



# Clark County Shooting Complex Advisory Committee PUBLIC MEETING

6:30pm Tuesday April 15, 2014

Clark County Government Center, 500 S. Grand Central Parkway, Las Vegas, NV 89155

## MEETING MINUTES

**MEMBERS PRESENT:** Ron Lurie-Chair, Roy Clark-Vice Chair, Linda Lane, Chuck Burnett, Robert Gaudet, Kevin Kelley, Eric Loden, Scott Lofgren, Russ Martin and Martin Olson

**MEMBERS ABSENT:** Neil Dille, Art Dixon,

**ATTENDANCE:** 10

**STAFF PRESENT:** Steve Carmichael, Complex Administrator, Gina Olivares, Public Outreach Campaign, and Leslie Riesen, 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 Complex (Complex Office, Shotgun Center, Rifle-Pistol Center)

### **I CALL TO ORDER:**

- A. Meeting was called to order at 6:30pm by Ron Lurie, Chairman
- B. All cellular phones and pagers silenced
- 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. A quorum was met.

### **IV ORGANIZATIONAL ITEMS:**

- A. The meeting agenda of April 15, 2014, was unanimously approved as written. Motion by Robert Gaudet and second by Kevin Kelley.
- B. The minutes of March 18, 2014, were unanimously approved as written. Motion by Roy Clark

### **V PUBLIC COMMENTS:**

- A. None.

### **VI STAFF REPORTS:** Steve Carmichael, Complex Manager, presented the Shooting Complex Briefing:

- A. Shooting Complex FY14 third quarter revenues – Steve handed out copy of Special Events revenue from February, March and April, excluding numbers from the Silver Buckle sporting clays tournament, which will add \$24,000+ to the FY14 third quarter numbers. Linda Lane commented numbers seemed to have increased in March. Chair Ron Lurie is pleased with the increased revenue for March. Steve Carmichael noted Jeff Share was unable to attend the meeting. Steve handed out information sheets reflecting increase in our cash balance over the past 3 months. March dropped off a bit due to expenditures for ammo and clay targets. Cash balance is expected to increase in April. Steve mentioned that, Yolanda King, CFO, briefed the Board of County Commissioners earlier in the day and the Commissioners seemed pleased with the positive results.
- B. Marketing Update & Presentation – Gina Olivares reported results of the customer survey cards taken at the range and noted a huge spike in attendance for February. Gina also explained the breakdown in zip codes; first largest group represented- Centennial area, second- North Las Vegas, and third- Summerlin. The majority of out of town visitors came from California, Arizona, Utah and Northern Nevada. Billboards around town were taken down in mid-March. Gina has requested an extension for billboards to be put up again for the months of May,



# Clark County Shooting Complex Advisory Committee PUBLIC MEETING

June and September. Ron Lurie would like to see the billboards ongoing. CCSC bill boards at McCarran Airport are anticipate to remain in place until February 2015 at no charge. Advertisements have been placed in trade magazines including Trap & Field, Sporting Clays, and Black's Journal. The RJ will feature a full color ad each Sunday in the sports section. Gina was asked about advertising at the hotels and Las Vegas Speedway; she replied the campaign was originally directed to local traffic and urban areas. Martin Olson commented on the CCSC half-page colored ads published in NDOW Hunting and Fishing books along with full page black and white ad in NDOW Regulations book. The CCSC website is currently featuring a 5-second PSA of testimonials and a 5- minute promotional video. Channel 4 is airing a "How to Shoot Trap" which includes 5-6 minutes of Steve Carmichael talking about his experience and the history of trap. Gina and Steve are working with PBS to sponsor a three-part series in May highlighting military vets. The \$600 sponsorship of the series by Wes Moore provides for promotion of the facility at the end of each episode.. After the series airs, CCSC is considering promoting a meet and greet with Wes Moore at the Shooting Complex, providing an opportunity to showcase the facility and talk to veterans.

## C. Event Attendance-

Ducks Unlimited (Feb 20 – 23): A total of 428 contestants registered for this event. Contestants from 30 states and Canada attended. It was a great event and DU has already committed to returning next year with additional side events, with up to \$75,000 in prizes of firearms and ammunition.

NV Paralyzed Veterans Handgun Competition- (Mar 21; 6 shooters) and Trap Competition (Mar 22-23, 25 shooters): Their group is working on increasing exposure and attendance in the future.

Silver Buckle Sporting Clays Event- (Mar 28-30): 178 shooters, up 75% from the event last year.

30<sup>th</sup> Annual City of Las Vegas Corporate Challenge Handgun Event: cancelled due to 60mph winds and will be rescheduled for May 10<sup>th</sup> & 11<sup>th</sup>.

NV State Trap Association Tournament (Apr 2-6): 300 contestants, 220,000 clay targets thrown; extremely windy weather 2 of the 5 days. All 80 RV sites were sold out. The NSTA is discussing plans for an additional fall tournament.

- D. Upcoming Events - Wednesday night User Group, Gauge Academy, is hosting our Spring Trap League which will run for 12 weeks. April 10<sup>th</sup> kicked off the Spring Rim fire league, had 8 teams, representing 40 contestants at the Rifle-Pistol center and will continue for 8 weeks and will be followed by Summer and Fall leagues on Thursday nights. April 26 is the monthly Sporting Clays Tournament and April 27 the Corporate Challenge Shotgun Competition. Ron Lurie requested a schedule of events be electronically sent to all Advisory Committee members. Russ Martin wanted to personally work on getting more funding for veteran projects. Steve noted the agreement with Beretta is still in the works.

## VII COMMITTEE MEMBER'S DISCUSSION ITEMS:

- A. Legacy, Capital Service and Naming Programs – Steve asked committee to review these programs and make suggestions on how to make these programs attractive and successful for the Shooting Complex. Martin Olson noted CCSC applications for two NDOW grants have been approved. These will provide financial assistance for 30 concrete benches needed at the Sporting Clays stations, and a 40'x80' shade structure at the public archery range. NDOW continues to promote Eagle Scouts and other projects that benefit the Shooting Complex. Martin wants to follow the contract that allows NDOW 50% of the Education Center for training youth. Martin stated NDOW is currently only using the Education Center 30% of the time and is concerned of talk about renegotiating the NDOW contract. Ron Lurie noted the negative talk has passed concerning privatizing the range.

### Clark County Board of Commissioners:

Steve Sisolak, Chair \* Larry Brown, III Vice-Chair \* Tom Collins  
Chris Giunchigliani \* Susan Brager \* Lawrence Weekly \* Mary Beth Scow  
Don Burnette, County Manager



# Clark County Shooting Complex Advisory Committee PUBLIC MEETING

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## VIII ACTION ITEMS:

A. none

## IX CORRESPONDENCE:

A. None

## X PUBLIC COMMENT:

A. Tom Cost, host/volunteer, commented on the Clark County Fair. NDOW allowed CCSC to have a table front and center under their tent. They noted 420 visitors at the CCSC table. Tom said he received many positive comments on the bill boards, advertisements and PSA's. He continues to promote RV camping at the range. The newsletter was very popular and many more great comments about the Ducks Unlimited event.

## XI. NEXT MEETING DATE

A. The Chair set the next meeting date of Tuesday, May 20, 2014, at 6:30pm in the Pueblo Room of the Government Center.

## XII ADJOURNMENT

A. Meeting was adjourned at 7:55 pm.

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