

**SPECIAL EVENTS SUBCOMMITTEE OF THE
RENO CITY COUNCIL
BRIEF OF MINUTES
April 23, 2019**

The Special Events Subcommittee of the Reno City Council held a meeting at 3:16 p.m. on Tuesday, April 23, 2019, in the Council Chambers in Reno City Hall.

PRESENT: Council Members Jardon, Brekhus and Weber

ABSENT: None.

ALSO PRESENT: Arts, Culture and Events Manager Alexis Hill and City Clerk Turney.

COUNCIL MEMBER WEBER PRESIDED.

3. PUBLIC COMMENT

None.

4. Approval of the Agenda – April 23, 2019.

It was moved by Council Member Brekhus, seconded by Council Member Weber, to approve the agenda.

Motion carried.

5. Legacy Events (For Possible Action).

- a. Discussion and possible approval of a sponsorship request up to an amount of \$35,000 from the Silver Legacy Resort and Casino for the special event the Biggest Little City Wing Fest 2019 on July 5 - July 6, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- b. Discussion and possible approval of a sponsorship request up to an amount of \$12,000 from the Eldorado Resort Casino for the special event

**AGENDA
ITEM
NO.**

the Eldorado's BBQ, Brews and Blues Festival on June 19 - 20, 2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- c. Discussion and possible approval of a sponsorship request up to an amount of \$12,007.45 from The Great Reno Balloon Race for the special event The Great Reno Balloon Race on September 6-8, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- d. Discussion and possible approval of a sponsorship request up to an amount of \$5,600 from the Eldorado Resort Reno for the special event The Great Eldorado Italian Festival on October 12-13, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- e. Discussion and possible approval of a sponsorship request up to an amount of \$20,000 from the Reno Rodeo Association for the special event the Reno Rodeo in June 2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- f. Discussion and possible approval of a sponsorship request up to an amount of \$25,000 from the Roadshows, Inc. for the special event Street Vibrations Spring Rally on June 5-7, 2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

**AGENDA
ITEM
NO.**

- g. Discussion and possible approval of a sponsorship request up to an amount of \$60,000 from Roadshows, Inc. for the special event Street Vibrations Fall Rally on September 25-29, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- h. Discussion and possible approval of a sponsorship request up to an amount of \$150,000 from Hot August Nights, Inc. for the special event Hot August Nights on August 7-11, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- i. Discussion and possible approval of a sponsorship request up to an amount of \$65,000 from National Championship Air Races for the special event Reno Air Races on September 11-15, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- j. Discussion and possible approval of a sponsorship request up to an amount of \$15,000 from Our Center for the special event Northern Nevada Pride Parade and Festival on August 27, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- k. Discussion and possible approval of a sponsorship request up to an amount of \$2,350.00 from Let's Do Thing's for the special event 2019 Thriller Under the Arch on October 19, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

AGENDA
ITEM
NO.

6. Community Events (For Possible Action).

- a. Discussion and possible approval of a sponsorship request up to an amount of \$24,320 from Artown for the special event Artown on July 1 - July 31, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- b. Discussion and possible approval of a sponsorship request up to an amount of \$8,000 from Liquid Blue Events for the special event The Coors Light 48hr Boneyard Blast on July 5-7, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- c. Discussion and possible approval of a sponsorship request up to an amount of \$15,000 from Hot August Nights, Inc. for the special event Hot August Nights Spring Revival on May 14-16, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- d. Discussion and possible approval of a sponsorship request up to an amount of \$4,000 from the Riverwalk Merchants Association for the special event monthly every third Saturday downtown Wine Walks 2019/2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- e. Discussion and possible approval of a sponsorship request up to an amount of \$11,000 from Mercury Momentum for the special event Reno Earth Day on April 19, 2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

**AGENDA
ITEM
NO.**

Motion carried.

- f. Discussion and possible approval of a sponsorship request up to an amount of \$25,000 from Liquid Blue Events, LLC for the special event the Reno River Festival on May 9-10, 2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- g. Discussion and possible approval of a sponsorship request up to an amount of \$17,000 from Desert Sky Adventures for the special event Reno's Biggest Little Half Marathon / 10K / 5K on April 25, 2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- h. Discussion and possible approval of a sponsorship request up to an amount of \$7,605 from Desert Sky Adventures for the special event the Reno's Wobble Before You Gobble 10K / 5K / 1Mile on November 28, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- i. Discussion and possible approval of a sponsorship request up to an amount of \$5,800 from Desert Sky Adventures for the special event the Reno Run 4 Love on February 26, 2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- j. Discussion and possible approval of a sponsorship request up to an amount of \$2,017.69 from Let's Do Thing's for the special event the 2019 Great Santa Dash on December 21, 2019 (For Possible Action).

**AGENDA
ITEM
NO.**

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- k. Discussion and possible approval of a sponsorship request up to an amount of \$1,500 from the Northern NV Black Cultural Awareness Society (NNBCAS) for the special event the 29th Annual Juneteenth Celebration on June 15, 2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- l. Discussion and possible approval of a sponsorship request up to an amount of \$2,000 from the Reno News and Review for the special event Rollin on the River on July 5, 12, 19, and 26, 2019 (for possible action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- m. Discussion and possible approval of a sponsorship request up to an amount of \$4,500 from Sunset Honee's for the special event Reno Aloha Festival on August 24, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- n. Discussion and possible approval of a sponsorship request up to an amount of \$23,000 from Reno 5000 for the special event Downtown River Run on April 18, 2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- o. Discussion and possible approval of a sponsorship request up to an amount of \$3,000 from The Bridge Church for the special event Easter Egg Dash at Idlewild Park on April 11, 2020 (For Possible Action).

**AGENDA
ITEM
NO.**

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- p. Discussion and possible approval of a sponsorship request up to an amount of \$600.00 from Sierra Nevada Ballet for the special event Sierra Nevada Ballet presents The Peanut Cracker on December 12, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

7. New Events (For Possible Action).

ITEMS 7.A THROUGH 7.E WERE APPROVED (BY CONSENT?)

- a. Discussion and possible approval of sponsorship request up to an amount of \$5,500 from Great American Craft Fairs for the special event The Great American Craft Fair on June 27-28, 2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- b. Discussion and possible approval of a sponsorship request up to an amount of \$7,500 from Race 178 for the special event the 2nd Annual Reno Mile on September 7, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- c. Discussion and possible approval of a sponsorship request up to an amount of \$400.00 from Chesa Keane/TAO Consultants for the special event Dogs of Reno on September 29, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

**AGENDA
ITEM
NO.**

Motion carried.

- d. Discussion and possible approval of a sponsorship request up to an amount of \$4,490 from Prema Farms for the special event the Riverside Farmers Market for every Saturday July-December, 2019/January-June, 2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- e. Discussion and possible approval of a sponsorship request up to an amount of \$1,000 from Jolene Cook/Neon Agency for the special event Movie Night for Growing Local Food Week on August 16, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

8. Nonprofit Events (For Possible Action).

ITEMS 8.A THROUGH 8.Y WERE APPROVED

- a. Discussion and possible approval of a sponsorship request up to an amount of \$1,350 from Art Paws Inc for the special event the 17th Annual Art Paws on July 21, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- b. Discussion and possible approval of a sponsorship request up to an amount of \$450.00 from The Pregnancy and Infant Loss Support Organization of the Sierras (PILSOS) for the special event the 9th Annual A Time For Remembrance on October 13, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

**AGENDA
ITEM
NO.**

- c. Discussion and possible approval of a sponsorship request up to an amount of \$500.00 from Nevada Humane Society for the special event Duck Race and Festival on August 18, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- d. Discussion and possible approval of a sponsorship request up to an amount of \$1,000 from Canine Companions for Independence for the special event Dog Fest Reno on September 21, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- e. Discussion and possible approval of a sponsorship request up to an amount of \$2,000 from Reno Food Systems for the special event Reno Garlic Fest on July 20, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- f. Discussion and possible approval of a sponsorship request up to an amount of \$3,500 from the American Heart Association for the special event the Heart & Stroke Walk/Run on September 15, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- g. Discussion and possible approval of a sponsorship request up to an amount of \$250.00 from the American Heart Association for the special event Cycle Nation on June 21, 2020 (for possible action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

**AGENDA
ITEM
NO.**

Motion carried.

- h. Discussion and possible approval of a sponsorship request up to an amount of \$900.00 from JUSTin Hope Foundation for the special event Hugs N Heroes on October 13, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- i. Discussion and possible approval of a sponsorship request up to an amount of \$421.75 from Sierra High Notes for the special event Cheers for 50 Years on July 7, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- j. Discussion and possible approval of a sponsorship request up to an amount of \$3,092 from Iron Nation MC for the special event the 18th Annual Never Forget Run on Saturday September 7, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- k. Discussion and possible approval of a sponsorship request up to an amount of \$3,800 from Northern Nevada Aquatics for the special event the Northern Nevada Age Group on March 21-22, 2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- l. Discussion and possible approval of a sponsorship request up to an amount of \$1,200 from the Reno Philharmonic for the special event Pops on the River on July 13, 2019 (For Possible Action).

**AGENDA
ITEM
NO.**

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- m. Discussion and possible approval of a sponsorship request up to an amount of \$2,000 from the Zazpiak Bat Basque Club for the special event the 52nd Annual Reno Basque Festival on July 20, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- n. Discussion and possible approval of a sponsorship request up to an amount of \$6,000 from Susan G. Komen Nevada for the special event the More than Pink Walk on October 13, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- o. Discussion and possible approval of a sponsorship request up to an amount of \$3,500 from the Reno Aquatic Club for the special event the Reno Aquatic Gamble Swim Meet on June 21-22, 2020 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- p. Discussion and possible approval of a sponsorship request up to an amount of \$4,000 from the Reno Sparks Chamber of Commerce for the special event Biz Ball on July 12, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- q. Discussion and possible approval of a sponsorship request up to an amount of \$7,000 from the Northern Nevada Aquatics for the special

**AGENDA
ITEM
NO.**

event Silver State Championships on July 19-21, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- r. Discussion and possible approval of a sponsorship request up to an amount of \$500.00 from the Nevada Coalition for Suicide Prevention for the special event Walk in Memory Walk in Hope on September 14, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- s. Discussion and possible approval of a sponsorship request up to an amount of \$2,000 from the Word of Life Ministries for the special event 2019 Gospel Fest on July 21, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- t. Discussion and possible approval of a sponsorship request up to an amount of \$5,000 from Ahora Latino Journal for the special event Fiesta on Wells on September 22, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- u. Discussion and possible approval of a sponsorship request up to an amount of \$2,100 from Theater Works of Nevada for the special event What We Lost Along the Way on September 25, 26, 27, 28, and 29, 2019 October 4, 5, and 6, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

**AGENDA
ITEM
NO.**

- v. Discussion and possible approval of a sponsorship request up to an amount of \$7,000 from Artech for the special event Reno Art Fest on July 12-14, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- w. Discussion and possible approval of a sponsorship request up to an amount of \$2,000 from Future Kind and Northern Nevada RAVE Family Foundation for the special event Back Wash on August 10, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- x. Discussion and possible approval of a sponsorship request up to an amount of \$1,715 from Cordillera International Film Festival for the special event Movies in the Park on July 5, 12, 19, and 26, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

- y. Discussion and possible approval of a sponsorship request up to an amount of \$3,369 from the Community Health Alliance for the special event Wine and Ribs Fundraiser on August 24, 2019 (For Possible Action).

It was moved by Council Member Brekhus, seconded by Council Member Jardon to uphold the subcommittee's recommendations.

Motion carried.

9. Scoring, Ranking and Recommended funding for Special Events (For Possible Action). The Committee will discuss and calculate the event scores, rank and recommend funding for events listed above.

NO ACTION WAS TAKEN ON THIS ITEM.

AGENDA
ITEM
NO.

Alexis Hill, Arts, Culture and Events Manager, gave a presentation on special events sponsorship requests for fiscal year 2019/2020 with recommendations from the Special Events Sponsorship Committee that met on March 19, 2019. The committee reviewed applications and scored them per scoring in resolution that was approved by City Council on December 2, 2013. This resolution was meant to streamline the process and allow other groups to ask for funds and be reviewed against each other.

Alexis Hill discussed past years' budgets for Special Events Subcommittee. In 2018, in an effort to cut the budget the special events subcommittee approved \$288,000, down from \$350,000 in years prior. This year the sponsorship committee cut the budget again, bringing it to \$280,000.

Council Member Jardon clarified that events are given a percentage of in-kind donations; the only event that receives cash is Artown.

Council Member Jardon announced that special events funding is secondary to other concerns like police and public safety and discussed the city's efforts to reduce these events' dependence on the city.

Council Member Brekhus asked for clarification on in-kind sponsorships. Alexis Hill stated that whether the event reimburses the city or the event receives an in-kind sponsorship, those departments are reimbursed. In the last audit, ways to more quickly reimburse departments were found and will be used this year.

Council Member Brekhus asked for clarification on contingency recommendation. Alexis Hill explained that the difference of \$13,194.34 between the Sponsorship Committee recommendations and the contingency budget could provide an opportunity to sponsor events that come in last minute; this committee would meet and then review the application.

Council Member Brekhus suggests the extra \$13,194.34 could go back into general fund for overall budget decisions.

Alexis Hill said that Council could look into moving Room Tax Fund moneys to that. Amtrak ADA bathrooms are a downtown priority and the Room Tax Fund could be used for that.

Council Member Jardon said that some events the subcommittee will consider have been long-standing and may have received a low ranking due to application errors or other reasons. If present, they could appeal to the subcommittee for additional funding. The contingency was built in to allow for these instances and other events that may come up.

AGENDA
ITEM
NO.

Alexis Hill said that there were give-backs this year and they are not included in the budget being presented. She offered to report back to the subcommittee on give-backs.

Alexis Hill suggested that the subcommittee could take public comment before discussing individual events so they know which items to pull from the [consent?] agenda. The Special Events Sponsorship Committee asked the group to pull the following items: Funding allocations were decided based upon a formula; this body is able to change funding allocations. Council Member Jardon said there were anomalies with these events and wanted to give the committee an opportunity to look at these items in more detail.

City Clerk Turney clarified that Alexis Hill is identifying each section as a consent agenda and City Clerk is looking for a motion on the consent agenda and any items pulled for separate motion/discussion. She clarified that the items suggested to be pulled are:

- 5j, Our Center, Northern Nevada Pride Parade
- 6k, Northern Nevada Black Cultural Awareness Society
- 8o, Reno Aquatic Club
- 8q, Secondary item for Northern Nevada Aquatics

Council Member Brekhuis asked why the events hosted by the Eldorado Resort Casino have not been recommended to receive any sponsorship funding. Alexis Hill said the subcommittee can still allocate sponsorship funding to these events but that the Eldorado Resort Casino has withdrawn their request for sponsorship funding.

City Clerk Turney clarified for the record that this body is recommending they no longer sponsor the following items:

- 5a, Eldorado Resort Casino, Biggest Little City Wingfest
- 5b, Eldorado Resort Casino, Eldorado's BBQ, Brews and Blues Festival
- 5d, The Great Eldorado Italian Festival

PUBLIC COMMENT

Mike Whan, Executive Director for Hot August Nights, spoke about funding allocation for Hot August Nights. He stated that \$724,000 in taxable funds goes directly to the city and appealed for more funding for Hot August Nights. He asked about why Hot August Nights funding was reduced 25.70% from FY 2018/2019 to FY 2019/2018 while Roadshow®, Inc. events had lower subcommittee scores than Hot August Nights but received increases in funding by 55.47% and 78.14%.

**AGENDA
ITEM
NO.**

Neil Horning from the Reno River Festival spoke about current funding allocation and requested more funding. Overall City of Reno in-kind funds have decreased by 56%.

Alexis Hill addressed Mike Whan's comments about Hot August Nights. The reason they lowered the amount given to Hot August Nights is that they would receive a large amount of the funding. They still receive more than any other event. Alexis Hill addressed Street Vibrations; the amount allocated to Street Vibrations went up according to event attendance. Alexis Hill offered to make changes according to the committee's desires.

Council Member Brekhus asked whether events that have multiple events/dates throughout the year are considered one event or separate events and whether it affects funding allocations. Alexis Hill explained that Wine Walks are seen as a season of events.

Council Member Brekhus asked how much the annual ask from Hot August Nights has been in the past; Alexis Hill offered to return with the requested information.

Council Member Brekhus asked Alexis Hill to clarify the term, "Street Vibrations made more money last year" Alexis Hill clarified that they had a higher score last year; they're being recommended at a higher level of in-kind support this year.

Council Member Jardon explained that the form takes into account many factors that affect scoring and that some factors are weighted more than others.

Council Member Weber asked about in-kind contributions and said it would be helpful to know what form these contributions take like police or cleanup help. Alexis Hill said she can provide that information but it is not on the spreadsheet.

Council Member Brekhus asked if the scoring criteria remain the same each year. Alexis Hill said that the scoring criteria is the same each year and that each category has different scoring criteria.

Council Member Brekhus asked if any of these events receive funding from the Reno Sparks Convention and Visitors Authority (RSCVA). Representatives present from events responded that none receive funding from the RSCVA. Council Member Brekhus asked what they do with the \$45 million they receive each year. Alexis Hill said she and City Manager have had the same conversation.

Council Member Brekhus asked why item 5j was pulled from consent agenda. Alexis Hill explained that Northern Nevada Pride Festival and Parade applied in the Legacy Event category and are competing against much larger events. Alexis Hill said that the event may have applied in the wrong category. The Special Events Sponsorship Committee asked that this event be reconsidered, as they are being recommended to receive 9.77% less in sponsorship funding than the prior year.

AGENDA
ITEM
NO.

Council Member Brekhus asked whether any of the other events' items pulled were being considered for more funding due to the possibility of having been recommended for more funding had they applied in other categories. Alexis Hill said that item 6k, the Northern Nevada Black Cultural Awareness Society, applied in the Legacy Event category; they asked to be considered by this committee, so the Special Events Sponsorship Committee asked that they be reconsidered.

Council Member Brekhus asked whether each category of events is allocated a percentage of the total budget. Alexis Hill said that the Special Events Sponsorship Committee has never restricted themselves in that way but it is not out of the question.

Council Member Jardon said that categories change and ranking within each category changes. Rather than being rigid within each category, the committee left it fluid. Alexis Hill said the categories help review events against similar events. Legacy Events typically receive a bulk of the budget for special events funding.

Council Member Brekhus said that by favoring Legacy Events, it could be perceived as bias against anyone bringing in new ideas or concepts. She said that if Our Center applied in the Legacy Events category, they should remain in that category.

Alexis Hill discussed items 8o and 8q and asked for them to be pulled from the agenda.

Council Member Brekhus asked whether Pops on the River is eligible for arts and culture funding. Alexis Hill said the event is not eligible.

Council Member Jardon said this speaks to what Council Member Jardon and Mayor Schieve have been advocating for, which is to have one regional clearinghouse to filter all special events. Council Member Jardon believes this should be the role of the RSCVA. Council Member Weber agrees that the RSCVA should be a regional clearinghouse for special events funding and wants to look into it next year.

Council Member Jardon said that there will be another chance for events to lobby for increased funding when this budget is brought to City Council. Council Member Jardon asked whether anyone was present representing any of the events whose items were pulled for further discussion and invited them to speak.

Jeromy Manke, President of Our Center and Chair for the Northern Nevada Pride Committee spoke about the event's application for sponsorship funding. He said they looked at each category of events as a step up in tier levels and that they applied in the Legacy Events category based on the requirements for the category; they were unaware that the economic impact portion for the legacy event versus the community event would negatively impact the recommendations from the Special Events Sponsorship Committee. In addition, they have significant increases in regards to expenses with the city due to their choice to move the parade to Virginia Street.

AGENDA

ITEM

NO.

Council Member Brekhus said that Hot August Nights may be used to receiving more funding and now there are more events. She said that the Northern Nevada Black Cultural Awareness Society may be able to look to other sources to fund the Juneteenth event. Council Member Brekhus is inclined to stay on budget at \$280,000 because there are greater needs for the contingency budget.

Alexis Hill and the subcommittee discussed the Reno Air Races. Council Member Jardon said that this year their insurance spike from the 2011 tragedy dropped off and they received 17.89% less. Last year, they were close to breaking even; costs are high because police and fire departments have to both work this event which is very successful in terms of attendance.

[51:30] Council Member Brekhus suggests motion to approve subcommittee's recommendation. Council Member Weber asked for clarification on motion. [

Council Member Jardon said that if individuals expressing concern want to continue to pursue additional funding, they have other options including attending the City Council meeting on June 5, 2019 at 10:00 a.m. and asking individual Council Members for part of their Council discretionary funds.

Council Member Weber asked to clarify the purpose of this meeting. If these people who came today want to change something, this subcommittee doesn't do anything and they have to go to the next meeting.

Council Member Brekhus said she asked for an analysis of how many events are in Ward 1 and over half of them are in Ward 1. These events can create additional issues. Council Member Brekhus would rather make a difficult decision today than on June 5th. Council Member Brekhus prioritizes discretionary funds for infrastructure improvements in Ward 1.

Council Member Jardon expressed a desire for events to reduce dependence on the City of Reno and would prefer to keep things the way they've been allocated but with an understanding that there's still an opportunity to ask at the council level, but with this body making the recommendation to keep allocations the same.

Council Member Brekhus wants to see improvements in business districts in Ward 1. If this subcommittee is unable to put money towards these events the way they have in the past, the alternative is to focus on a resurgence of business districts.

The motion would be to uphold recommendation of subcommittee with El Dorado events pulled off as showed on Staff Report.

Mike Hahn said there's \$14,000 that this committee has the opportunity to do something with. Council Member Jardon said these are the moneys potentially available at the first Council meeting in June. Council Member Jardon is not comfortable allocating these funds at this meeting. The overall council may choose to allocate funds at that time.

**AGENDA
ITEM
NO.**

Council Member Jardon asked that anybody upset with the City of Reno redirect their concerns to the RSCVA. During public comment, City Council will be asking for a joint meeting with the RSCVA.

Alexis Hill explained that the subcommittee has options. The contingency budget could be used for new events. The subcommittee in the past has listened to people and decided to allocate contingency funds. \$280,000 will be brought to Council for this subcommittee's budget.

Council Member Brekhus' preference is to not bring in new events. If someone mid-year misses the cycle, they can apply for funding next year. Council Member Brekhus would prefer to keep the remainder of the \$280,000 budget for additional needs related to events already sponsored by the City of Reno. Council Member Brekhus believes that contingency funds should be set aside for externalities like additional street barricades and other unforeseen costs.

Council Member Weber requested a separate meeting with Alexis Hill.

Council Member Weber expressed concern that people who came today still need to turn around and go to another meeting instead of considering the contingency at the moment.

Council Member Brekhus [I think: 1:00:47] suggested making a motion. Council Member Brekhus made a motion at: [51:30] to uphold subcommittee's recommendations. Council Member Jardon seconded the motion [This is at 1:01:30].

MOTION CARRIED.

Council Member Jardon asked about item 9 on the agenda; Alexis Hill said that the item was included to give the subcommittee flexibility.

City Clerk Turney announced that items 5, 6, 7, 8 and 9 were taken collectively with the last motion and that the subcommittee has taken all of their agenda items.

Public comment.

(Is this public comment or general discussion that should be included between passing motion and public comment? Council Member Brekhus began by saying "I have a public comment.")

Council Member Brekhus requested that next time the report includes the ward an event occurs in.

AGENDA

ITEM

NO.

Council Member Weber requested more details including how long the program has been going, including the first year the program/event took place and a breakdown of in-kind contributions.

Council Member Brekhus requested an outline of the schedule for the application process.

Alexis Hill said the committee will meet to discuss crawl events in July, 2019.

Alexis Hill said she will schedule joint RSCVA/City Council meeting when she can get full committee's availability.

THE MEETING WAS ADJOURNED AT 4:16 P.M.