

**CITY OF NORTH LAS VEGAS
SPECIAL CITY COUNCIL
STUDY SESSION MINUTES**

March 3, 2004

CALL TO ORDER: 5:01 P.M.

ROLL CALL COUNCIL PRESENT:

Mayor Michael L. Montandon
Mayor Pro Tempore William E. Robinson
Councilwoman Stephanie S. Smith
Councilman Shari Buck
Councilman Robert L. Eliason

STAFF PRESENT:

City Manager Gregory Rose
Assistant City Manager Dan Tarwater
City Attorney Sean McGowan
Acting City Clerk Karen L. Storms
Parks & Recreation Director Michael Henley
Recreation Manager Jim Stritchko
Recreation Programmer Kim Leavitt
Assistant to the City Manager Brenda Johnson

VERIFICATION: Karen L. Storms CMC, Acting City Clerk

BUSINESS:

1. DISCUSSION AND/OR ACTION REGARDING SPONSORSHIPS FOR THE TASTES & TUNES EVENT.

Recreation Manager Jim Stritchko introduced Recreation Programmer Kim Leavitt. Ms. Leavitt stated the Tastes & Tunes event would be held over two days. The event would open at 5:00 P.M., Friday, April 30, 2004 with a Cinco De Mayo theme. Four Spanish musical groups would perform according to a staggered schedule on the main stage throughout the evening. Hispanic food vendors would be featured. Staff was seeking craft vendors who would offer Hispanic products. The event would continue Saturday, May 1, 2004 and would be a multi-cultural event.

Tastes & Tunes would offer new events for 2004. A classic car competition and show would be held with awards presented in the afternoon and a boxing exhibition would also take place. Barry's Boxing would bring in a golden gloves exhibition and awards would be presented to participants. Councilwoman Smith inquired if boxing exhibitionists would wear

protective headgear. Ms. Leavitt responded yes. The majority of the participants would be older children. City Manager Gregory Rose stated a boxing event had taken place at the first Tastes & Tunes. A carnival geared for children ten years of age and younger would also be available. Taste & Tunes announcements were being aired on the Spanish television network Univision.

Manager Stritchko stated the Tastes & Tunes event had sought a variety of sponsors. A sponsorship guideline item had been presented to Council in 2002 but new issues had occurred. The company Anheuser-Busch had requested the opportunity to become a title sponsor and would provide \$25,000 toward the event. The partnership would create a new title for the Taste & Tunes event of, "City of North Las Vegas and Anheuser-Busch Present Tastes & Tunes." City Manager Rose recommended Anheuser-Busch be allowed to become a title sponsor but under strict guidelines. He felt the sponsorship would be appropriate because the event was geared largely toward adults. The City had sponsored beer gardens in the past. Mayor Montandon stated the beer gardens had been located next to the Police Department even though there had been complaints. He would rather have complaints than the availability of beer not properly controlled. As a title sponsor the title, "City of North Las Vegas and Anheuser-Busch Present Tastes & Tunes," would appear in all forms of advertising including radio, television and newsprint. Co-sponsors would be listed underneath the title. Mayor Pro Tempore Robinson stated \$25,000 was a low fee. City Manager Rose stated the fee could be negotiated but wanted verification from Council members regarding the association of the City with a beer manufacturer. Mayor Montandon stated he would prefer the association with Anheuser-Busch than with Budweiser. Councilman Buck felt the sponsorship prices should be increased on a yearly basis.

Council directed Staff to negotiate with Anheuser-Busch for title sponsorship.

PUBLIC FORUM

Peter Demangus, 1821 North Las Vegas Boulevard, North Las Vegas, appeared on behalf of Jerry's Nugget. Mr. Demangus stated he would appreciate additional proposals for downtown events. The City of North Las Vegas Chamber of Commerce would participate with economic events but area businesses had contributed a large portion of funds toward Tastes & Tunes. He felt fund raising issues could be reworked. The Chamber of Commerce would support any additional economic event offered by the City that would support the downtown area. City Manager Rose stated a not-for-profit agency could be created for future Tastes & Tunes events and the City would be a subsidiary. Discussions would be held with the Chamber of Commerce regarding the issue and results would be brought before Council for discussion and/or action in the future.

ADJOURNMENT

ACTION: THE MEETING ADJOURNED AT 5:21 P.M.

MOTION: Mayor Montandon

SECOND: Mayor Pro Tempore Robinson

AYES: Mayor Montandon, Mayor Pro Tempore Robinson, Council Members Smith,
Buck and Eliason

NAYS: None

ABSTAIN: None

APPROVED: April 21, 2004

/s/ Michael L. Montandon
Mayor Michael L. Montandon

Attest:

/s/ Karen L. Storms
Karen L. Storms CMC, Acting City Clerk