



City Council Meeting

Thursday, May 18, 2023 at 6:00 pm

PLEASE NOTE: THE COUNCIL MEMBERS MAY ADDRESS AGENDA ITEMS OUT OF SEQUENCE, COMBINE TWO OR MORE AGENDA ITEMS FOR CONSIDERATION, REMOVE AN ITEM OR DELAY DISCUSSION AT ANY TIME TO ACCOMMODATE PERSONS APPEARING BEFORE THE CITY COUNCIL OR TO AID IN THE EFFICIENCY AND EFFECTIVENESS OF THE MEETINGS.

MEETING LOCATION

Caliente City Hall - 151 Clover St., Caliente, NV

1. Opening Activities:

- a. Call to Order
- b. Pledge of Allegiance
- c. Roll Call
- d. Opening Remarks
- e. Confirmation of Compliance with Nevada Open Meeting Law

2. Public Comment

(See Note 2) related to the items on the agenda below. In consideration of others, who may also wish to provide public comment, please avoid repetition and limit your comments to no more than three (3) minutes.

3. Consent Agenda

- a. Approve/Deny Payment of Bills received by Council
- b. Approve/Deny Meeting Minutes for 03/16/2023, 04/06/2023, 04/14/2023, 04/20/2023 and 05/04/2023.

4. Items for DISCUSSION/POSSIBLE ACTION of the Caliente City Council

- a. For Discussion & Possible Action - Budget Workshop #2 - Approve/Deny any and all items necessary related to the 2023 - 2024 Budget.
- b. Approve/Deny Maggie Orr's appointment to the Lincoln County Conservation District as the City Appointee.
- c. Approve/Deny Nolan Avery's request to relocate Matt Young's sewer line.
Nolan is requesting that the city contribute the labor involved in extending the City's main line. He will purchase the materials.
- d. Approve/Deny City Manager's request for Dissolution of the Room Tax Board.
- e. LCRDA Update from Jeff Fontaine
- f. Approve/Deny Acceptance of the Comprehensive Economic Development Strategy.
- g. Approve/Deny Lincoln County Authority of Tourism's (LCAT) request for a donation of \$12,490.00 of Room Tax Funds.

The request consists of \$3,000 for Caliente Area Mountain Bike Association (CAMBA), \$1,000 for Lincoln County Photo Fest, and \$8,490 for Annual Overhead Assistance (See attached request for additional information).

h. Approve/Deny LCAT's request for preliminary approval to submit an application for a grant from the Nevada OHV Commission to improve the Motorsport Track.

i. For Discussion & Possible Action - Appraisals and Sale of City Property (Rodeo Grounds, Theater, Old Fire Station).

5. Update Concerning Ongoing Grants Administration

a. City Clerk's Report

City Clerk Roisum

6. Appointed/Contracted Personnel Reporting

a. City Clerk's Report

City Clerk Roisum

b. Public Works Manager Report

Public Works Manager Perkins

c. Discussion of Legal Issues

City Attorney Katschke

d. Building Inspector's Report

Building Inspector Dixon

e. Discussion of Issues Related to Public Safety

Fire Chief George Rowe | L.C. Sheriff's Department

7. Discussion of Council Members Responsibilities

a. Parks / Beautification Committee

Councilman Sean FitzSimons

b. Community Development/Planning

Councilman George T. "Tommy" Rowe

c. Tourism and the Boxcar Museum

Councilman Joseph Livreri

d. Public Utilities

Councilman Jamin I. Hunter

e. Mayor's Report & City Hall/Depot

Mayor Steve Rowe

8. Public Comment

(See Note 2) related to any matters concerning the City of Caliente. In consideration of others, who may also wish to provide public comment, please avoid repetition and limit your comments to no more than three (3) minutes.

9. Schedule date and review agenda topics for the next meeting

Next City Council Meeting is a Special Budget Hearing on May 25, 2023 at 5:00 p.m. Next regularly scheduled City Council Meeting will be June 1, 2023 at 6:00 p.m.

10. Adjournment

NOTE 1: Items on this agenda may be taken in a different order than listed. Items may be combined for consideration by the Council. Items may be pulled or removed from the agenda at any time.

NOTE 2: Public comment may be made on any issue and any discussion of those items related to the City of Caliente; provided that comment will be limited to areas relevant to and within the authority of the Council. No action will be taken on any items raised in the public comment period. At the discretion of the Chairman, public comment may be received prior to action on individual agenda items. Public Comment may not be limited based on viewpoint. Prior to the commencement and conclusion of a contested case or a quasi-judicial proceeding that may affect the due process rights of an individual the committee may refuse to consider public comment. See NRS 233B.126.

NOTE 3: We are pleased to make accommodations for members of the public who are disabled. Caliente City Hall, P.O. Box 1006, Caliente, NV 89008-1006, has been designated to coordinate compliance with the nondiscrimination requirements contained in the Dept. of Housing and Urban

Development Regulations implementing Section 504 at 24 Code of Federal Regulations Part B. Persons with disabilities who require special accommodations or assistance (e.g. sign language interpreters or assistance listening device) at the meeting should notify City Hall at 775-726-3131, P.O. Box 1006, Caliente, NV 89008-1006. TDD Relay Service #800-326-6868 (Rural NV).

NOTE 4: In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, religion, age, disability (Not all prohibited bases apply to all programs.) To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington D.C. 20250-9410 or call (800) 795-3272 (voice) or (202) 7200-6382 (TDD). USDA is an equal opportunity provider, employer, and lender.

AFFIDAVIT OF POSTING

STATE OF NEVADA]
COUNTY OF LINCOLN]
CITY OF CALIENTE]

I, Craig Roisum, appointed City Manager for the City of Caliente, affirm that, prior to 9:00 a.m. of the third working day before this meeting, a copy of this agenda was posted at the Caliente City Hall, 151 Clover St., Caliente, NV 89008 in said City of Caliente, in accordance with NRS 241.020, where the proceedings are pending.

POSTING DATE & TIME: 05/15/2023 8:30 a.m.



Craig Roisum
City of Caliente Manager

Copies also posted at:
Caliente Postal Services
700 Front St.
Caliente, NV 89008
DATE: 05/15/2023
TIME: 8:40 a.m.

Jerry's Sinclair
880 Front St.
Caliente, NV 89008

DATE: 05/15/2023
TIME: 8:44 a.m.

Great Basin Foods

103 Clover St.

Caliente, NV 89008

DATE: 05/15/2023

TIME: 8:35 a.m.

Contact: City of Caliente is an Equal Opportunity employer and provider. Craig Roisum, City Clerk
(cityclerk@cityofcaliente.com 775-726-3131) | Agenda published on 05/15/2023 at 8:49 AM

CITY OF CALIENTE AGENDA REQUEST

Submitted By: LCAT - Lincoln County Authority of Tourism
P O Box 202
Caliente, NV 89008

Contact: Marcia Hurd, Pres.; 775-441-1101; Marcia@StarValleyNV.com

Date of Council Meeting: May 18, 2023

Amount of Request: \$ 3,000 – CAMBA
\$ 1,000 – Lincoln County Photo Fest
\$ 8,490 – Annual Overhead Assistance
\$12,490 Total Request

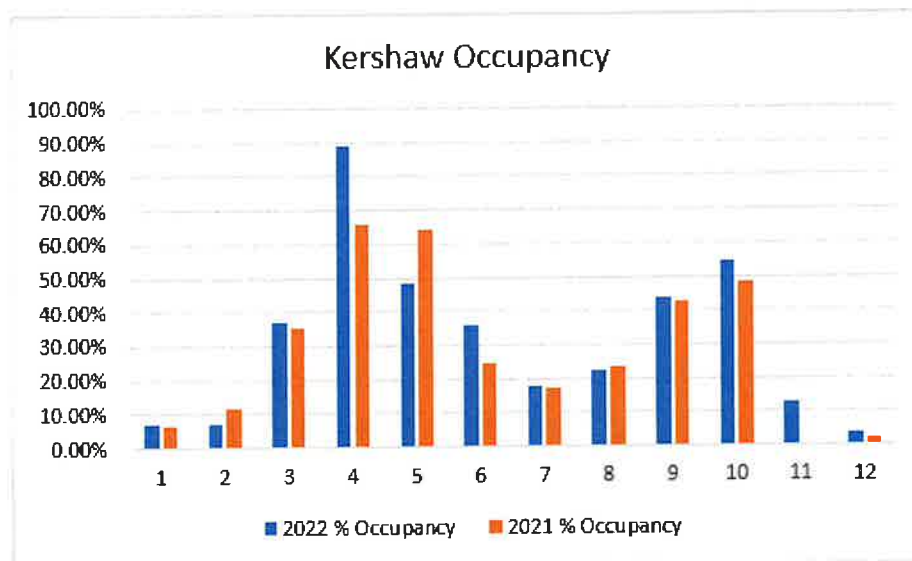
DESCRIPTION OF PROJECT:

LCAT's efforts go toward increasing tourism for the economic benefit of our communities, especially our lodging partners that fund room tax dollars.

Some local statistics provided by Nolan Avery of the Shady Motel indicate that:

- Average occupancy can range from 45% - 60% per year with an average of 55%.
- To date in 2023 they are experiencing a drop in stays by 15% over last year.
- His quote specifically was: *"In my opinion, the off period to focus on tourism is anytime between special events. In other words, YEAR ROUND."*

Kershaw-Ryan provided the following chart that reflects less than 35% average occupancy.



LCAT covers the majority of the marketing costs through grants from the NV Commission on Tourism for advertising, marketing and promotions by way of printed, website and social media marketing; and also printed brochures, maps, kiosk signs, rack cards and a Lincoln County Visitor Guide. Many costs, however, do not qualify for funding from NCOT and, in order to encourage events that draw overnight tourism, we are requesting help in paying for a contracted administrative support person. *(See job description attached)*

Currently we are a 100% volunteer organization. This can create inconsistencies in generating a constant flow of promotional efforts, research, application of additional funding, and quality of events. Maintaining printed brochures, visitor guides, rack cards, maps, kiosks and communication with other agencies and volunteers takes a great deal of effort.

BENEFIT TO THE COMMUNITY:

The exciting events that we support through advertising & marketing bring in tourism spending that affect everyone from gas stations, retail stores, restaurants and, of course, room tax dollars. The net trickle-down effect includes the employees that work here which then turns into money that is spent throughout our communities.

We are working with partner territories (LCAT is part of the Silver Trails Territory) to bring in FAM (familiarization) Tours, increase road trip itineraries, and develop a strong destination experience by identifying and promoting Lincoln County's tourism assets.

Each event or attraction we support/promote brings in visitors from outside the 100 mile radius. They represent visitors that need places to stay, eat and relax. When our tourism assets are utilized, everyone benefits.

LCAT - Marketing - Economic Impact Worksheet*

	Estimated Impact
Step 1: Estimate the the current annual visitation to your destination: <i>Numbers provided from visitation statistics collected by Cathedral Gorge State Park</i>	100,000
Step 2: Estimate the new visitors your marketing efforts could would attract each year:	10,000
New Overnight Visitors	
Step 3: Estimated annual visitation from new overnight visitors (77% of total new visitation):	7,700.00
Step 4: Estimated daily expenditure of new overnight visitors (Average of \$145 per day):	\$1,116,500
Step 5: Estimate average number of days an overnight visitor would stay to enjoy your concept:	2.0
Step 6: Total estimated annual economic impact of new overnight visitors:	\$ 2,233,000
New Day Visitors	
Step 7: Estimated annual visitation for new day visitors (23% of total new visitation):	2,300.00
Step 9: Total estimated annual economic impact of new day visitors (Average of \$50 a day):	\$115,000
Step 10: Total Economic Impact of marketing efforts	\$ 2,348,000
Step 11: Projected increase in visitation:	10.0%

** Please note average numbers for percentage of overnight and day visitors and their average daily spend are drawn from Travel Nevada research for rural travelers.*

The advertising money LCAT has expended over the last several years has seen an overall increase of visitation in the county. Public awareness and, tourists specifically, have been learning about Lincoln County in a more targeted market approach. This advertising approach allows for the introduction to an entire new group of people highlighting our outdoor recreation and attraction opportunities. Our economy is driven by tourism and the more expanded the audience, the greater the impact to our economy.

Thank you for your consideration.

Respectfully Submitted,



Marcia Hurd
LCAT President

**LINCOLN
COUNTY
NEVADA**
escape the chaos

Lincoln County Authority of Tourism

P O Box 202

Caliente, NV 89008

775-441-1101

LincolnCountyNevada.com

