



Clark County Shooting Complex Advisory Committee PUBLIC MEETING

6:30pm Tuesday November 19, 2013

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

MEETING MINUTES

MEMBERS PRESENT: Ron Lurie-Chair, Linda Lane-Vice Chair, Art Dixon, Chuck Burnett, Martin Olson, Robert Gaudet and Roy Clark

MEMBERS ABSENT: Eric Loden, Kevin Kelley, Neil Dille, Reginald Beatty and Scott Lofgren

ATTENDANCE: 7

STAFF PRESENT: Steve Carmichael, Complex 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 Complex (Complex Office, Shotgun Center, Rifle-Pistol Center)

I CALL TO ORDER:

- A. This special meeting was called to order at 6:30pm by Ron Lurie, 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. Seven (7) board members are present. A quorum was met.

IV ORGANIZATIONAL ITEMS:

- A. The meeting agenda of Nov 19, 2013, was unanimously approved as written. Motion by Martin Olson.
- B. The minutes of Sep 17 and Oct 29, 2013, was unanimously approved as written. Motion by Art Dixon.

V PUBLIC COMMENTS:

- A. None to report.

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

- A. Logo Update – Steve moved this item to an earlier position in the Agenda to introduce Gina Olivares, Principal Management Analyst at Clark County. Gina's background consists of 25 years in marketing and public relations, developing successful campaigns for Hewlett-Packard, KNPR 89.5 radio, and Clark County Foster Parenting. Assigned to the Shooting Complex, she wishes to generate public awareness and increase traffic for the complex. She plans to develop a campaign quickly, and with the help of a part-time photographer, increase visibility outlining the ranges, campsites and everything the complex has to offer. She will work on improving the website as a stand alone website, branding CCSC, and may update logo.
- B. Kitchen Update – On Nov 12, a Request for Proposal (RFP) was submitted by one interested vendor. It is currently under review by a three-person panel which includes A.C. Chairman, Ron Lurie.
- C. Environmental Stewardship – Steve handed out a packet from Converse Consultants regarding the outcome and recommendation of the soil sampling and lead tests that were completed earlier this year. We are in full compliance with the Environmental Stewardship program.
- D. Further Discussion on Limited Services and Shotgun Revenues – Steve handed out a Cost Center GL Report showing the revenue for CCSC month of Oct 2013. Jeff Share, Department of Finance, announces that FY 13 is complete, although not official until accepted by the Board of County Commissioners. The preliminary number



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indicates a \$1,250,983 loss. The county adjusted \$180,000 charges for FY 13 to FY 14.. There will be a positive move when CCSC implements future programs and events. He will bring a financial report monthly for committee to review. Ron Lurie suggests printing financial reports and email with meeting agenda and minutes, so committee has time to review and bring questions to the meeting.

- E. Advisory Committee Renewal – Committee applications will be online and available at next month’s meeting for renewal. Deadline TBA.

VII COMMITTEE MEMBER’S DISCUSSION ITEMS:

- A. Ron Lurie suggests using social media by email blasts for advertising CCSC. Other gun stores and ranges use this and their marketing has been effective and is inexpensive. Also when placing ads, we need to add a coupon for \$1 or \$2 discount for the line fee.
- B. Linda Lane suggests using billboard ads. Green Valley Range has one in Henderson that is visible from the highways.
- C. Steve comments that the Review Journal is currently running ads for CCSC which appears every two weeks, and we are currently advertising on the Clear Channel (106.6) radio station
- D. Roy Clark questions who the BCC is referring to the CAC Council during the last commission meeting. Janice responds they are referring to the local Town Advisory Boards.
- E. Jeff comments that once CCSC is in a cash position and do some marketing, we will see this to fruition and plan for a turn around, enough to break even.
- F. Gina comments on the shortcomings CCSC has had to deal with having no club house and no food to offer customers. Being a state of the art facility with a beautiful location and property, we need to have a place for customers to gather and have camaraderie. She will work on a sales pitch and encourage the committee to email her suggestions Gina@ClarkCountyNV.gov. Ron suggests making the club house warm and business like. Gina continues that the operation needs to support the marketing plan and CCSC has her full commitment and recommends staff sustaining the marketing plan.
- G. Steve announced the Legacy Program, which includes the capital naming rights program, needs to be reviewed and pricing adjusted to fit our current facility. Original pricing was based on full build out and ability to host National & International events. Ron agrees that company signs can make money for CCSC, even selling advertising signs placed on the roadside driving up to the ranges. Chuck Burnett agrees that brochure racks are a good advertisement for the User Groups at each of the ranges and will support purchasing one. Steve adds there are advertising opportunities at each of the shotgun trap & skeet fields in addition to the monument signage available at the sporting clays course.
- H. Art Dixon questions why the gravel has not been sold. Steve responds there was little interest in the RFP put out in October of 2012 as demand for gravel has not been high. Art suggests building contractor base.

VIII ACTION ITEMS:

- A. None to report.

IX CORRESPONDENCE:

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

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A. None to report.

X PUBLIC COMMENT:

A. Tom Cost, volunteer at CCSC, suggests selling Gift Certificates during the year and for Rimfire League nights allow gun shops to hang company banners and make contribution to CCSC for advertising. Many of the teams in this league are sponsored by gun stores and other companies.

XI. NEXT MEETING DATE

A. The Chair sets the next meeting date on Tuesday December 17, 2013, at 6:30pm in the ODC Room 3 in the Government Center.

XII ADJOURNMENT

A. Meeting was adjourned at 7:45 pm.

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