

SPECIAL EVENTS SUBCOMMITTEE

DRAFT MINUTES

Wednesday, March 3, 2021, 1:00 PM

Meeting via teleconference only pursuant to NRS 241.023

Members:

Neoma Jardon, Member (via Zoom)

Bonnie Weber, Member (via Zoom)

Jenny Brekhus, Member (via Zoom)

The Special Events Subcommittee convened at 1:03 p.m. via Zoom webinar online. Following the Pledge of Allegiance to the flag of our Country, Mikki Huntsman, Chief Deputy City Clerk, City of Reno, called the roll and the Board conducted the following business:

AGENDA ITEM 2. Roll Call

Present:

Neoma Jardon

Bonnie Weber

Jenny Brekhus

AGENDA ITEM 3. Public Comment on Agenda Items or Other Matters – (This item will be the public’s only opportunity to address items listed on this Agenda before the item is considered by the Committee. Public comment will not be taken when specific items are called. Public comments are not limited to Agenda items. Comments will be limited to 3 minutes per person).

Public comment was received and apart of the official record from the following individuals:

Rosine Bena on behalf of Sierra Nevada Ballet

Taylor Sheridan on behalf of Desert Sky Adventures

Eric Lerude on behalf of Race 178

AGENDA ITEM 4. Approval of the Agenda – March 3, 2021 (For Possible Action).

On motion by Member Weber, seconded by Member Brekhus, which motion duly carried on a 3-0 vote, it was ordered that Agenda Item 4 be approved.

AGENDA ITEM 5. Approval of the Minutes – June 18, 2020 and December 8, 2020 (For Possible Action).

On motion by Member Weber, seconded by Member Brekhus, which motion duly carried on a 3-0 vote, it was ordered that Agenda Item 5 be approved.

AGENDA ITEM 6. Update and discussion regarding the status and plans of special events from event organizers during 2021 – (Item for general information only. No deliberation or action will be taken on this item).

Megan Berner, Acting Manager of Arts Culture and Events, City of Reno, stated this item was organized for special events organizers to voice their comments and concerns regarding special events within our community.

Member Brekhus requested an update on the Special Events 20/21 budget.

Ms. Berner stated at a previous Council meeting Finance recommended all the room tax fund from special events be allocated towards parks programs, however, that has yet to be done. Ms. Berner was unable to confirm a current budget amount and would reach out to staff during the meeting for additional information.

Member Brekhus mentioned the Council strategic planning meeting had not yet happened but recalled staff's recommendation to sweep an approximate \$125,000 from Special Events towards the Parks budget.

Rob Miller, Senior Management Analyst, City of Reno, stated a balance of \$100,000 in room tax was transferred to the general fund with efforts to offset the revenue for park maintenance.

Member Jardon recommended until further confirmation on the remaining special event funds to hold off on further discussion and to transition to hearing from the event organizers.

Comments and concerns were heard from the following event organizers regarding special events:

Erik Scalise on behalf of Northern Nevada Aquatics stated he is looking for clarification on the regulations for special events. Mr. Scalise stated their organization has received interest from the community for future events and have sold out their recent swim competition at partial capacity to meet COVID-19 regulations.

Steve Schroeder on behalf of Food Truck Fridays raised concerns on how the City of Reno plans to manage code enforcement and interpret regulations of COVID-19 as special events return to the community.

Neil and Jess Horning on behalf of Liquid Blue Events stated their organization's upcoming event, the Reno River Festival, is initially set for May 2021 and has hopes to be one of the first special events reopening to the community. The organization has altered and restructured the event to accommodate any and all social distancing and COVID-19 regulations. Emphasis was placed on the importance and benefits special events bring to our community and how sponsorships help these events take place.

Tony Logoteta on behalf of National Championship Races stated with their upcoming event scheduled for mid-September. Mr. Logoteta emphasized the challenges and concerns with the uncertainty of sponsorships and how important those funds are for the event promoters.

Rosine Bena on behalf of Sierra Nevada Ballet stated the organization is planning on modifying upcoming events and performances to accommodate social distancing and COVID-19 protocols. Ms. Bena shared interest in holding an upcoming event at the City Plaza and having other events virtually as needed.

Kacee Mathewson, Management Assistant, City of Reno Arts Culture and Events, provided clarification that events held on private property require a special activity permit acquired through the Business License department, events held on City of Reno property are approved through the Arts Culture and Events department.

Jinger Leigh-Kalin on behalf of Weird Reno, provided insight on the organization's first upcoming downtown walking tour, beginning March 19th 2021. Ms. Leigh-Kalin expressed interest in future sponsorship with the City of Reno.

Taylor Sheridan on behalf of Desert Sky Adventures, stated the organization has had tremendous interest from the community and is hopeful in the opportunity to host upcoming events in accordance with any COVID-19 regulations.

Christina Osloond, provided an overview of her proposed Mother's Day Event along the Downtown Riverwalk.

Mr. Miller provided clarification on staff's recommendation at the February 10, 2021 meeting to reduce the special events room tax transfer to \$190,000. Mr. Miller stated staff's recommendation was not approved and continued to a later meeting after further budget discussions.

Jason Williams, a local Reno event promoter, provided interest and support for upcoming special events. Mr. Williams emphasized the benefits various special events bring to our community.

Randy Burke on behalf of Roadshows Street Vibrations, stated concerns regarding uncertainties of City of Reno fees and sponsorship for the potential upcoming 2021 rallies.

Chair Jardon requested a staff presentation at the next meeting regarding fees related to City services and special event costs.

Alan Tom on behalf of Hot August Nights, inquired whether the City of Reno would consider reducing special events costs.

Britton Griffith on behalf of the Riverwalk District, stated recent events such as the Wine Walk have experienced great interest in the community, however additional attendance for future events is necessary for providers to benefit and participate.

Steve Schroeder on behalf of Food Truck Fridays, thanked the committee for taking the time to have this discussion. Mr. Schroeder additionally stated interest in reducing special events costs.

Member Brekhus inquired if the Finance department has projections for next fiscal year's room tax revenue.

Mr. Miller stated the current room tax revenue is projecting 50% below budget.

Mr. Miller corrected his earlier statement regarding the February 10, 2021, meeting for the record and confirmed Council did adopt staff's recommendation to reduce the special events room tax by the recommended amount. Mr. Miller confirmed there being approximately \$100,000 remaining in the special events budget for fiscal year 20/21.

Rosine Bena inquired via chat if the subcommittee is considering or discussing having COVID-19 vaccine proof as part of event protocol.

Jinger Leigh-Kalin inquired if an event is prior to the end of fiscal year 20/21 is an opportunity available to apply for sponsorship applications.

Ms. Berner stated sponsorship applications for fiscal 20/21 were open November 2019 – February 2020. All applications and allocation of funds were placed on hold March 2020 due to the pandemic.

Member Brekhus recommended working with the Finance department to allocate the remaining funds into next year's budget rather than spend them within the next three months.

No action was taken on this item.

AGENDA ITEM 7. Discussion and possible approval of a revised timeline for granting special events sponsorships for spring events FY 20/21 due to COVID-19 budgetary constraints up to an amount of \$125,000 – (For Possible Action).

Chair Jardon corrected Item 7's description for the record to reflect the revised amount of \$100,000.

It was motioned by Chair Jardon that this item be continued to the next meeting the first week of April. The motion was further amended by Chair Jardon to reconvene in late April after the Council's upcoming strategic meeting if needed. The motion was seconded by Member Brekhus.

Motion carried unanimously.

AGENDA ITEM 8. Discussion and possible approval of a revision to the special events sponsorship process to allow for the Special Events Subcommittee to score applications, without the Sponsorship Committee's recommendations for FY 20/21 – (For Possible Action).

Chair Jardon inquired what the process is for scoring without knowing the criteria on how to score or without knowing fully how we are reopening special events.

Ms. Berner, clarified this item was on the agenda due to the compressed timeline of potentially allocating remaining FY 20/21 sponsorships.

Member Weber inquired if applications for FY 20/21 that have been submitted are still open and if they are accepting additional applications at this time.

Ms. Berner stated there is an open special events application list and direction from this Subcommittee is needed on how to proceed with those applications.

Member Weber recommended having staff contact the current list of applicants to confirm their interest in sponsorship after the April meeting.

It was motioned by Chair Jardon that this item be continued to the upcoming April meeting, and seconded by Member Weber.

Motion carried unanimously.

AGENDA ITEM 9. Discussion and possible approval of a revision to the special events sponsorship scoring criteria, including but not limited to – needs based, date of event, type of event, and location of event – (For Possible Action).

It was motioned by Chair Jardon that this item be continued to the upcoming April meeting, and seconded by Member Weber.

Motion carried unanimously.

AGENDA ITEM 10. Discussion and possible approval of Special Event process, allocation, and review by the Sponsorship Committee for FY 20/21 – (For Possible Action).

It was motioned by Chair Jardon that this item be continued to the upcoming April meeting, and seconded by Member Brekhus.

Motion carried unanimously.

AGENDA ITEM 11. Discussion and possible recommendation of future agenda items –
(For Possible Action).

Chair Jardon stated for the record, Items 7, 8, 9, and 10 are to be continued for discussion at the next Special Event Subcommittee meeting in April.

Member Weber requested future discussion regarding the potential reduction of special events fees and costs.

Chair Jardon requested future discussions regarding a reopening plan and the possible allocation of the remaining \$100,000 budget based on future Council feedback.

AGENDA ITEM 12. General Public Comment – (This Item is for either any General Public Comment or any Action Item Comment and is limited to no more than three (3) minutes per person).

No public comment was received.

AGENDA ITEM 13. Adjournment – (For Possible Action).

There being no further business to discuss, on motion by Member Weber seconded by Member Brekhus, which motion duly carried on a 3-0 vote, the meeting was adjourned at 2:49 p.m.