

## MINUTES

WAYS AND MEANS COMMITTEE - NEVADA STATE LEGISLATURE - 58th SESSION

February 12, 1975

The meeting was called to order by Chairman Mello at 8:00 A.M. in the Ways and Means Committee Room.

PRESENT: Chairman Mello, Mr. Bremner, Mrs. Brookman, Mr. Dreyer, Mr. Glover, Mr. Howard, Mr. Robinson, Mr. Weise and Mr. Wittenberg.

ALSO PRESENT: John Dolan, Bill Bible, Bob Goodman, Ginger Shane, Darrell Monehan, Bob Brigham, Hope Roberts, James Deere, Merle Snyder, Mildred Reynolds, Barbara Mello, Barbara Wright, John Bouchin, John Koontz, Tom Wilson, Mr. Leslie Fry, Mr. Wilson Makabe

Mr. Goodman explained Economic Development and stated that Nevada has a 9% unemployment rate and tourism is the number one industry. He requested approval of the budget to continue to expand efforts to meet the state's growing needs. Ginger Shane explained the New Positions. Presently, the positions are under contractual services. One position was a Career Aid from the prison and the other position is a part-time student. It is their hope that this positions now be changed to full-time positions and picked up by the State. Mr. Bible explained that these positions were approved when they lost inmate labor.

Chairman Mello asked that the One-Shot, Visitors Survey, be explained. Mr. Monehan stated statistics have not been determined on tourism for many years. This would provide information as to where the tourists are coming from and would be done at the entrances to the State. Mr. Monehan stated that this would be done through the Motor Vehicle Department.

Mr. Goodman explained that in 1955 the Economic Development was created. He stated that they feel solely responsible for bringing in J.C Penney Co., and they were the liaison for Union Carbide. He also stated that it would be impossible to do all the activities they do without the assistance of the Chambers of Commerce throughout the State and Nevadans.

He explained the One-Shot for \$200,000 for tourism advertising. He stated that tourism is ranked number one in three states and number three in 46 states. He listed the events to be advertised by radio which are mainly in the rural areas. He also stated that the events occurring throughout the State would be advertised in local and out of state newspapers. Ten outdoor signs would be placed along major highways surrounding the State of Nevada.

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Chairman Mello stated that the Chambers of Commerce do a lot of advertising and also cities provide their own public service. Mr. Monehan stated that the smaller areas do not have the funds to promote tourism in their areas. Chairman Mello stated that if they wanted to promote tourism they would find a way to raise the funds. He stated that he was curious as to the percentage over and above the normal amount of tourism is brought in by Economic Development. Mr. Goodman stated that advertising has been done by Oregon to bring visitors to their State through California. He felt that advertising was needed to bring them back from Oregon through Nevada. He also stated that they work with the Chambers of Commerce so as not to duplicate advertising.

Mr. Robinson stated that he agreed with the One-Shot and felt perhaps more should be given except the city papers do most of the advertising for any event taking place in their area. These events usually have their own public relations people. He also stated that the dollars could be stretched by sharper bargaining in production costs, etc.

Ms. Shane explained that there are seasonal drops affecting tourism in the motel industry. Chairman Mello explained that he had been told that the Hotel/Motel industry will continue to advertise even more than before.

Mr. Dreyer felt that there were two different types of advertising: one for gambling and one for tourism.

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Bob Brigham explained the Advisory Council for Career Education. He stated the council was mandated by state legislature and federal law and most of the money comes from federal funds allocated because education should be looked at more closely by a private group. He stated that an outside evaluation was done recently. The results are not known exactly, but they feel that they were rated very low in effectiveness. Mr. Brigham stated that the Board of Education meets very seldom and depends on the information fed into it. He explained the need of an Executive Director to get this information to the council. He also explained the increase in salary was to enable them to hire an Executive Director better than the last one.

Hope Roberts explained the need for In-State travel and the Contractural Services. The Contractural Services funds have been carried over because of the lack of an Executive Director. This services would provide studies and evaluations that must be submitted each year. Mr. Brigham explained that the usual number of meetings was four, but this year they have had 7. More are needed if they are to do an efficient job.

Chairman Mello stated that a 21 member council is rather large and asked if that was because of the statute. Mr. Bible explained that federal regulation provides for 8 or 9 but suggests that they have a broad base number. Mr. Brigham stated that of 21 people, they have an average of 14 who attend the meetings. Chairman Mello requested a recommendation on the number of members needed if this number could be lower and Mr. Bible stated he would supply that information.

Merle Snyder, Chairman, explained the Nevada Council on the Arts. He stated that in the eight years the council has been formed, they have operated for six years without state funds, but in the last two years they have had appropriated state funds. Mr. John Deere, Executive Director, stated that they were satisfied with the Governor's recommendations for 75-76 however, they are requesting additional Out of State travel funds for the second year of the biennium. He stated that most of their times is spent responding to applications that come in. They are reaching all 17 counties, but not as well as the urban areas.

Mr. Deere explained the New Positions. Presently, the Program Director is funded by federal funds and they want they state to start supporting this position. They then want to hire a second Program Director who would be supported by Federal funds. Mrs. Brookman stated that a 21 member board is quite large and asked if this was a broad representation from all over the state and asked how many meetings they hold a year. Mr. Snyder stated they meet in Reno and Las Vegas once a year, but the Executive Board meets 3 or 4 times a year. He stated that they have a proposal to reduce the number on the board in the following manner: reduce to 17 in the next two years, 13 the following two years and to 11 for the years after that. He felt that that this should be reduced at a slow descending rate.

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Mr. Syd Robinson, Nevada Citizens of the Arts recited a paragraph from a national Arts pamphlet "64% of the adult population in the United States would be willing to pay \$5 more a year in taxes if money was directed towards Arts and Culture."

Mr. Robinson stated that there is a tremendous interest in the Country-Western field of music and wondered if the grants would ever extend to this field. Mr. Deere stated that although this is a commercial type of music, there is a possibility that it will some day extend to this.

Chairman Mello asked that the One Shot supplemental be explained. Mr. Deere stated he felt they were literally crippled having to operate with only a half-time secretary. He stated that \$1724 of this supplemental would provide a full-time secretary. Chairman Mello asked Mr. Bible to supply a breakdown of this supplemental.

Mildren Reynolds, member of the committee, stated that there is a need to have supervisory monitoring of the grants given to the small counties. She also stated there is a need to keep the culture of Nevada and get the children interested in bands and music, but money is needed to get it into the schools.

Barbara Mello, Vice-Chairman, stated that the University facility in Performing Arts was used by the university only. She stated there is a need for facilities where other people can plan programs. She stated

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that the members of the committee serve with no pay and rarely collect per diem in order for the money to remain in the fund.

Barbara Wright, Reno, stated that even in Reno and Las Vegas, there are no art teachers in the elementary schools and some groups desperately count on these grants to get projects started for these children.

John Bouchin gave some remarks regarding the Economic Development. He had a motel occupancy chart which showed that Winnemucca breaks even each year. He also stated that potatoes come to Nevada from California and Idaho and Winnemucca is now growing potatoes. They are looking for a wholesaler to get these potatoes sold.

John Koontz, State Museum, explained how important the museum is to the state. Mr. Tom Wilson stated there was a need to increase the museum activity throughout the state. He also stated that the Nevada museum is nationally accredited by the National Association of museums.

Mr. Koontz explained that grant money was used to purchase equipment for the museum at the university.

Mr. Glover asked what the Agency Director salary request was in comparison to other Agency Directors. Mr. Koontz stated that many salaries throughout the nation are above this figure and many are below, and that they are asking for an average amount. He also explained that the Curator's salary must be less than 95% of the Director's salary as this is a classified position. The Curator could not take four merit increases in salary because of this 95%. Chairman Mello stated that the committee would like to see this changed, but the Senate Finance committee didn't see it that way.

Mr. Weise was excused at 10:30 A.M.

Mr. Koontz stated that the people who prepared the budget did not appeal because they did not know that they could do so. A revised budget was prepared by the CPA and forwarded to the Governor, but as yet, he has not had a chance to meet with the Governor.

Mr. Howard asked about the monitoring system request for the museum. Mr. Koontz stated that they have had several items stolen, vandalism, writing on walls, smoking in non-designated areas, etc., and one many could not control or watch all four floors. He stated there was a real need for a monitoring system or more security. The museum is also in need of a Curator to design and maintain exhibits. He said that the exhibits are never changed and they have had numerous complaints. They have two warehouses full of articles that are stored because there is no Curator to supervise or change exhibits.

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Chairman Mello then turned the meeting over to Vice-Chairman Brookman. Mr. Wittenberg requested the cost of the monitoring equipment and Mr. Koontz stated that a preliminary survey showed a cost of \$6,000. They need only a small system. Mr. Robinson requested a tour of the warehouses and basement of the Museum and was advised that on Wednesday, February 19, 1975 the Legislators have been invited to take a behind-the-scenes tour. Mr. Koontz that the archaeological personnel are only effective when they are in the field. They are in dire need of a 4-wheel vehicle for this field work and stated that presently they have 6 or 7 vehicles, none of which were funded by the state, and felt that the state could at least provide one.

Mr. Fry then explained the Veterans Affairs. He stated that the demand is greater than they can take care of. They suggest an additional \$30,000 be added to Mr. Ethridge's budget to be used for the extension of services and which can be used at his discretion. Mr. Dreyer stated that the reason Mr. Fry was requested to appear before this committee was to explain the budget that was handed out. Mr. Fry explained that that was not an approved budget and should not have been given out at all. At Chairman Mello's request, Mr. Fry gave a brief background about himself.

Mr. Robinson then stated that he has requested from the Bill Drafter's office a resolution to have the Legislature establish an interim study commission between this session and the next session of the Legislature to just study Veteran's affairs. This does have a lot of support from the Veterans on the Assembly side. Mr. Fry stated that he would be glad to help in any way.

The meeting was adjourned at 11:00 A.M.