

**MINUTES  
CITY OF FALLON  
55 West Williams Avenue  
Fallon, Nevada  
July 6, 2010**

The Honorable City Council met in a regularly scheduled Council meeting on the above date in the Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

**Present:**

Mayor Ken Tedford, Jr.  
City Councilman, Robert Erickson  
City Councilwoman, Rachel Dahl  
City Councilman, James D. Richardson  
City Engineer, James Souba  
Police Captain, Frank Shyne  
City Clerk, Gary Cordes  
City Attorney, Michael F. Mackedon

The meeting was called to order by Mayor Tedford at 7:00 p.m.

Mayor Tedford inquired if the agenda had been posted in compliance with NRS requirements.

City Clerk Cordes advised that the agenda was posted in compliance with NRS 241.

**Approval of Warrants**

- A) Accounts Payable
- B) Payroll
- C) Customer Deposit

Mayor Tedford inquired if there were any comments regarding the accounts payable, payroll and customer deposit warrants.

No comments were noted.

Councilwoman Dahl motioned to approve the accounts payable, payroll and customer deposit warrants; seconded by Councilman Erickson and approved with a 3-0 vote by the Council.

**Public Comments**

Mayor Tedford inquired if there were any public comments. He noted that comments are to be general in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken.

No comments were noted.

**Presentation to the Lahontan Valley Claybreakers for their performance in the 2010 Scholastic Clay Target Program State Shoot**

Mayor Tedford was pleased to honor the Lahontan Valley Claybreakers for their performance in the 2010 Scholastic Clay Target Program State Shoot. He congratulated them on their outstanding achievement. He also thanked them for their scholastic efforts and their volunteer hours to assist in the cleanup of Rattlesnake Hill. We are dedicated to the use of Rattlesnake Hill as a recreational area despite illegal dumping that still occurs. Medals were presented and photographs were taken.

Honorees:

**SCTP 2010 TEAM AWARDS:**

Rookie Division

2<sup>nd</sup> Place Team Members:

West Lawrence

Dylan Ernst

Mike Richards

Zachery Barnes

Jacob Ledesma

Intermediate Entry Level

1<sup>st</sup> Place Team Members:

Benjamin Travis

Hunter Woller

Kaleel Rickerson

Intermediate Advanced

1<sup>st</sup> Place Team Members:

Cameron Kissick

Chris Vanderstoel

Carl Barnes

Olivia Barber

Tim Camper

2<sup>nd</sup> Place Team Members:

Collin Jones

Logan Lawrence

Jarryd Williams

Dalin Conner

Dominic Wildhaber

## SCTP 2010 INDIVIDUAL AWARDS

### Rookie:

West Lawrence      2<sup>nd</sup> Place

### Intermediate Entry Level:

Chris Vanderstoel      1<sup>st</sup> Place

Jarryd Williams      3<sup>rd</sup> Place

### Intermediate Advanced:

Cameron Kissick      2<sup>nd</sup> Place (He was in a three way shoot off)

Olivia Barber      2<sup>nd</sup> Place Lady

### Junior Varsity:

Gaven Betts      3<sup>rd</sup> Place

### Varsity:

Derek Whitten      2<sup>nd</sup> Place

## **NSTSA 2010 SHOOT:**

Ronnie McInturff      D Class Singles

Derek Whitten      High Doubles Junior  
High Singles Junior  
High Junior Memorial. Handicap  
2009 Nevada State ATA Team, Sub Junior Division

## **Lahontan Valley Claybreakers Coaching Staff:**

Jerry Edwards	Intermediate Division Coach
Darin Hammer	Rookie Division Coach
Tyler Lund	Rookie/Intermediate Coach
Greg Mcmillen	Varsity Division Coach
B. E. 'Rebb' Rebbetoy	Treasurer/Coach
Mike Richards	Rookie Division Coach
Andy Robertson	Rookie Division Coach
Barry Stewart	Varsity Division Coach
Vern Ulrich	Intermediate Division Coach

## **Award a professional services contract for the City of Fallon Business Development and Public Relations Program**

Mayor Tedford stated that Fallon Convention & Tourism Authority Executive Director Rick Gray and the City's economic development consultant Robert Shriver will begin the presentation then hand it over to Abbi Whitaker of Abbi Public Relations (Abbi PR).

Mr. Shriver explained that the community aspect is very important to business development. This plan will target audiences to bring in new business as well as use existing businesses. We are looking for full-time efforts to find new ways to market Fallon.

Mr. Gray added that, from a tourism perspective, he was excited by Abbi PR's ideas to bring awareness to Fallon and the positive things we are doing. This will lead to business development and business growth. The community will develop as whole through better communications. Abbi PR is fresh and innovative and will bring that approach with measurable benchmarks.

Ms. Whitaker explained that this program will identify Fallon as the hub of agriculture. She outlined a four step program to be implemented to develop the Fallon brand: Fallon food served in surrounding areas, value-added community events, development of marketing strategies for existing businesses and drawing in new business. Social media presence will be intensified as well as coverage in area newspapers and television. She referred to a triple bottom line: economics, community and the environment. Benchmarks are included at three, six and twelve months.

Mayor Tedford noted that this idea had early origins with the City and Churchill County; we need to proceed and maybe Churchill County will come in later. He and the Council believe that this program is necessary, especially in this current economic climate. Mr. Shriver was hired to try to help locate business to the New River Business Park. He appreciated the food angle because many people will identify with it. The perception outside Fallon is sometimes very different than within Fallon. Recently, someone asked him what the City was doing to bring business to Fallon. He advised that City Hall cannot offer stimulus packages but these public relations campaigns are something that we can do. A community assessment coordinated by Churchill County was just completed and some comments made by members of this community surprised him; they really were not true and comments of that type tend to spread. Many things in our community are great. Fallon is a great place to live. Many services are available, some people just don't know about them. The focus groups that are planned with this campaign are headed in the right direction. We need to jump in with both feet, quickly. In this economy, businesses need help now and over the next months, not in 20 years.

Mayor Tedford inquired if the Council had any comments or questions.

Councilman Erickson inquired as to the timelines and benchmarks of this campaign.

Ms. Whitaker advised that she was being realistic with her benchmarks by setting true, measurable goals at the three, six and twelve month marks.

Councilman Erickson was glad to see such an aggressive timeline. We are in difficult economic times and the City should be proactive in moving the brand forward. He was pleased with the plan.

Mayor Tedford agreed with Councilman Erickson, we need help more quickly in a down economic market.

Ms. Whitaker added that a public relations plan is never set in stone. There will be changes and we will adapt. Hopefully, we will be able to add in Ronnie Parker's work in the future.

Mayor Tedford added that Mr. Parker's graphic work was superb; we are just not in the position to bring him into the fold right now.

Councilwoman Dahl extended her appreciation to everyone that worked on this and put it together. This is an exciting project.

Mayor Tedford added that we had originally discussed how we could afford this project but then it turned into, "How could we afford not to?"

Mayor Tedford inquired if there were any public comments or questions.

Mr. Eric Grimes of the Churchill Economic Development Authority noted that there is a lot of information about Fallon that does not really represent Fallon. This campaign will allow us to put out positive, correct information about Fallon. This is a great plan.

Ms. Wendy Nelson, Downtown Merchants Association President, added that she was also excited about this project.

Mr. Rick Lattin, managing partner of Lattin Farms and Executive Director of Nevada Grown Farmers Association stated that Nevada Grown had made efforts to put local produce in restaurants and with out of town consumers. Over the last 13 years, over 130,000 people have visited the Lattin Farms Corn Maze and 75% of those visitors were from out of town. The theme of the maze this year is 'Know your farmer – Know your food.'

Councilman Erickson motioned to award a contract to Abbi Public Relations to complete work as outlined in this presentation in the amount of \$60,000.00; seconded by Councilman Richardson and approved with a 3-0 vote by the Council.

**Adoption of Resolution No. 10-19: A resolution of the City of Fallon, Nevada providing for the transfer of the City's 2009 Private Activity Bond Cap to the Nevada Rural Housing Authority and matters related thereto**

City Clerk Cordes explained that the City has allocated its unused allocation of private activity bond cap to Nevada Rural Housing since 1988. The Nevada Rural Housing Authority offers an assistance program for first time home buyers. This resolution aggregates multiple bonds and issues large bonds. Home buyers in Churchill County have received 41 loans from this program. This number includes purchases within the City. He recommended adoption of this resolution.

Mayor Tedford noted that, since 2006, \$1.8 million was transferred back to Nevada Rural Housing which in turn generated \$6.2 million in loans. This program is very beneficial for residents.

Mayor Tedford inquired if the Council had any comments or questions.

No comments were noted.

Mayor Tedford inquired if there were any public comments or questions.

No comments were noted.

Councilwoman Dahl motioned to adopt Resolution No. 10-19: A resolution of the City of Fallon, Nevada providing for the transfer of the City's 2009 Private Activity Bond Cap to the Nevada Rural Housing Authority as submitted; seconded by Councilman Richardson and approved with a 3-0 vote by the Council.

## **Award Professional Engineering Services Contract for City of Fallon Energy Efficiency and Conservation Block Grant (EECBG) Projects**

City Engineer Souba explained that the City was awarded an Energy Efficiency and Conservation Block Grant (EECBG) in the amount of \$1.277 million to complete various energy conservation projects. The first step in executing these projects is hiring a qualified engineering firm to complete the required design plans and specifications and assist with the advertisement, award and administration of those construction contracts. The EECBG is federally funded; any contract actions using these funds must comply with all applicable federal requirements. For, professional engineering services, a qualification based selection process must be used in order to select the best qualified consultant. City staff has completed such a process and selected EnergySource as the best qualified consultant. A total of three firms responded to the City's public advertisement and provided a Statement of Qualifications. EnergySource has a long history of providing high quality engineering services for the City and was better qualified to provide the required services than the other firms. He recommended the contract be awarded to EnergySource for the design, administration and construction inspection of the EECBG projects in the estimated amount of \$241,000.00. These engineering costs are 100% eligible for payment by the EECBG funds. This contract would be on a time and materials basis and is a typical format for services of this nature; it is just under 19% of the total grant amount. Generally, construction industry contracts of this nature are 20% of the total amount.

Mayor Tedford inquired if the Council had any comments or questions.

Councilwoman Dahl asked if the streetlights would be converted to LED.

City Engineer Souba replied affirmatively, other projects include energy efficiency modifications to City Hall, the Old Post Office and the Convention Center and well as optimizing transformers and pump station motors.

Councilman Richardson inquired as to the payback timeframe.

City Engineer Souba reminded that these projects are grant funded but payback would be less than 10 years.

Mayor Tedford inquired if there were any public comments or questions.

No comments were noted.

Councilman Richardson motioned to award a contract to EnergySource LLC for professional engineering services related to the City of Fallon Energy Efficiency and Conservation Block Grant projects in the estimated amount of \$241,000.00; seconded by Councilman Erickson and approved with a 3-0 vote by the Council.

### **Public Comments**

Mayor Tedford inquired if there were any public comments.

No comments were noted.

### **Council and Staff Reports**

City Engineer Souba: The water tank installation project is progressing. The floor is completely welded and they are now working on the panels.

Captain Shyne: No comments.

City Clerk Cordes: No comments.

City Attorney Mackedon: No comments.

Councilman Erickson: No comments.

Councilman Richardson: No comments.

Councilwoman Dahl: No comments.


**Executive Session**

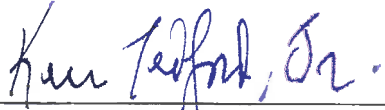
Mayor Tedford tabled the executive session, as it was not needed at this time.

**Adjournment**

There being no further business to come before the Council, Mayor Tedford adjourned the meeting at 8:04 p.m.

Attest: \_\_\_\_\_

  
Gary C. Cordes  
City Clerk/Treasurer

  
\_\_\_\_\_  
Mayor Ken Tedford, Jr.