



# Clark County Shooting Complex Advisory Committee PUBLIC MEETING

6:30pm Tuesday July 17, 2012

Clark County Shooting Complex, 11357N Decatur Blvd, Las Vegas, NV 89131

## MEETING MINUTES

**MEMBERS PRESENT:** Ron Lurie-Vice Chair, Roy Clark, Art Dixon, Kevin Kelley, Linda Lane, Scott Lofgren, Chuck Musser, Martin Olson, Brandy Ornelas and Steve Ross

**MEMBERS ABSENT (EXCUSED):** Glenn Trowbridge-Chair and Reginald Beatty

**ATTENDANCE:** 10

**STAFF PRESENT:** Ed Finger Assistant County Manager, Steve Carmichael Complex Administrator, Iris Kikuchi Secretary and Betty-jane Kuhlendahl Office Specialist.

**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. This meeting was called to order at 6:33pm by Vice-Chair-Ron Lurie
- 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 are present. A quorum was met.

### **IV ORGANIZATIONAL ITEMS:**

- A. The July 17, 2012 meeting agenda was unanimously approved as written. Motion by Chuck Musser, second by Linda Lane.
- B. The minutes of the June 19, 2012 meeting was unanimously approved as written. Motion by Steve Ross, second by Kevin Kelley.

### **V PUBLIC COMMENTS:**

- A. None to report.

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

- A. Range Grading – Steve C announced that word from Jerry Stueve Real Property Management (RPM) said not too much progress since last month. Still is in the hands of the attorneys who are working out final details. Nothing new to report.
- B. Sporting Clay Course – Steve C announced that construction is coming along well. Installation of the Promatic clay throwing machines is scheduled for August 27-29. Marty Fischer, our course designer, and well-known designer of sporting clay courses around the country, will meet with Richardson Construction and the design team to do a walk-through and inspect the course on July 23-25. He plans 2 more visits in the future as development moves forward. Richardson said the course should be ready by end of October 2012 or possibly earlier. We have received a great deal of new interest to put on tournaments for Trap, Skeet and Sporting Clays. A new registered User Group, the Gauge Shooting Academy, has come on board and will host events starting with the Fall Trapshooting Tournament in September 2012. Grand opening tournament for Sporting Clays is



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scheduled for December, 2012. We also have an outside interest in reserving the Sporting Clay courses for two major tournaments scheduled, one in April and the other in October 2013.

- C. SNPLMA Projects - Steve hands out the design and financial breakdown of the possible Archery building that came within budget, under \$500,000 to submit for Round 14. He hands out copies of the second project, the Information Center kiosk at the front of the Shooting Complex. He adds that this week some of the top 35 SNPLMA executives that handle the funding process are meeting here at the Education Center. Hopefully something will come through for us.
- Ron Lurie asked how Steve felt after giving them the tour. Steve C responds that he feels very good and these are sound projects.
  - Ron asks about the 500-yd range and would it be ready in another month? Steve C responds that the 500yd range will draw the big guns, such as the 50-caliber BMG. With lack of a protective eyebrow, the 500yd range just is not ready at this time. (The 200-yd public range has a brow overhead and side berms.) We don't want lateral or downrange deflection from the 500-yd range. We are looking at possibly opening September 1, 2012, but could be later. Range brows are expensive, especially when considering this is a temporary range.
  - Art Dixon suggests seeking help from the RTTA, Don Turner. Steve C said he checked into the NSSF and developing a brow takes a considerable width of steel and concrete. Chuck Musser suggests asking a steel company to help with capital naming rights.
  - Ron comments that he is getting lots of calls from hunters and citizens about the opening date. Steve C responds that it may take up to 45 days, maybe longer. We want to be sure everything is ready and safe before we open this range.
  - Chuck suggests we get the range-grading project started grading the east end and work towards the 1200-yd range. Steve C is in total agreement and points out that the 1200-yd range is 95 ft deep on its North end.
  - Ed Finger comments that we are responsible for the range excavation and are in negotiation with a company that is interested in the project. The company would be responsible for proper drainage and they are hesitating taking responsibility for this. The real issue is to give us the proposal and for now it is going back and forth with the attorneys. We want to make sure everything works well for us, and in our favor. The county is working on it. Ron agrees to work through the attorneys.
  - Chuck comments we cannot use the SNPLMA money for grading ranges.
  - Steve C comments that the company did come to look at the gravel piles and soil. Art asks how many bidders. Ed responds there is 1 (one) company.
- D. US Open Youth Clay Shooting Championships – Wed-Sat Jul 18-21, there will be 400-500 junior shooters primarily shooting trap, some skeet and 5-stand. The number of registered shooters has doubled this year from last year. We expect 1500-2000 people on property with parents, siblings, and grandparents coming to watch this competition. Wednesday is practice, skeet on Thursday, and Friday and Saturday the main trap events. About 11am on Friday there will be food vendors on property. It's a good atmosphere and there will be a Fun Shoot from 7-10pm on Wed, Thu and Fri evenings.
- E. Discussion - Education Center Classrooms and Ranges – Previously during the month, Steve sent out information to stimulate discussion about the scheduling process. We want to know if we can do better with our reservation scheduling, if operations are effective or not, and look over the usage and when no one is using the range/classroom at all. Just a suggestion that we can reserve by 3-hr blocks instead of 4-hr for classrooms as many UG's don't show or are 2-hrs late. We are looking at different ways to do things and are

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we on track. Can we squeeze in smaller groups in 3 hr blocks? Before we make changes, we want to hear your thoughts on how to make our processes efficient. We have too many empty spaces. I didn't receive any feedback on subdividing the 50 yd range.

- Chuck suggests going with the design from the engineers and if we don't, it would create hodge-podge.
- Steve C adds that division of the 50yd range could service several groups at one time. Martin comments that out of twenty (20) available shooting positions he usually observes only 4-5 on the entire range.
- Chuck comments that we should not use concrete walls. Martin suggests UG's work with other groups and comments that he has seen during the weekdays some of the rooms and ranges are empty. On weekends, only one range and class is being used.
- Steve Ross likes the idea of dividing the 50-yd range to make the best use of the range. If we're not, how do we maximize the 20 lanes on the range? Can we build partitions?
- Steve C comments that a block wall is okay to divide the tourism 25-yd range and we could use the same idea to subdivide the EC 50-yd range with a block wall. Art comments that was not the way it was designed.
- Steve R asks why the classrooms are empty? Steve C responds that classes are booked in 4-hr blocks and groups are not using all the hours, suggests renting for 2-hr blocks. Steve R responds that is wasted space. As a business decision, we should go with a new fee schedule.
- Steve C suggests if we subdivide the 50yd range, we would have available a 50yd-A, 50yd-B and 50yd C, or at least an A & B. Why not? Martin agrees we could have more people renting more ranges.
- Steve C suggests that we could reduce the rates during the week, just throwing out ideas. UG's could pay less during the off nights. Art suggests seeking advice from a range technician from NRA to get the specifications for each range and specifications on how to use the range.
- Steve C asks what can we do to maximize range and blank spots? Ron comments that we should have enough information on these UG's that have more people and using less space. Bring information to committee. Steve C will touch bases with Don Turner, former program administrator. Ron agrees so we can see what we can do. Chuck comments that Steve C can purchase a DVD from NSSF for \$50. Art says that Steve C should have books in his office.
- Ron suggests getting with Don Turner. Bring in UG calendars to review schedules and hours being used. We need to be more effective; less out of pocket funds and makes more revenue.
- Martin agrees U.G. fees are not making the complex money. We're lucky if it pays the electricity bill. \$6.25 an hour doesn't make much money. Change the fees to charge the UG's. Henderson Parks takes 30% when making reservations and collects fees before using classroom. We need to change the way we do things. No one is monitoring the carpets at the Education Center and UG's are cleaning firearms and leaving stains. No one is there to police and everyone is on their own. \$6.25 is not covering costs on the building. Ron asks if there is a clean-up deposit. We do it for our hotel business.
- Steve R questions how many shooting competitions have we had? We need to work out the bugs and get it figured out. Maybe we need to charge it to the UG's. Would you pay money if we need to revise fee structure? Maybe we don't want to rent to those not playing by the rules. Change what works and what doesn't. The City of LV recognizes this is a growing business.
- Ron adds that we should increase fees; make a recommendation to the Board of County Commissioners to make a final determination.
- Steve C comments that the complex motto is safe and affordable shooting, and hates to raise fees if we can make up for it by being more effective in our scheduling.

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- Martin comments that the public fee of \$7 is affordable range fees and the Education Center is not a revenue making building. NDOW classes are free, paid by the Wildlife Restoration fees. Next year the Rifle-Pistol merit badge will be offered for free and other programs that we offer are free. This is a way to get the Boy Scouts into the program and a percentage will continue shooting and a portion will not. The contract with the county is the usage of 50% of the building and ranges. So far we have only used 28%; next year we may use up to 30%.
- Steve R comments that this is an enterprise fund and the complex needs to make money and needs to operate serving the public and with our User Groups.
- Kevin asks if other ranges have User Group's that hold tournaments? Steve C responds that this has been a balancing act to provide the public a safe place to shoot and make a few dollars at it.
- Ron suggests returning next month when Glenn Trowbridge, Committee Chairman returns make a plan for UG fees and bring to the BCC board for recommendation.
- Steve C knows that we do not have enough ranges and wants direction on how we are going to make this work with the User Groups. We also have problems with groups not cleaning up properly when Range Masters check them out. Ron suggests charging \$50-\$100 instead of \$25. Brandi adds that U-Haul has a check out form. Our cancellation or no show fee is too low at \$25. Steve C comments that the fee is \$25 per incident and we have changed the cancellation deadline from 48 hours to 14 days. With class rentals and range rentals up to 4-hours, \$25 per hour would be more of a value than the per shooter fee with no one there.
- Bill Schwarz, Safety First, a User Group, comments that raising fees is a management issue, and cancellations and no shows are a big problem at the Education Center. As there is a demand for weekends, then a wait list would help with no shows. If a group has more than half a dozen no shows, that group should not be allowed to rent, and lose their privileges. This is a management decision. Those User Groups that abuse the system should not have the privilege or luxury of using the range.
- Tommy McLees, Phoenix Firearms, a User Group, agrees with Bill 100% and a comment that the cancellation policy is not fair, two weeks is not sufficient. You cannot squeeze a class together in that time. It takes up to 30 days and the Shooting Complex should get money up front, \$50 per class for 4-hr slot. If groups show up late, then charge them a fee.
- Bill Schwarz adds that large events should book in advance, and is equitable and fair for big groups verses the 2 guys with 2 hr lessons. Where are the statistics that people book 40% inside a 2-week window? By Sept 10, everything is full and some User Groups are hurt and they won't come here at all. With the facility being small or large, it all handles the same way. Rates are changed on a cost analysis. If User Groups cancel 3-4 months in advance, small or large classes, send an email to the board with the desire to have User Groups here. Move lesser used days at a better cost. Ron recommends meeting with a smaller group to discuss with the Advisory Committee.
- Bill suggests doing a cost analysis. It has to be done, and then we know where to make changes.
- Tommy McLees suggests subdividing the ranges. He is also concerned about the Range Safety Officers not being qualified on our ranges.
- Steve R comments that the complex needs to take the User Groups perspective and manage issues balancing with the public and user groups. We appreciate the good comments and our shooter days are right where we want it. Take an internal look at those blank days and make some decisions on the user groups fees. Recommends that a representative from the user groups be on the committee. Chuck notes that Boulder City charges \$5 per day.

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F. Discussion – Items for sale in our retail areas – Steve C requested retail ideas from the committee. He received a call from the District Attorney’s office that the items we have do not want to be in competition with our retail business partners. Suggests shirts, caps, vests, logo items, and other ideas. We may possibly develop an alternate logo for school kids to use, knowing that they cannot use current logo with the gun on the logo. Do we need an alternate logo that can be worn in school?

- Ron suggests no on the different logo. Likes the current one.
- Scott asks that a musket should be replaced with an AR. Kevin concurs.
- Ron asks how many vendors we are receiving quotes from. People are here, why we can’t sell what our customers need. Why does it matter if we sell the same items, we have a different logo that doesn’t compete with other gun stores. All the casinos sell the same things, only with their logo.
- Martin adds that it doesn’t do any good to stock things that don’t sell. Ron comments that we shouldn’t be concerned about competition with gun stores.
- Kevin adds that we are not competing with gun stores because they have big-ticket items like guns. Ammunition may be in competition but we have to sell for convenience. Logo wear shouldn’t be in competition. If a customer left things at home or forgot to bring it or something breaks, it is convenient for the complex to carry these items. Steve C adds it would be nice to have the tools available for them.
- Brandi suggests charging more for convenience. Scott as a gun owner suggests the complex sell guns with logo, and then you can charge more.
- Ron adds that everyone should send something in retail to Steve C with sizes included, ladies shirts, adults 3X, 2X, large and have ample inventory. Let vendors start us with small amounts to see if it sells. We should invite vendors to come to our meetings and show their items. There are lots of vendors hungry for business.
- Steve R suggests that we purchase items made in the USA.
- Janice suggests that we use Las Vegas in the logo and not Clark County. Most out of town customers don’t understand Clark County and we should have a selection of Las Vegas items.

## VII COMMITTEE MEMBER’S DISCUSSION ITEMS:

A. Pro Shop Sales and Performance Expectations – Chuck Musser announces that National Shooting Sports Foundation puts out a monthly report with a list of retail items that sell well in the gun stores and those that don’t. We should patronize our retail business network.

- Ron suggests that we need better signage around the complex, bigger signs and fewer words to read.
- Chuck comments that pistol sales are up 27%, rifle sales up 17% and shotgun shells up 18%. People are buying. Chuck suggests checking the NSSF website monthly for retail sales and items to sell here, it covers the whole gamut.
- Ed adds that the NSSF grant for \$50k was spent well. The Enterprise fund took \$1million from the county, cut that in half last FY 2012 to \$500k and a half again at \$250k budgeted for FY 2013. We are spending money from the general fund on sporting clays and we need to make our own money plus excavation. There is a need for marketing funds. The complex needs additional staff and adding more, we need to try and find a balance. We are limited in funding for Radio ads, and with no general fund from the commission; we need to be self-sufficient. Chuck adds that no recreational park makes money and the Shooting Complex makes money.
- Ed continues that we had our first ever break-even month and we are dependable on the master plan to make money, which can be a limitation. Ron notes that we had 82% recovery last month.

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- Steve R asks if the limitation will ever go away and operate in the black before the Sporting Clays open. Steve C responds that in 8-10 months we should be profitable.
- Steve R adds the funding will not always going to be there and we have to be ready and we will get there one day. Ed continues that the facility wouldn't be here without government funds and you have to deal with government people, I understand it can be frustrating. The need for more range officers, marketing, we know and hear these things clearly. We wish we had more revenue and need a budget to make more money and we have to learn to balance the business. We make some here and there, including using loss leaders for the retail stores.
- Martin comments that we have helped with marketing the range during the calendar year in the NV Fishing Guide: \$2300 ad in 95,000 annual circulation of big game hunters, \$1500 ad in 63,000 circulation, \$900 ad in 7000 circulation and we have over 52,000 viewers on our Website. Should we go back to using coupons?
- Ron suggests the committee needs to get out and market the complex with free staff time. Brandi said it takes time developing free advertising.
- Martin continues that NDOW is co-sponsoring the International Sportsmen Expo next year with over 100,000 plus visitors for a 4-day convention. Need to get information to Steve C and add a vendor coupon in the publication for the complex in exchange for a booth. It is a \$2000 value. It is a long show and we need to be there. The dates are Feb 28-Mar 3, 2013 and we can have the coupon redeemable up until Sep-Oct 2013.
- Ron also comments that he publishes a newsletter for 5,000 employees that we can place ads. Steve R adds that he can give the Shooting Complex free TV time and get a message out for employees to use range. Ron adds that he has given out free passes to the public, some of his employees that haven't seen the range or used it.
- Steve C comments that on June 1-2, 2012, each day we hosted 25-resort business partners from the Las Vegas Convention and Visitor Authority to help promote the facility. We advertised the Sporting Clays facility and noted that we have lots of room to hold events at the Shotgun Center. We haven't promoted any events at the Rifle-Pistol center, because we don't have enough ranges. We were very fortunate to host the 3-Gun National Championship Final at the Education Center during the past Shot Show.
- Chuck mentions the Shot Show and we should get people out here to see our new Sporting Clay course. We have an audience from all over the world.
- Steve C mentions that we have a new User Group; Gauge Shooting Academy is in the middle of promoting the course for us.
- Steve R comments that he is on the LVCVA board and can make a presentation of the Shooting Complex. Every six weeks, he is on the TV show and we can use about 10 minutes of featuring the range.

## VIII ACTION ITEMS:

A. None to report.

## IX CORRESPONDENCE:

A. None to report.

## X PUBLIC COMMENT:

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- A. Tommy McLees, Phoenix Firearms continues to deal with issues at the Education Center, redirecting the public from the Education center who comes to shoot on the range while he is training. He has been a Range Safety Officer for 17 years and there is a major concern of the public bringing class 3 weapons to the public range. I confronted one person and told him that those weapons were not allowed without paperwork and the Shooting Complex could get a black mark for allowing that on the public range. As for armor piercing rounds, they should not be shooting the walls because they go straight through the tons of gravel. If we divide the 50-yd range at the Education Center, there will be problems with a block wall if people shoot sideways. I introduced myself when I have caught vandals taking targets. Several times I have not been able to get a hold of Rangemasters while at the Education Center during check out and have had to wait up to 1½ hours to get someone to sign out my group. Again, the biggest risk the Complex is taking is allowing the class 3 weapons.
- B. Martin comments that there are no signs to the public about going to the Education Center. Most people don't know and after the first time, they should.
- C. Ron asks Steve C to check on whether or not the complex has any signs regarding class 3 weapons. We should add bigger road signs for the Education Center. Steve C concurs that on Mon/Tue when range is closed to public shooting, people drive right through.
- D. Charlie Roberts, Applesseed Co, a non-profit user group, comments that he runs events here at the Education Center and is concerned about the proposed fees. Sometimes he has good numbers attending and sometimes less than expected. Volunteers come out and we train students 21 yrs and younger. Fee increases would be detrimental as police officers and active military are currently under \$10 and children are \$5. We also have non-paid shooters. Yes it is disappointing. We are a not-for-profit group teaching the shooting heritage about the country and raising fees prohibits small groups like us to come out and shoot. Where is the focus of the Education center?
- E. Martin responds that is an excellent point and the Education Center is not for revenue making, solely for education. Competition of groups and face to face with everyone is a great point. One problem I want to bring to your attention is the plates at the bottom of the three muzzle-loader tables are missing and I have had to replace them. Those tables are solely for education center use.
- F. Charlie continues and points out the scheduling process. There is a reason why the strip is dark on Tuesday. Sat-Sun are the only days that people are off work and we can do our training. If you are scheduling during the week, charge fees less expensive to schedule during the week and premium dollars for weekend scheduling.
- G. Martin adds that Bill is upset that we schedule the 100-yd range while classes are being held and no other groups can book the range during our classes. While classes are being held inside, shooting on the 100-yd range is distracting. We have to do this to make our classes functional and no shooting simultaneously.
- H. Ron adds that sometimes things have to change.
- I. Eric Loden, Adapt Academy LLC, a registered user group, comments that the facility is awesome! Has been shooting here about a year now. I am not in favor of the division of the 50-yd range with a concrete wall split down the middle because there will be problems with rifles shooting next to handguns. Proper training is key and a berm is better than wall. You could train anywhere from 10-20 students in each range. The EC Archery range is never used and he has an idea for a simmunition course and no live fire. We use air rifles for the entire course and get maximum cost ratio for class and range. We have to keep this a safe place and we would like to store our gear here. We like to turn off the lights, clean the range before we leave and check the range when we arrive. If groups are leaving brass on range, we should change the clean up fee from \$25 to \$100. If groups are leaving the range in disarray, then charge them. The Complex can make money if they rented an AV system, access to computer lines and any equipment for rentals. It will be additional revenue source. For scheduling, if

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groups are repeatedly charged the cancellation fees, they should be shut down. The Complex needs an online system for groups to book online and when cancellations are done, it will send an email alert of the changes. There should be a B list or some sort of wait list available.

- J. Ron asked that these requests be put in writing and left with Steve C.
- K. Art asked who would clean the pellets from shooting simmunition. Eric concurred that the group would be responsible, like picking up their brass left on the range.
- L. Art added that veteran's have noticed that the U.S. flag at the Shotgun Center is being flown at night. Flag should be taken down and put up every day. Flags are not allowed to fly at night without illumination.

## XI. NEXT MEETING DATE

- A. Ron announced the next meeting is to be held on Tuesday, August 21, 2012 at the Government Center, 500 S Grand Central Parkway, in the Pueblo Room.

## XII. ADJOURNMENT

- A. Meeting was adjourned at 8:09pm.

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