



# Clark County Shooting Complex Advisory Committee PUBLIC MEETING

6:30 pm Tuesday, June 17, 2014

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

## MEETING MINUTES

(Amended by Advisory Committee Vote, July 15, 2014)

**MEMBERS PRESENT:** Ron Lurie-Chair, Chuck Burnett, Roy Clark-Vice-Chair, Art Dixon, Robert Gaudet, Kevin Kelley, Eric Loden, Myron Martin and Martin Olson

**MEMBERS ABSENT:** Linda Lane, Neil Dille, Scott Lofgren

**ATTENDANCE:** 9

**STAFF PRESENT:** Steve Carmichael; Sr. Program Administrator, Jane Pike; Director Parks and Recreation, Jeff Share; Budget Manager, Betty-jane Kuhlendahl; Public Services Specialist, and Ann Tarullo; 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 6:30 pm 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 (9) board members were present. A quorum was met.

### **IV ORGANIZATIONAL ITEMS:**

- A. The meeting agenda of June 17, 2014, was unanimously approved as written. Motion by Martin Olson and second by Robert Gaudet.
- B. The minutes of May 20, 2014, were unanimously approved as written. Motion by Martin Olson and second by Robert Gaudet.

### **V PUBLIC COMMENTS:**

- A. None.

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

- A. May Revenue Report – Steve Carmichael updated Committee and distributed the Cost Center G/L Report for the month of May. Gross revenues totaled \$132,233.67 which was under what was anticipated for the month due to the cancellation of a number of events affected by high winds.
- B. YTD Financial Update - Jeff Share distributed the Clark County Shooting Complex Cash Report. May was a disappointing month. The cash balance for May was off 30% - 35% of what was anticipated for the month. Obviously the weather had something to do with that as you can see by the cash that came in. All of the County adjustments for the month have been taken out and there should be no further adjustments in the upcoming month. Benefits paid were lower for the month of May due to a full time employee transferring to another department.
- C. Marketing Update – Steve Carmichael reported in Gina Olivares' absence. The digital billboards were approved for an additional five months out of the next twelve month period (June, September, November, March and



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May). Gina has been in the process of interviewing candidates for a new graphics illustrator/marketing/photographer. Five candidates were selected out of the 61 applications received. Gina finished interviewing the last two candidates on Friday, June 13. Once the background checks are finalized an offer will be made. Since we have not had a graphic design artist for the past couple of months, we are behind in preparing a brochure illustrating the 30 double-sided concrete monuments at the sporting clays course. The new graphics artist will be assigned this project and then we will need to bring an individual on board to deal with the sale of these monuments. Steve commented we may come out with an introductory rate. The monuments were originally priced at \$2500 for one side and \$1250 for the back side. Steve asked Jane Pike if the County could hire someone to sell these monuments on a commission basis. Jane said this can be done; however, we would need to work with Purchasing to find out the best way to structure. This item will be placed on the Agenda for the July 15, 2014, meeting for an update. Jane mentioned the County is working with the Retail Transportation Commission to obtain free advertising on buses and bus locations. We would not have our choice of routes, but we would have that availability. Cost would be \$50 per panel at the shelters and \$250 per panel on the buses.

- D. Food Service RFP Status – Jane Pike indicated that one proposal was received. Purchasing has requested additional financial information from the proposer so as to better assess the feasibility of the proposal. Ron Lurie was impressed with the proposed menu and the fact that the proposer appeared to have a financial stake in the operations. This item will be discussed further once the information requested is received.
- E. Current and Future League Activity – Steve handed out a list of events scheduled June through the end of the year. Ron Lurie asked Steve to add a column to this list indicating the number of participants anticipated to partake in each event. Steve talked about the California Youth Clay Shooting event scheduled for July 8 through July 12. This group was formed in central California and originally was a trap shooting group only. In 2011, this group came to the CCSC with 150 junior high and high school students. In the past two years this group has grown in size. There will be 350 shooters participating in this regional event, which is now known as the US Open Clay Shooting Championship. Steve also discussed the fact that we have not had much luck with reaching out to Las Vegas schools to promote our local youth shooting programs. Steve feels we need to reach the parents, not the schools to get this program started. Parents are looking for opportunities out of the norm for their youngsters to participate in.

There are 20 shooters participating in the Summer Rimfire League which is being held on Thursday evenings, 6:30 p.m. to 9:00 p.m. from June 12 through August 14, 2014.

- F. Education Center Range .50 Caliber Discussion Update: Steve distributed a letter dated May 31, 2014, regarding this matter. Steve stated there had been an individual at the Education Center range shooting a .50 caliber weapon on the 100 yard range, which was not approved by our range master. This was reported by one of the User Groups. This individual was informed the only area he may shoot his .50 caliber was on the Public range at 200yd. Martin Olson suggested a gate be installed on the roadway leading to the Education Center as people ignore the existing signs stating the Education Center is not for public use.

## VII. COMMITTEE MEMBER'S DISCUSSION ITEMS:

- A. Naming Rights and Strip Marquis Marketing Opportunities– Ron Lurie was planning to discuss marquis advertising on the strip with Gina at this meeting. However, Gina was not present. Ron Lurie stated his company is willing to advertise CCSC Safe Shooting Month on their marquis. Ron also suggested we contact Commissioner Tom Collins, a supporter, and request he prepare a letter to be sent to other marketing departments at the various properties with large marquis requesting their participation. Ron Lurie also

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suggested we talk with our business associates/friends and make them aware of the monuments that will be available for advertising. We all need to do our part in promoting and selling these monuments.

## VIII ACTION ITEMS:

- A. Promotional Rates – Steve Carmichael suggested that CCSC honor our military/veterans by offering them a special rate when using the facility. This discount could be offered one day a week (preferably a Wednesday), or for example, the first Wednesday of the month from 8 a.m. to 10 p.m. Martin Olson stated they have a promotional coupon for Hunter Safety Ed people. Perhaps we can offer a military discount coupon with a bar code for tracking to see if it is promotional. Russ Martin discussed giving the military/veterans a certain percentage discount (i.e. 10%). A question was asked regarding the tracking of the blue complimentary passes for the shooting complex handed out to individuals. Steve will bring the number of turned in passes for the month to the July 15 meeting. Ron Lurie asked Steve to prepare a spreadsheet with recommended military discounts for each area for review and approval at the next Advisory Committee Meeting to be held on Tuesday, July 15, 2014. The approved discounts would need to be forwarded to the Board of County Commissioners for final approval.
- B. Proposed Education Center Name Change – Martin Olson would like to see the building named after the Nevada Department of Wildlife. This would show other businesses and corporations that the CCSC is serious about the capital naming rights as NDOW has contributed approximately \$400,000.00 to the facility. This building is partially funded by the Wildlife Restoration Act. The building was originally called the Hunter Education Center. Steve previously distributed information regarding the general capital naming program which gives individuals, corporations or government agencies who donate funds for building improvements, facilities, or features, in exchange for naming rights on a building. Ron Lurie asked Martin Olson what name he recommended be placed on the building. Martin stated “Nevada Department of Wildlife Education Center.” Martin abstained from voting because he works for NDOW. Ron Lurie made the motion that the Advisory Committee make the recommendation to name the building “Nevada Department of Wildlife Education Center.” This recommendation will need to be presented to the Board of County Commissioners. Seconded by Roy Clark. All in favor of motion. Jane Pike recommended that an estimate be prepared based on the proposed signage specifications for review by NDOW and County Management. Ron Lurie stated all in favor of motion say “Aye”. There was one vote of opposition by Russ Martin.
- C. Education Center 50 Yard Range Modification – Steve Carmichael has contacted companies regarding the sub-division of the 50 yard range with concrete bin blocks. These concrete bin blocks are 6 foot long, 2 foot wide, 2 foot high, and weigh approximately 3300 pounds. The concrete bins cannot be transported economically from out of state so will need to be provided locally. After much discussion, Steve is of the opinion that we can work with a local concrete company to make these bins the way we want them. If they are made right, they can interlock and can be stacked 3 high without any outside support. This would not be a cost-prohibitive project to complete. Steve would like to move ahead with pursuing sub-dividing the 50 yard range. Ron Lurie asked if we have a motion to let Steve pursue dividing the 50 yard range – Motion to proceed was made by Russ Martin. Second by Martin Olson. Comments? None. All in favor say “Aye”. Motion approved unanimously.
- D. Commercial User Group Fee Structure Modifications -
- User Group Fees: Steve Carmichael commented he used the Ben Avery web site to compare our range fees, rental policies, reservation policies and user group fees. This data was distributed to Committee

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members for review. Steve brought up for discussion the areas we are struggling with. Many of our User Groups like to use the Ed Center ranges on Mondays and Tuesdays or before or after public hours during the remaining days. What's hurting us is the minimum fee. We may have a range master present for 5 or 6 hours to do the check-in and check-out to make sure everything is properly covered. We are trying to keep the range affordable, but need to financially protect ourselves. Steve asked the Committee members to look at the Ben Avery fee structures and next month we decide if are we on the right track and what we may need to change.

- **Cancellation and Refund Policies** – Steve commented we should consider changing the 14 day cancellation period. We have several groups doing mass reservations, then a couple of months later doing mass cancellations. We are doing our best to work with them but lack the staff to deal with all this. We may have to consider a 30 day cancellation period, which will allow us time to rebook. At this time, if we have a User that cancels late or fails to cancel (within the 14 day cancellation period), first time offence is a \$25.00 cancellation fee, 2<sup>nd</sup> time offence is a \$50.00 fee and 3<sup>rd</sup> time offence is a \$100.00 fee and cancellation of remaining reserved dates for the remainder of the year. Steve is not in favor of cancellation of remaining dates and feels it is not a good business practice. A suggestion was brought up by one of our Users at a previous meeting (which was not on the Agenda, and the suggestion was shelved.) They suggested that the cancellation fee for a late cancellation should be the amount the invoice would generate. The problem with that in our current structure is; we have a per-shooter fee and how are we going to know what the number of shooters would have been if there is a cancellation? Do we want to go back to what we talked about two years ago regarding a flat per-hour range rental fee and forego the per-shooter fee altogether? Does this make more sense? Eric Loden suggested if you want to cut down facility costs for the range master, why not have a trial run of the User Groups checking themselves in and out with a host present to spot check. Eric Loden also recommended we eliminate the 3- strike full cancellation, which Steve agrees with. Steve commented we are only looking at a minimum rate for outside the public range operating hours. Russ Martin stated that the minimum fee should cover the shooting park costs for after hour range masters. Steve Carmichael is looking at setting a minimum fee of \$60.00 for five hours or \$12.00 an hour. Steve commented that the Education Center takes in approximately \$4700.00 a month and this does not pay the bills. If it is something outside of the regular business hours, the group needs to be prepared to pay for this service. Kevin Kelley asked what would be the possibility of having one of the User Group members being the range master? This individual would need to take responsibility for the group on the range from the time the employees leave the range. Martin Olson commented we currently have two broken tables and twelve broken chairs in the closet. Which User Group is going to be responsible to pay for the repair of these items? That is why we need to have an employee there to be the range master. Steve commented that in FY15 a \$25.00 electrical (lights) fee will be automatically be assessed to all groups using the Ed Center after 5pm during the four months of Winter Hours. Steve asked the Committee for their opinion on whether a shooter fee should be charged when an instructor of a user group is demonstrating to a student how to shoot. Ron Lurie asked the committee members to review all of the items discussed and come to the next meeting with recommendations on prices to be effective January 1, 2015, and also recommend solutions to the problems Steve discussed at this meeting. The Advisory Board can send their comments to Steve so he may prepare a spreadsheet to be discussed at the next meeting. The Advisory Board will discuss and make decisions to be presented to the Board of County Commissioners for approval before implementation. Jane Pike commented we are interested in everyone's input. She suggested that the

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Committee members research other shooting facility websites to see what they are doing. She further commented we need to take into consideration the operational issues and administrative policies the County has in place.

## IX CORRESPONDENCE:

- A. Ron Lurie mentioned he received information from Art Dixon regarding the 2015 Shot Show.

## X PUBLIC COMMENT:

- A. **Jeremiah Decker – Brinks** – Jeremiah asked how long did it take to break \$500.00 worth of range equipment? Martin Olson stated it takes a while to realize things are broken. No one calls him to make him aware of the damage. Jeremiah stated that User Groups are not being held accountable for breakage or damage to the range. Martin Olson suggested adding a yearly surcharge to the User Groups when they use the range. This fund would be used to cover damage incurred to range equipment. Ron Lurie, Chair, stated that for our next meeting Steve would like the Advisory Board to look at all recommendations by Ben Aviary and other ranges, and come back with recommendations that we can discuss and decide on, item by item. Hopefully we can agree on everything and the recommendations can be sent to the Board for approval. If you need additional information, contact Steve. We are trying to help Steve and add income to the range and still provide good service to the User Groups and the general public.
- B. **James Borchers Jr.**, 6795 Young Sky Avenue, Las Vegas, NV 89142. Mr. Borchers stated he liked Ron Lurie's idea to advertise on marquis at local hotels in the surrounding areas. He asked if we could have our marketing person talk to these hotels when we have shoots and offer shooting packages so we can bring more people to the shooting complex. He also discussed offering a membership package to the Shooting Complex. This would give members a reason to use the facility more often. With reference to the User Groups, the CCSC need to set their fees to cover their costs. User Groups will have to adjust to what it is going to cost them to shoot at the CCSC.
- C. **Tom Cost – Host, RV Site 30.** Mr. Cost suggested that handouts be available to the general public at future Advisory Board meetings.

## XI OLD BUSINESS:

- A. Jane Pike, Director of Parks and Recreation, reported on RTC service capabilities. Jane spoke with the General Manager of Transportation regarding extending the Decatur bus route further North. After researching the possibility, it would cost approximately \$400,000.00 a year to extend service to Elkhorn. At this time, this cannot be done.

## XII NEXT MEETING DATE

- A. The Chair set the next meeting date of Tuesday, July 15, 2014, at 6:30 p.m. in the Pueblo Room of the Government Center, 500 S. Grand Central Parkway, Las Vegas, NV 89155.

## XIII ADJOURNMENT

- A. Meeting was adjourned at 8:15 p.m.

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