with Bill Hutchison to provide the Town with snow removal services beginning December 2, 2009 to December 2, 2010.

### **ADMINISTRATIVE AGENDA**

5. Approve the Outdoor Festival Entertainment Event Application submitted by Martha Williams for the Peddlers Fair, scheduled for September 25 & 26, 2010, to be held at 2242 Main Street, Genoa, Nevada.

Sheryl Gonzales reviewed requirements of the County Code as it applies to an Outdoor Festival Entertainment Event Application. Many of the requirements are driven by the number of attendees anticipated at the event. Ms. Williams has submitted an identical Application to the County as was submitted to and approved by the Board of County Commissioners last year.

The Board discussed that Ms. Williams' application does not meet Code requirements for amount of parking space to be provided and number of restrooms required for the number of attendees at her event. Member Holmes asked what could be done to bring this lack of compliance to the attention of the County Commissioners.

Ms. Gonzales said the Town Board can recommend approval, approval with modifications, approval without prejudice, or not recommend approval because County Code requirements are not met. The application will go to the County Commissioners with the recommendation.

Ms. Gonzales discussed the process of review by the various departments. The County Commissioners will look at the Board's recommendation, but unless the County staff require adjustments from the applicant, it is not likely the County Commissioners will do anything other than approve.

There was public comment. Residents Nancy Aten and Sue Knight recommended the Board not approve the application.

Member Pace moved that the Genoa Town Board not approve the Application as submitted because it does not conform to the regulations asked by the County for outdoor festivals, specifically number of restrooms and parking as based on the Application of Peddlers Fair. Motion seconded by Member Holmes and passed unanimously.

6. Approve the Outdoor Festival Entertainment Event Application submitted by Phil Stoll for the Autumn Boutique at the White House, scheduled for September 25 & 26, 2010, to be held at 2274 Main Street, Genoa, Nevada.

Sheryl Gonzales said Ms. Stoll's Application does not conform to the Code criteria for approval, and specifically with regard to parking, trash cans and portable restrooms. The Application indicates an attendance of 10,000 at Ms. Stoll's event. Based on that number, there must be minimum parking provided for 1200 attendees, there should be at least 20 portable restrooms – the application indicates 4, and there should be 100 trash cans rather than the indicated 12. Ms. Stoll utilizes parking at Ms. Williams' parking lot. Ms. Williams' application indicates there are 750 parking spaces on her property.

There was public comment regarding parking.

Member Pace moved that the Board not approve the Application based on non-conformance in the number of parking spaces, trash cans and portable restrooms. Motion seconded by Member King. Motion passed unanimously.

7. Discussion and possible action to receive a \$1,000 donation from Gillmor-Coons Real Estate Group towards the Town's Beautification Program.

Sheryl Gonzales reminded the Board that a Community Beautification Program was approved at the April Board meeting. This was derived from the Strategic Plan wherein the Board identified beautification of the Town as a high priority. The first event was held April 26, 2009. At the June GTAB meeting, Chad Coons and Gina Gillmor-Coons from Gillmor-Coons Real Estate Group offered to donate funds toward the Community Beautification Program. The funds would be from sales of Genoa property by their real estate company. At this time, they are donating \$1,000 towards the Beautification Program – from funds received for two home sales.

Member Holmes said it is very commendable that Mr. and Mrs. Coons are doing this.

In response to public comment, Ms. Gonzales said the funds will be earmarked for community beautification.

Member King moved that the Board approve the receipt of this donation, very graciously, and that a thank you letter be written on behalf of the Board. Motion seconded by Member Holmes. Motion passed unanimously.

8. Update from Jennifer King, Halloween Community Party Chair, regarding the 2009 Halloween Community Event.

Sheryl Gonzales complimented Jenn King for the wonderful event.

Jenn King reported on the event. It was a fabulous party with the highest attendance and the most volunteers in the last four years. She thanked residents at the meeting. Jenn estimates 300 people attended. The revenues and expenses have not been determined at this time. The hay-rides were packed and went off without a hitch.

Ms. King said this is her last year as Chair of this event. The new Co-Chairs are Gina Gillmor-Coons and Jen Hukari.

Gillmor-Coons Realty donated 10 lasagnas for the dinner.

Chair Williams moved to receive the report. Motion seconded by Member Holmes. Motion passed unanimously.

9. Discussion and possible action to submit a grant to the Nevada Commission for Cultural Affairs in the amount of \$375,000 for the purpose of renovating and retrofitting the Fire House/Fire Bay Building into a cultural and visitor center.

Sheryl Gonzales said this is one of the items that came from the Town Board – they would like to see the old firehouse building, now the Genoa Town offices, renovated into a nicer visitor's center. The opportunity to submit a grant came forward. The funds received from this and other grants will be utilized to bring the building to code and transform it into a state of the art cultural tourism center. We have received notification from the Department of Cultural Affairs that the Town has qualified for a presentation March 10 and 11, 2010 before the Commission of Cultural Affairs. The \$375,000 requested is a matching grant. We will be looking for other grants to match those funds. We most likely will not get all of those funds but hope to get close. Town Engineer Tim Russell will be assisting us in obtaining architects and experts needed to draw up renderings and to determine specific costs. The costs are necessary as we will be asked what we could "cut" if need be.

The Board discussed whether there would be opportunity for people to help and have input into the design of this project. Ms. Gonzales said there absolutely would be an opportunity.

There was public comment regarding the purpose of a visitor's center.

Member Holmes moved to submit the \$375,000 grant application to the Nevada Commission for Cultural Affairs for the purpose of renovating and retrofitting the Fire House/Fire Bay building into a visitor and cultural center. Motion seconded by Member Pace. Motion passed unanimously.

10. Discussion and possible action to approve the town 2009-2010 Event Calendar with revisions for 2009, including the elimination of the annual Town Christmas Faire, new date for the Christmas in the Sierra concert and the reinstatement of the community New Year's Eve event.

Sheryl Gonzales presented a revised calendar for 2009 and a proposed calendar for 2010. It has been difficult to obtain a Chair for the Christmas Faire for the last 3 years. It is being recommended this event be eliminated. Reinstatement of the community New Year's Eve event is being recommended. There is quite a bit of community interest in this event.

Ms. Gonzales reviewed the proposed budget for a New Year's Eve event.

Christmas in the Sierra was originally December 12<sup>th</sup>, but is now December 19<sup>th</sup>. The Genoa Cowboy Poetry and Music Festival is also being added to the 2010 calendar for April 29 thru May 2.

There were public comments regarding events.

Chair Williams moved to approve the Town of Genoa 2009-2010 Event Calendar as modified. Motion seconded by Member King and passed unanimously.

11. Discussion and possible action regarding an update on the 89<sup>th</sup> Annual Candy Dance, including realized expenses and revenues with possible adjustments to the Town's 2009-10 budget.

Sheryl Gonzales recommended this item be tabled. Due to unforeseen computer problems, the necessary revenue and expense information was not available in time for this item. A special meeting for this item only may be advised.

Member Holmes moved to table Item 11. Motion seconded by Member King and passed unanimously.

12. Update on the 1<sup>st</sup> Annual Genoa Cowboy Poetry and Music Festival co-sponsored by the Town of Genoa and the Carson Valley Arts Council.

Sheryl Gonzales reviewed the background of this event which was approved at the Town Board meeting April 13, 2009. There are nine committees in place, dates are locked in, and most of the main headliners are confirmed. The winner of the poster contest was Doug Robbins and his winning artwork will be utilized on posters, merchandise, programs and all marketing materials. Sheryl reviewed the Mission statement. An estimate of 3,000 in attendance is anticipated for this first year.

Ms. Gonzales reviewed the program of the event. This will include activities and programs during the day, with headline shows in the evening. The listing of committee members was reviewed.

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Resident Sue Knight mentioned that representatives from the Nevada Arts Council have been involved and have been attending meetings. They are very encouraging and supportive of this event.

Sheryl Gonzales reviewed ticket/pass types and prices. Tickets should go on sale before the end of the year.

Member Pace moved to receive this report. Motion seconded by Member Holmes and passed unanimously.

**ADJOURNMENT**

Member Pace moved to adjourn the meeting at 8:00 PM. Motion seconded by Member King. Motion passed unanimously.

Respectfully submitted  
Kris Wilkison