



**Sun Valley General Improvement District  
Board Meeting Minutes of  
March 24, 2016**

**Board Members Present:**

|                    |            |
|--------------------|------------|
| Susan Severt       | Vice Chair |
| Margaret Reinhardt | Secretary  |
| Garth Elliott      | Treasurer  |
| Joseph Barstow     | Trustee    |

**Board Members Not Present:**

|                  |                    |
|------------------|--------------------|
| Sandra Ainsworth | Chairperson (sick) |
|------------------|--------------------|

**Staff Present:**

|                  |                                 |
|------------------|---------------------------------|
| Darrin Price     | SVGID, General Manager          |
| Jon Combs        | SVGID, Public Works Director    |
| Jennifer Merritt | SVGID, Administrative Assistant |
| Maddy Shipman    | SVGID, Legal Counsel            |

**Other Members Present:**

|                 |                                |
|-----------------|--------------------------------|
| Ramona Bouchard | Audience                       |
| Jim Severt      | Audience                       |
| Glenda Walls    | Audience                       |
| Kevin Lyons     | FlashVote                      |
| Nancy Eklof     | Nancy Eklof Public Relations   |
| John Crabtree   | Reno Battle Born BMX           |
| Michael Rider   | Sun Valley Cal Ripken          |
| Jake Skiver     | Washoe County Sheriff's Office |

**The meeting of the Sun Valley General Improvement District was called to order by Vice Chairperson Severt at 6:00 pm in the Sun Valley District Administrative Building, 5000 Sun Valley Blvd., Sun Valley, NV.**

**Item# 1. Roll call and determination of a quorum.**

Board members present; Vice Chair Severt, Secretary Reinhardt, Treasurer Elliott, and Trustee Barstow. A quorum was present.

**Item# 2. Pledge of Allegiance.**

Led by Trustee Barstow.

**Item# 3. Public comments for items not on the agenda.**

Audience member Mr. Crabtree with Reno Battle Born BMX gave a brief update regarding the Reno Battle Born BMX Track. He stated the track has received 2,000 volunteer hours and approximately \$30,000 in donations for equipment, fuel, paint, electrical, fencing, and other materials. To date all of the structures have been moved to the north side of the property; structures have new electrical, lighting, and paint. He moved the bleachers and added additional bleachers to allow for more seating. He is working with the District regarding installation of grass to be located at the entrance of the property. The track is scheduled for a soft opening on Saturday, April 2, 2016. He also stated after speaking with all of the other local Track Operators, he moved Reno Battle Born BMX race days to Saturday's to accommodate other race schedules. He thanked the District for their support.

**Item# 4. Motion to approve the agenda.**

*Secretary Reinhardt made a motion to approve the agenda. Treasurer Elliott seconded the motion. The motion carried unanimously.*

**Item# 5. Certify posting of the agenda.**

Jennifer Merritt certified posting of the agenda.

**Item# 6. Trustee/Manager's announcements, request for information, and statements relating to items not on the agenda.**

Mr. Price announced the Sun Valley Easter Egg Hunt is Saturday, March 26<sup>th</sup> starting at 11am. The Easter Egg Hunt will be held at the Sun Valley Community Park hosted by the District and the Boys and Girls Club of Truckee Meadows.

Secretary Reinhardt stated she asked for an update regarding the website updates and she does not see it on the agenda. She also stated she hasn't received an email regarding the updates either.

Treasurer Elliott thanked the District for the opportunity to attend the Nevada Rural Water Conference. He stated the conference was very beneficial and he learned a lot about emergency preparedness.

**Item# 7. Discussion and motion to approve accounts payable and customer refunds for March 24, 2016.**

Treasurer Elliott gave a brief report of the accounts payable for March 24, 2016.

*Treasurer Elliott made a motion to approve the accounts payable for March 24, 2016 in the total amount of \$235,462.32. Trustee Barstow seconded the motion. After discussion the motion carried unanimously.*

Treasurer Elliott gave a brief report of the customer refunds for March 24, 2016.

*Trustee Barstow made a motion to approve the customer refunds for March 24, 2016 in the total amount of \$1,345.98. Secretary Reinhardt seconded the motion. The motion carried unanimously.*

There were no public comments.

**Item# 8. Discussion and motion to approve Board minutes of March 10, 2016.**

*Trustee Barstow made a motion to approve the Board minutes of March 10, 2016 as submitted. Secretary Reinhardt seconded the motion. The motion carried unanimously.*

There were no public comments.

**Item# 9. Marketing update by Nancy Eklof Public Relations.**

Ms. Eklof gave a brief marketing update. She reported she continues to meet with District staff on a monthly basis to discuss District marketing needs. She has completed the winter and spring Pipelines newsletters including interviewing trustees for their Trustee features. She continues to work on press releases to be distributed throughout the County and other media outlets, promoting the District's recreation season, upcoming events, and pool schedule. She assisted with the planning of the Sun Valley Easter Egg Hunt and was able to coordinate an interview with News 4 and Heather Sam with the Boys and Girls Club of Truckee Meadows. Ms. Eklof also reported she continues to work on a video Public Service Announcement for the District. There is consideration of using a drone to video the parks to be used in the Public Service Announcement. The Public Service Announcement will help promote the District's parks, pool and upcoming events.

Secretary Reinhardt inquired if Ms. Eklof has received any quotes for the Public Service Announcement video.

Ms. Eklof responded she has been quoted approximately \$500.00 for the video package.

Treasurer Elliot suggested Ms. Eklof to contact EDawn and see if they will assist with funding the Public Service Announcement video.

**A. Discussion regarding pool marketing plan with possible direction.**

None

There were no public comments.

The Board thanked Ms. Eklof for her update.

**Item# 10. Discussion and approval of the final draft for the spring Pipeline.**

Ms. Eklof provided a final copy of the spring Pipeline newsletter for review and approval.

*Secretary Reinhardt made a motion to approve the spring Pipeline newsletter. Treasurer Elliott seconded the motion. The motion carried unanimously.*

There were no public comments.

**Item# 11. Discussion and consideration of survey ideas to be used with FlashVote.**

Mr. Price reported Washoe County has agreed to pay for the membership for FlashVote and use the District as a pilot with FlashVote. The District can target all of its customers or even certain areas of the valley. He requested ideas for consideration for upcoming surveys.

Kevin Lyons with FlashVote gave a brief presentation of what a survey sample would consist of. He stated surveys are broken down by service category/topic. A survey would be the makeup of several target questions that relate to the service category/topic. Most of the questions would be straight forward, but some questions might trigger a follow up

question(s). The District could create multiple surveys and store them for future use. Survey categories/topics can be generic in nature such as a Customer Satisfaction Survey or a custom topic.

Treasure Elliott suggested a survey on the Paintball Park. He also suggested a survey for customer's interest with videoing the District's Board meetings.

Vice Chair Severt suggested a survey regarding the various leagues that use District facilities.

Secretary Reinhardt inquired how quickly could the District start utilizing FlashVote.

Mr. Lyons responded he will meet with Mr. Price regarding a roll-out plan and to find the first 100 users. One method to help promote FlashVote and buildup a customer user base is starting with a postcard mailer. He stated it could be a several week process.

Mr. Price inquired if the Washoe County purchase order included customer outreach.

Mr. Lyons responded the Washoe County purchase order was to cover the annual cost. He suggested the District requesting Washoe County to also consider assisting with outreach.

Audience member Ms. Elliott suggested a survey regarding what kind of events and/or programs customers would like to see in the future.

Additional discussion ensued regarding survey's and thanked Mr. Lyons for his presentation. Mr. Price was directed to proceed with Mr. Lyons with setting up FlashVote for the District.

**Item# 12. Update by Shannon Hardy and Jake Skiver with Washoe County Sherriff's Office regarding graffiti abatement.**

Mr. Skiver with Washoe County Sherriff's Office gave a brief graffiti abatement progress update. He stated the Washoe County Sherriff's Office received all printed materials the end of November. Ms. Howard delivered a box of materials to the District for staff and board members to hand out at their discretion. He stated he and his work crew distributed materials throughout eight Sun Valley Neighborhoods to approximately over 500 homes. The acceptance of the graffiti waiver has been good and he has received 40 plus signed waivers to date. He has also distributed 86 graffiti removal kits as of March 2016.

Mr. Skiver reported the Washoe County Sherriff's Office has seen a 60% decrease in the number of tags of graffiti this second quarter compared to the first quarter. This could be attributed to inclement weather, holidays, or distribution of the door hangers. Since receiving funding from the District, the Washoe County Graffiti Work Crew has dedicated a total of 50 days to Sun Valley Graffiti Abatement. He reported in the second quarter the Graffiti Work Crew removed approximately 318 individual graffiti tags and approximately 452 individual graffiti tags for the third quarter. The increase in graffiti tags for the third quarter could be attributed to warmer weather and spring break. He also reported Ms. Howard is working with a sign shop to create the 16 "Graffiti is Crime" signs. She is also working with Keep Truckee Meadows Beautiful to see about using any leftover mounting equipment/accessories from the "Illegal Dump" signs. He stated he noticed some of the Sun Valley Parks already have the "Graffiti is Crime" signs.

Mr. Skiver stated due to unexpected discounts and finding some products at a lower price the Washoe County Sherriff's Office has \$131.08 remaining from the funding provided by the District. He would like to request approval to purchase a security box for the already

approved security camera. The security box encases the camera and it allows for multiple mounting options.

Treasurer Elliott stated Highland Ranch received a lot of graffiti a while ago and the Homeowners Association offered an award for information on who was doing the graffiti. He inquired if the Washoe County Sheriff's Office offers a similar program.

Mr. Skiver responded he would have to consult with Ms. Howard if a reward program currently exists or if there is a need to implement a reward program.

Vice Chair Severt stated after consulting with Ms. Shipman, the District already gave the funding to the Washoe County Sheriff's Office to be used towards graffiti abatement. She stated it is ok to repurpose any remaining funds to be used to purchase the camera case.

Treasurer Elliott stated he would like to see additional community involvement with graffiti cleanup days or any other manner to assist the Washoe County Sheriff's Office with graffiti abatement.

Mr. Skiver responded the biggest help is by spreading the word that Washoe County Sheriff's Office has a graffiti reporting app that can be downloaded on any apple or android phone. He also reported if Treasurer Elliott or the District was able to organize a group of volunteers, the Washoe County Sheriff's Office would be happy to help with a graffiti abatement cleanup day.

Audience member Mr. Rider stated the Sun Valley Cal Ripken League already partners with the District with graffiti abatement at the Gepford Park, the League would be happy to partner with the Washoe County Sheriff's Office too.

The Board thanked Mr. Skiver for his presentation.

**Item# 13. Discussion and possible action regarding Washoe County purchasing an electric reader board to replace the existing marquee located at the Sun Valley Community Park.**

Mr. Price provided various email correspondence from Washoe County staff regarding the purchase of an electric reader board to replace the existing marquee at the Sun Valley Community Park. Mr. Price read into the record a portion of an email received from Erick Willrich Program Coordinator. "Last we spoke; we discussed me appearing before your board. Following a conversation with Ken, we were asked to go a different route in the sign purchase. Instead of Washoe County purchasing the sign and installing, we would like Sun Valley General Improvement District to complete the purchase and Washoe County will draft a purchase order to reimburse Sun Valley General Improvement District for the sign. What this does, removes a contract, MOU, or any other non-essential documents for the purchase of the sign. This will provide the solace of ownership by the Sun Valley General Improvement District of the sign and its responsibilities, eliminating questions of ownership. This means, Sun Valley General Improvement District will be in direct ownership and control of the sign. Washoe County will cap the project at \$20,000; Sun Valley General Improvement District is in control of the entire process and withdraws Washoe County as the middle man. Sun Valley General Improvement District will bill Washoe County for the project and the residents have an informational sign to announce community events."

Mr. Price reported Washoe County is currently in the process of changing their Sign Code. The existing Code does not have restrictions of locations in relation to residents. The new

Code requires a sign be 300' away from a resident. This means the current sign location would have to be moved 100 yards north. In order to keep the sign in its current location, Mr. Price would have to apply for a Special Use Permit prior to the implementation of the new Washoe County Sign Code. He stated the other restriction in place with both the current and new Code; the sign cannot be taller than 6' from the ground. This is a concern of Mr. Price's because of potential vandalism.

Mr. Price stated Treasurer Elliott has been working with a potential sign company and was given a preliminary quote. Per Nevada Law the District would have to receive three informal quotes for the purchase of a new sign.

Treasurer Elliott stated he has been working on the replacement of a new sign for the last two years. He has had some complications along the way due to Washoe County Sign Code and their sign restrictions. Through his researching he recently learned that the District can write and adopt its own Sign Code for Sun Valley. He reported he received a quote from Stewart Signs for a full color sign, with delivery it is approximately \$20,000. He also stated the sign comes with lifetime warranty against vandalism. The sign is made with a unique material that allows for easy graffiti removal. The sign can be pre-programmed up to one year. He stated he called YESCO, a local sign company to get a quote for a similar sign and they are considerably higher. Treasurer Elliott shared some photo and video samples of some Stewart Signs for consideration.

*After further discussion Secretary Reinhardt made a motion to accept Washoe County's proposal to fund the purchase of a new sign up to \$20,000 and direct Mr. Price and Treasurer Elliott will work together on the Special Use Permit and finding a qualified sign company for the purchase of a new sign. Trustee Barstow seconded the motion. During discussion;*

Audience member Ms. Bouchard suggested the District to include in the Special Use Permit authorization to have a sign greater than 6' tall.

Audience member Mr. Rider suggested building a mound at any new location to raise the grade of the surface area in efforts to make the new sign readable.

Vice Chair read into the record a public comment received from resident Lori Cusick, she would like to see a new marquee with bigger letters and more lines to be able to display a lot of information.

*The motion carried unanimously.*

**Item# 14. Update and discussion regarding live video of Board of Trustee meetings to be displayed on the District's website with possible direction to staff.**

Mr. Price stated he spoke with the District's website consultant D4 Advanced Media regarding potential videoing of the Board of Trustee meetings and having them displayed on the District website. D4 Advance Media recommended the District posting all of the Board of Trustee meetings on YouTube with restricted access; YouTube would only be used as storage. D4 Advance Media would create another page on the District's website that would be strictly for videos and the District would be responsible purchasing and installation of any video equipment and software. He stated D4 Advanced Media was not able to attend the meeting to give a presentation.

Treasurer Elliott stated Granicus is used by other governmental agencies for videoing of meetings. Granicus provides the software, website encoder and storage. He doesn't know that Granicus provides video equipment.

*After further discussion Secretary Reinhardt made a motion to invite D4 Advanced Media and Granicus to give a presentation and a quote for videoing Board of Trustee meetings. Treasurer Elliott seconded the motion. The motion carried unanimously.*

There were no public comments.

**Item# 15. Discussion regarding infant swimming program with possible consideration to offer program at the Sun Valley Pool.**

Jon Combs met with the District Aquatic Supervisor, Brandon Lacow regarding the required certifications needed for infant swim. Mr. Lacow stated his current certifications are acceptable for teaching an infant swim class. The only concern with offering the infant swim class is scheduling. The pool season is already on a short schedule and there is not much available space after the three regular swim lessons. Mr. Lacow suggested replacing the senior swim with infant swim since there was no interest in senior swim.

Trustee Barstow inquired if offering the infant swim will be based on the FlashVote survey results.

Treasurer Elliott stated he thinks the District should wait for the survey results.

Mr. Combs responded Mr. Lacow would like to go ahead and offer the infant swim as a pilot program this year and based on attendance determine if there is a need to offer in the future.

Secretary Reinhardt inquired if the District still offers senior swim. She stated the original person who requested it, never showed up.

Mr. Combs responded last year the District offered senior swim and there was zero attendance and it will not be offered this year.

There were no public comments.

**Item# 16. Discussion regarding scheduling a meeting to approve the District's Tentative 2016/2017 Budget.**

Mr. Price stated the District is required to approve its Tentative 2016/2017 Budget on or before April 15, 2016. The Board can make changes to the Tentative Budget up until it is time to approve the Final Budget. He stated he will not be at the April 14<sup>th</sup> meeting due to a schedule conflict and is requesting to schedule a meeting sometime the week of April 4<sup>th</sup> to approve the District's Tentative 2016/2017 Budget.

Secretary Reinhardt stated she would like to have a Budget Workshop.

Ms. Shipman responded the District needs to hold an official meeting so the Board can approve the Tentative Budget.

Mr. Price responded the Board could go over any of the budget items during that meeting.

*After further discussion Secretary Reinhardt made a motion to schedule a meeting on April 7, 2016 at 6pm to review the Tentative Budget and approval of the Tentative Budget. Trustee Barstow seconded the motion. The motion carried unanimously.*

There were no public comments.

**Item# 17. Legal report by Maddy Shipman.**

Ms. Shipman made a brief comment regarding a news article in the Reno Gazette Journal regarding the State Legislatures exempting themselves from the Public Records Act regarding emails.

**Item# 18. Field report by Jon Combs.**

Mr. Combs reported on the following;

- Staff will be draining the pool next week in preparation of the upcoming pool season. Staff will clean it and get it ready for inspections, once the pool has passed all of the inspections, lifeguard training will begin.
- Staff finished installing the new fencing at the community garden property.
- Staff has installed conduit at the Community Park in preparation with the installation of the scoreboard for the baseball field.
- All Seasons Landscaping started park maintenance in all the parks last week.

**Item# 19. Manager's report by Darrin Price.**

Mr. Price reported on the following;

- He and Vice Chair Severt gave a presentation to the Community Development Block Grant Board for the District's grant request for pool improvements and a water play feature. He reported the District's request was denied because the District's project did not show a creation of new jobs per the Economic Developments requirements.
- He thanked the Board for the opportunity to attend the Nevada Rural Water Conference. One of the things he learned at the conference is that an individual must be National Emergency Management Certified in order to qualify for Federal Grants during an emergency. He stated staff will be pursuing this qualification in the future.
- He appreciates everyone being vigilant and watching the parks during Spring break. He knows that during school breaks, some individuals can be up to no good.

**Item# 20. Public Comments.**

Mr. Rider thanked the District for reimbursing Sun Valley Cal Ripken for the scoreboard. He also announced the Sun Valley Cal Ripken and Babe Ruth are holding its Open Ceremonies Saturday, April 2 noon at the Gepford Park.

Ms. Bouchard thanked the District for the flowers.

Pastor Barstow gave a brief update regarding the Food Pantry of Sun Valley. Recently some items were taken from the Food Pantry in broad daylight. He also reported the Food Pantry obtained an industrial reach-in freezer as well as another store donor to help with food donations.

**Item# 21. Board Comments.**

Treasurer Elliott stated he noticed that there are two other candidates running for a Trustee position for the District other than the current board members running for re-election. He thanked Mr. Rider for having the concern, if or when he becomes a board member, for attending District board meetings for a long period of time. He stated he has a problem with

candidates wanting to be a board member and not attend meetings on a regular basis. He also stated the dynamics of the valley has a lot to do with the current District Board and their efforts promoting Sun Valley as a place to recreate and do business.

Vice Chair Severt thanked the District for the opportunity to attend the Nevada Rural Water Conference. She also stated she spoke with various vendors at the conference and they were all able to answer her questions she had after attending various classes. She also commented on a recent article in Reno Gazette Journal regarding 23 water purveyors that are non-complaint. She was happy to report that the Sun Valley General Improvement District was *NOT* on the list.

**Item# 22. Future Agenda Items.**

Mr. Price reported the following items will be on the next agenda;

- Consideration of a Springbrook upgrade
- Recreation season update
- Renewal of Nancy Eklof Public Relations service agreement
- Possible presentation by Tariff Rule 20 Review Committee
- Possible Continuation of Tariff Hearing Rule 20
- Continuation of video of board meetings

**Item# 23. Adjournment.**

*Secretary Reinhardt made a motion to adjourn at 7:49 pm. Trustee Barstow seconded the motion. The motion carried unanimously.*

Approved by the SVGID Board of Trustees on April 14, 2016.

Minutes Prepared by:  
Jennifer Merritt, Administrative Assistant