

**Genoa Town Advisory Board  
Regular Meeting Minutes December 6, 2011**

**MEMBERS PRESENT**

Chair Brian Williams, Vice Chair Dave Whitgob, Member Greg Pace, Member Jenn King and Member Karen Holmes.

Also present, Town Manager, Sheryl Gonzales.

**CALL TO ORDER**

Chair, Brian Williams, called the meeting to order at 6:30 P.M.

**PLEDGE TO ALLEGIANCE**

The Pledge of Allegiance was led by Pam Whitgob.

**APPROVAL OF AGENDA**

**Action Item**

Vice Chair Whitgob moved to approve the agenda. Motion seconded by Member Holmes and passed unanimously.

**APPROVAL OF MINUTES**

**Action Item**

Member Holmes moved to approve the minutes of the Regular Meeting of November 1, 2011. Motion seconded by Member King and passed unanimously.

**PUBLIC COMMENTS**

There were no public comments.

**ANNOUNCEMENTS AND CORRESPONDENCE**

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

- The heater in the Town Hall has stopped working. Roger Falcke will evaluate the situation tomorrow morning. Portable heaters have been put in the restrooms to prevent the pipes from freezing until repairs can be made.
- The Candy Dance volunteer recognition dinner was held on November 16<sup>th</sup> and was a huge success. There were over 150 volunteers attending. Thanks to the Board for serving and to Jenn and Greg for cleaning up the kitchen.
- Christmas in Genoa began last Friday night with caroling at the Church and the tree lighting. Caroling was led by Sue Knight, Lynn Spears, and Marian Vassar. Santa arrived in a fire truck driven by Rick Myers during the tree lighting. Thank you to Dr. Vincent D'Ascoli who has a tight connection to Santa. Chad & Gina Coons provided hot chocolate and cookies to everyone attending. Roger Falcke talked about the history of the tree.
- Breakfast with Santa was held on Saturday. Volunteers arrived at 7AM to begin cooking breakfast which began at 8:30. An estimated 280-290 breakfasts were served. Volunteers helping out included Bob Centani, Dan Aynesworth, Carole Hart, Gail & Roger Teig, Lorraine Dix, Dee Dykes. On Friday, several volunteers decorated the Town Hall for the breakfast and the up-coming Christmas in the Sierra concerts.

- Ticket sales have been vigorous for both Christmas in the Sierra concerts. The 5PM show is almost sold out, with several tickets for the 8PM show left to be sold. On Saturday morning, Kim Copel, the new Chair for this event, will be setting up for the concerts with the help of people who have volunteered for this event in the past, including Sue Knight, who previously chaired the event. Kim, who recently moved to Genoa, is doing a great job.
- The Town Winter Newsletter went out in November. The newsletter contained a lot of interesting articles, including an article about the Destination Genoa Project. We are going to set up a page on the Genoa website dedicated to the Project to insure people are up to speed on the project. The next newsletter will go out in January.
- Dave Whitgob said there was a walking tour around town last week with residents and business owners, and included architect Sandra Wendel, who explained in great detail what was going to change, why and how it was going to change, and materials to be used. After the tour, everyone met for a discussion of the project. All attending were very supportive. Project organizers are being very careful to pay attention to the historic equity of the town.
- Thank you to the staff, Cammy, Stephen, Kris and Monique for extra help at the Christmas events.
- The office will be closed Monday, December 26<sup>th</sup> and Monday, January 2<sup>nd</sup>, in observance of Christmas and New Years.
- Sheryl introduced resident, Trent Tholen. Trent recently graduated from the Douglas County Leadership Program. Trent gave a summary of the year-long process.

## **CONSENT CALENDAR**

Vice Chair Whitgob moved to approve the Consent Calendar. Motion seconded by Member King and passed unanimously.

2. For possible action. Approve the Comptroller's Budget/Budget Performance Report for October 2011.

## **ADMINISTRATIVE AGENDA**

3. For possible action. Discussion on a recommendation to the Douglas County Board of Commissioners sitting as the Douglas County Redevelopment Agency Board to accept the Grant of Easement from 1862 Resort Services, LLC, upon which a portion of the Genoa Destination trail will be constructed.

Sheryl Gonzales said this is one of many easements that will be coming to the Town Board and then the Redevelopment Agency for the Walley's to Genoa trail. The Redevelopment Agency is responsible for costs of construction of the trail. The Town will be responsible for maintenance of the trail once constructed. Maintenance will include snowplowing and asphalt maintenance.

Additional easements will be coming from the Forest Service, the Nature Conservancy, and Trimmer Ranch One. There are no monies involved in the acceptance of this easement.

Chair Williams asked if the Town would be responsible for the parking lot at the south end of the trail. Sheryl said no.

Chair Williams moved to accept the Grant of Easement from 1862 Resort Services, LLC. Motion seconded by Member Pace and passed unanimously.

4. For possible action. Discussion to set a date for the annual Town Hall community meeting to discuss Town accomplishments, community events and priorities for 2012-2013.

Sheryl Gonzales recommended the Town Board hold a Town Hall community meeting as has been done in the past. This meeting assists the Town Board in setting priorities for the next year and to receive input from the community. In addition, it is a time to discuss Town accomplishments and provide the community with the status of various projects and the strategic plan

Vice Chair moved to set a Town Hall community meeting on Wednesday, February 15, 2012 at 6:30 PM. Motion seconded by Chair Williams and passed unanimously.

5. For possible action. Discussion regarding Candy Dance standards and equitable application of those standards throughout the event.

Sheryl Gonzales said Candy Dance standards have been established through Town policies, Douglas County policies, or as customs or other actions that have become framework for Candy Dance guidelines. Some of these standards have never been formalized. A list of standards and/or policies is attached to this report. Input and direction from the Town Board is requested in order to ensure standards are sufficient and to determine modifications, if necessary. Sheryl reviewed the list of standards, including current exceptions.

The Board discussed the list provided. Member King and Member Holmes felt everyone in Town should be paying the same percentage. Member Pace felt enforcement of the standards would be difficult. Mr. Pace said maximizing use of Town property, which would increase revenue to the Town, might be considered. Vice Chair Whitgob stated the Town has to have standards and must do what can be done to have compliance. Special arrangements are counter-intuitive. Discussions continued regarding competing events.

Sheryl Gonzales clarified that the two competing events, Autumn Boutique and Peddler's Fair, do contribute towards the costs of the Sheriff's Office and East Fork Fire. LaFerme is under the Town permit paying \$26.72 per booth as contribution towards cost of the event. All other property owners that allow the Town to lease property during Candy Dance pay 50% of the booth fee to the Town - \$125 to \$350 per booth.

Ms. Gonzales said there are apparently two issues. There is the on-going issue with the competing events and the issue of standardizations, which are enforceable under the agreement

with Candy Dance vendors. There are other opportunities for enforcement of standards - for example with businesses that have items on their property that are not sold in the business.

Chair Williams reviewed and made comments on the list of standards. Chair Williams suggested this item be put on the agenda for the Town Hall Community meeting.

Vice Chair Whitgob moved to table this discussion and include an item on the February 15, 2012 Town Hall Community meeting agenda to discuss Candy Dance standards and to put together a group of stakeholders to guide the process to establish the standards and maintain the integrity of Candy Dance. Motion seconded by Member Holmes and passed unanimously.

6. For possible action. Discussion regarding the Autumn Boutique at the White House application for an Outdoor Festival Entertainment Event permit.

Sheryl Gonzales said in order to have the Autumn Boutique at the White House and pursuant to County Code, Phil Stoll has submitted an application for an Outdoor Festival Entertainment Event permit pursuant to the County. Each department reviews the application to determine if the applicant has met County policy. The Town Board is required to review and recommend either approval or denial of the application.

This year Ms. Stoll is requesting the Douglas County Commissioners reduce the amount of the public safety fees required to be paid. Ms. Stoll currently pays one-third of the fees for the Sheriff. The fee of \$11,600 is split 3-ways between the Town, the Autumn Boutique, and the Peddlers Fair.

Ms. Stoll is requesting to pay a "per booth" fee of \$26.85, which would reduce Ms. Stoll's portion of the fee to \$1,880. Note, in Martha Williams application for the Peddlers Fair, a request for the same consideration has been submitted, reducing the public safety costs to \$806. It is assumed that Gilles LaGourgue will separate from the Town and apply for a permit. Ms. Stoll and Ms. Williams have considered Mr. LaGourgue's fee, which would be \$1,129. The remaining \$7,780 would be incurred by the Town.

Member Holmes said the Town Board should deny Ms. Stoll's application. Ms. Stoll should pay one-third of the public safety fees, or one-fourth of the fee if Mr. LaGourgue requests a separate permit. These events have the same number of attendees walking by and through these venues as does the Town. Member King said the Town pays for advertising which benefits the other two events - the Town should not pay the security for these events.

Member Holmes made a motion to deny Phil Stoll's application for an Outdoor Festival Entertainment Event permit. If the application is approved, keep the fees at the current amount - split three ways - or four ways if Mr. LaGourgue applies for a separate permit. Motion seconded by Member King and passed unanimously.

7. For possible action. Discussion regarding the Peddlers Fair Outdoor Festival Entertainment Event permit.

Member King moved to recommend the County Commissioners deny approval of Martha Williams' application for an Outdoor Festival Entertainment Event permit. If approved, to split the Sheriff's costs at one-third or split one-fourth if Mr. LaGourgue applies for a permit. Motion seconded by Vice Chair Whitgob and passed unanimously.

**ADJOURNMENT**

Member Holmes moved to adjourn the meeting at 7:50 PM. Motion seconded by Vice Chair Whitgob and passed unanimously.

Respectfully submitted  
Kris Wilkison