



Clark County Shooting Range Advisory Committee PUBLIC MEETING

6:30pm Tuesday July 19, 2011

Government Center, 500 S Grand Central Pkwy, Las Vegas, NV. 89155

MEETING MINUTES

MEMBERS PRESENT: Roy Clark, Kevin Close, Art Dixon, Kevin Kelley, Linda Lane, Ron Lurie Vice-Chair, Chuck Musser, Martin Olson, Brandy Ornelas, and Anthony York

MEMBERS ABSENT (EXCUSED): Glenn Trowbridge Chairman, Senator John Lee

ATTENDANCE: 10

STAFF PRESENT: Jane Pike, Director of Parks and Recreation; Janice Ridondo, Commission District B Liaison; Steve Carmichael, Range Administrator; Iris Kikuchi, Secretary

NOTICE POSTED: Clark County Government Center Lobby, Clark County Web site: <http://www.clarkcountynv.gov>, Regional Justice Center, Paradise Community Center, Desert Breeze Community Center, Winchester Community Center, Clark County Shooting Range (Range Office, Shotgun Center, Rifle-Pistol Center)

I CALL TO ORDER:

- A. This meeting was called to order at 6:30pm by Ron Lurie, Vice Chairman
- B. Silence all cellular phones and pagers.
- C. Conformance with Nevada Open Meeting Law-**CONFIRMED**

II PLEDGE OF ALLEGIANCE

- A. The Pledge of Allegiance was recited.

III ROLL CALL OF BOARD MEMBERS

- A. Roll call was taken. Ten (10) board members were present.

IV ORGANIZATIONAL ITEMS:

- A. The July 19, 2011 meeting agenda was unanimously approved as written. Motion by Anthony York, second by Martin Olson. None opposed.
- B. The minutes of the June 21, 2011 meeting were unanimously approved as written. Motion by Anthony York, second by Brandi Ornelas. None opposed.

V PUBLIC COMMENTS

- A. None

VI COMMITTEE MEMBERS DISCUSSION ITEMS:

- A. No reports made by Ron Lurie, Vice Chairman.

VII ACTION ITEMS:

- A. Resolution Amendment - Steve Carmichael added that in the Amended Resolution the reference to "Regulatory Signs" would be omitted, reference to "Parks and Recreation Director" replaced by "County Manager", and all reference to "Park" will be replaced with "Range". He added the Shotgun Center Camping Rules, Registered User Group Rules, and Shooting Host Program Rules will be moved to the Operations & Procedural Guide. Two pages will be submitted to the Board of County Commissioners (BCC) as enforceable rules. The Operations and Procedural Guide will be separated from the Resolution. One change in the hours of operation was noted. The Archery Range & Shotgun Center will be open to the public until 10pm on Wednesday evening. Other hours will



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remain unchanged. We will try new promotions from 7-8am during the winter months and from 1pm –5pm in the hot summer months, to gain new business during seasonally slow periods. The staff will track data and we will review again at a later date after trying new ideas. Steve answered comments and questions asked by committee members. A motion by Tony York to accept Amended Resolution as is. Kevin Close seconded the motion. Roy Clark suggests adding a date of action to the document for the record. Tony York amended the motion with reference to the suggestion of adding the date by Roy Clark. Vote was taken and approved as written. One committee member, Art Dixon opposed.

VIII STAFF REPORT:

A. Steve Carmichael, Range Manager presented the Shooting Range Briefing:

- Sporting Clay Update – Steve reported to the committee that he would have a power point presentation on the update of the Sporting Clays course for the August meeting. At last week's RPM meeting they discussed the types of equipment that will be used on the course: Promatic Sporting Clays machines, paired with the Long-Range target management system. Tomorrow's RPM meeting will include a conference call with Marty Fisher, the course designer. Discussion will include what type of specialty machines will be used on what stations. Specialty machines include "Rabbit", "Battue", & "Midi". White Flyer target manufacturing now provides specialty targets for the same price as standard. Course is coming along very nicely.
- NSSF Grant Update – Steve reported three days after last month's meeting that we received approval of \$50,000 for marketing and promoting the range. The plan is to survey and track first time shooters with a 15,000 direct mailers to include complimentary coupons. The coupons will consist of ½ off gun rentals, \$2 off range fees, \$1 off clay target rounds, and free coffee at the café. The mailer will be sent out during the months of August-September and we are buying 480 radio spots to run in September & October.
 - a. Question from Chuck Musser – can we get a flyer in the utility bills; i.e. water, power and sanitation? Janice Ridondo responded that she would look into it.
 - b. Kevin Close added to develop the business and construction on property, we need to pursue our interests in getting the most return on investment. From the annual Advisory reports, he reported the raw data and created a chart formatting numerous studies. Phase I: Projected Revenue, Projected Expense, and Projected Operating Income. Phase II: Projected Revenue, Projected Expense and Projected Operating Income. Being that Senator Reid has \$1-2 million for the range, where is the money best spent to generate income? With \$4.4 million for construction, would the Tourism Range be our best investment? If we get 1,000 people or tourists using the range, they would spend hundreds of dollars. Chuck Musser comments that we should take a look at the previous Business Plan created by the committee in the past. Ron Lurie agreed to verify to see that the plans are in line with what we are doing now. We need to look at the return as a business. The report makes sense, as we need to generate revenue to support the range. Ron thanked Kevin for taking the time for putting together his report. Steve commented that he, Ed Finger and Jane Pike had a conference call with Reid's office regarding the \$1-2million for the tactical range. Kevin added that the costs are not in relation to the numbers from 2003.
 - c. More discussion took place
- Range Construction Priority – Steve announced that the scope of work for the tactical range Phase I, had been submitted, with 3- 100 yd ranges and 7- 50 yd ranges to be built. The estimated cost to build had risen dramatically from the estimate of 2003. The committee questioned the use of this range and cost. Ron Lurie suggests going back to RPM to sharpen their pencils on the cost to build. Steve comments he would like to see an expansion of the Rifle-Pistol range up to an acre with 30 more benches/points to shoot. Suggests

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inviting Joe Gale from Real Property Management (RPM) to next month's meeting so committee can get some answers regarding the remaining build-outs of the range. Brandi Ornelas asks what was built with the \$61 million from Southern Nevada Public Lands Management Act (SNPLMA) and why the costs are so way out of line? Art Dixon gave a brief synopsis from the previous business plan. Chuck Musser suggests to get rid of RPM and deal with Public Works. PW uses practical sense and the engineers get the lowest bid. Steve comments why not move forward on the Tourism Center, which is shovel ready? More discussion and suggestions to see which range would be feasible to build at this time.

- Capital Services Program – Steve handed out the program for Capital Services and Capital Naming. Chuck Musser suggests the County Manager to write a letter to candidates that will be willing and or have interest in this program. He has someone in mind and money will be no problem. Steve suggests we need a professional to handle this. Ron Lurie comments that we need to show the people we are in need and go out and see what we can do. We need to touch bases with hotels, car dealerships, etc. Once we get one or two of them, everyone will follow. Roy Clark suggests touching bases with the 51's group and get a sign on the field for advertising. Chuck Musser will go out and drop off a package for Cliff Findlay. Janice responded that there already was a letter in the mail. There were more suggestions and comments made by the committee regarding different sponsors to ask for the Capital Service and Naming Program.
 - a. Steve commented that a Request for Information (RFI) would be issued for gravel sales. He will report back at the August meeting.
 - b. Discussion and comments about PR and advertising. Ron will get feedback from R & R if they are available to sell sponsorships. Big accounts will be potential accounts. Chuck comments that we should advertise at the Shot Show and directly with Adelson from the Venetian and present them the Naming Rights program. Ron added to hit Wynn, MGM Grand and Harris Entertainment. Suggests keeping subject on the agenda for next month. Steve comments that once we have a couple good names, we may get everyone to come on board.
 - c. Martin Olson suggests putting out about 10 signs and banners for local ads at the Shot Show. A 10x5 size banner with a short-term commitment. Build some frames and we can use over again. More discussion was held on advertising.
 - d. Roy Clark asked about a possible Eagle Scout project and gets the specifications to the scout office and have the Boy Scouts build them. Steve commented that would want to involve RPM as well.
- Hours of Operation – Steve added that the Shotgun Center would be open to the public until 10pm on Wednesdays to encourage night shooting. We have a league already in place, effective Wed August 3, 2011.
- Promotional Passes – Passes were issued at June meeting and will be available tonight if committee members need more. We will attend the Crossroads of the West Gun Show on August 6-7, 2011 and hand out more passes to new shooters. Last show we gave out over 100 passes each day to new shooters.

IX CORRESPONDENCE

- A. None to report.

X PUBLIC COMMENT / COMMUNITY CONCERNS:

- A. James Borchers, former Advisory Committee member, has traveled to other trap ranges out of state, including attending other clubs and businesses. Advertising can be done with RV companies like Johnny Walker RV's and other RV parks in the county. As for volunteers, there are people who want to volunteer out on the range. They can pick up shotgun shells, wads, sort brass or pay back time for camping. On a personal note, volunteer Hosts

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are finding it difficult with background checks taking up to a month for processing. During this time of the year of hot months, we need to speed up the process to get more volunteers working on the range. An NCIC background check only takes five minutes. Ron Lurie asked Steve to check on this. Question by James, is this in the By-Laws that every position requires a background check? Jane Pike responded that she would work with Human Resources to expedite approvals.

- B. Chuck Musser commented that the range made double the money in fiscal year 2010.
- C. Martin Olson added that 60 people shot for free last year with the Nevada Department of Wildlife.
- D. John Cahill, Clark County Public Administrator, comments that taxpayers support the range enterprise fund and the range needs to be self-supporting. Ranges make as much money as golf courses. Volunteers do 95% of the work. Boulder City pays for pavement and has more tactical bays than the Shooting Range will build out. We should have enough land. He shot last month in California, and there were tactical bays that hosted events. The sooner we get them built the sooner we can attract more visitors and hold events. In September the State Cowboy Action Shooters will have participants and we can watch them at Desert Sportsman, & the USPA National Handgun Association. We should see how they are set up and watch their shooting competition. It should give us ideas what the shooters are like. We can set up advertising and see it while sitting in the stands at the events. We need public facilities or else all will be made to private clubs. We have to take value in the desert clean up when people are dirtying the range. We have to provide a safe place to shoot where families can go. Encourage the public to speak at the BCC meetings.

XI NEXT MEETING DATE

- A. The next meeting will be held on Tuesday August 16, 2011 at 6:30pm at the Government Center ODC Training Room 3.

XII ADJOURNMENT

- A. Meeting was adjourned at 8:52pm.

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