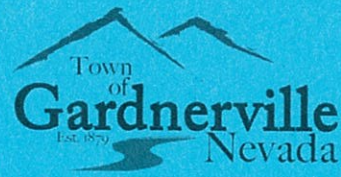


# Gardnerville Town Board

## AGENDA ACTION SHEET



1. **For Possible Action:** Discussion and accept report for the Town of Gardnerville Tree inventory and maintenance plan, presentation by David S. Howlett, Ph.D., State Urban Forester, Nevada Division of Forestry
2. **Recommended Motion:** Motion to accept and receive the Gardnerville town tree inventory and maintenance plan.

**Funds Available:**  Yes  N/A

3. **Department:** Administration

4. **Prepared by:** Tom Dallaire

5. **Meeting Date:** April 7, 2015 **Time Requested:** 20 minutes

6. **Agenda:**  Consent  Administrative

**Background Information:** Mr. David Howlett, State Urban Forester, approached the town to perform a tree inventory. The contractor, Rod Haulenbeek, performed the inventory free of charge through the Nevada Division of Forestry. They coordinated and performed the work with the help of town staff providing maps and locations of all the areas owned and maintained by the town. They performed the work gathering data on each town maintained tree within the town. Each tree comes with a high value and replacement cost. These trees are an asset to the town and need to be managed as such. The tree inventory was the first step in the maintenance program. Since the work started on this project staff has sprayed and fertilized each tree, and are in the process of trimming the trees for managed growth and stability in the high winds.

**Other Agency Review of Action:**  Douglas County  N/A

7. **Board Action:**
- |                                   |  |
|-----------------------------------|--|
| <input type="checkbox"/> Approved | <input type="checkbox"/> Approved with Modifications |
| <input type="checkbox"/> Denied   | <input type="checkbox"/> Continued                   |

# Town of Gardnerville, Nevada Public Tree Inventory and i-Tree Streets Analysis

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Prepared by  
The Nevada Division of Forestry  
Urban and Community Forestry Program

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February 23, 2015



## **I. Executive Summary**

- The Nevada Division of Forestry assessed all publicly-owned trees in the Town of Gardnerville, Nevada in June 2014. A International Society of Arboriculture certified arborist identified the location, species, size class, and noted general condition and tree care problems on all publically managed trees
- The Town of Gardnerville owns and manages 665 trees with 37 distinct species represented
- Approximately 78% of these trees are one of the ten most commonly planted trees in the Town
- 97% of the Gardnerville trees were categorized as either in “excellent” or “good” condition
- The Town of Gardnerville trees provide an annual benefit of \$55,912 to residents and visitors, or \$83 per average tree
- The replacement value of 665 Town of Gardnerville trees is \$758,011
- The Nevada Division of Forestry recommendations include:
  - increasing diversity of planted tree species
  - improving structural pruning on young and middle aged trees
  - reducing negative tree management activities (trimmer damage, excessive or incorrect pruning, improper irrigation/fertilization)
  - update the tree inventory regularly, or at least annually
- This report will help Town of Gardnerville more efficiently manage the trees in its care and maximize the benefits from current and future Town trees. Trees that represent a risk to public safety are also identified
- Trees that may represent a risk to public health/safety were indentified

## **II. Introduction and Methods**

The Town of Gardnerville is home to approximately 5,565 people. Ranching and hospitality are important industries in Town of Gardnerville, and a location along Highway 395 ensures a steady flow of visitors to the region. The Town of Gardnerville has made significant investments in redeveloping the downtown district for residents and visitors.

Town trees contribute to a high quality of life for Gardnerville residents and visitors, by lowering heating costs in the winter and cooling costs in summer. Trees absorb carbon dioxide and produce oxygen, and filter airborne pollutants (smoke and dust). Trees absorb the impact of storm water, and reduce runoff which causes floods. Well-managed trees are attractive to the character of the Town and contribute to higher property values and tax base. Business owners benefit from trees since shoppers spend more time and money in businesses on tree-lined streets. Town trees are a living asset that, if managed properly, can grow in value over time. Caring for trees demonstrates the Town’s commitment to quality of life and prosperity for residents, visitors, and business owners.

The Nevada Division of Forestry (NDF), Urban and Community Forestry program provides financial and technical assistance to all of Nevada’s communities for improving management of the State’s publically managed trees. Nevada is one of the most urbanized states in the United States (#4), and the forest that most Nevadans experience is the urban forest. With declining tree cover in many of the State’s urban

centers over the past few years, the importance of publically-managed trees, in terms of the tangible benefits they provide, has grown.

With the assistance of Town staff, the Nevada Division of Forestry assessed every Town-owned tree in the Town of Gardnerville, Nevada in June 2014. An International Society of Arboriculture certified arborist identified the location, by Global Positioning System (GPS), and identified all Town trees. The arborist measured the diameter size class, at 4.5 feet above the ground, and placed the trees in to condition classes: poor, fair, good, and excellent condition. Trees in the 'poor' to 'fair' class require follow up examination, care, or even removal. The arborist also took general notes about the tree care in the Town.

Following field data collection, the GPS points were all added to a Geographic Information System (GIS) database that can be used by the Town to manage publicly-owned trees. The data is considered public information and is freely available to anyone who requests it and a copy will be provided to the Town GIS database manager. The tree identification, size, and condition classes were integrated with the GPS locations in a GIS database, such that anyone can review information about any Town tree with some simple data manipulation. The database also allows anyone to run reports on any attribute that was collected by the NDF arborists, including geographic locations.

The relative performance index (RPI) provides an indication of how each tree species' condition compares to the average tree in the total population. The average condition class for each species (rated at poor=1, fair=2, good=3, excellent=4) was calculated and divided by 3.61- the average condition class for all trees in the Town of Gardnerville population. By dividing each species' condition class by the average condition class for all trees, the Relative Performance Index (RPI) is given. Any species with an RPI over 1.0 is performing better than the average tree in the population. Any value less than 1.0 indicates a species that is underperforming the average. Trees with an RPI over 1.0 should be planted, due to their measured average performance. Trees with an RPI less than 1.0 should not be planted in the future. This measure does have an inherent bias against older trees, and consideration for future tree planting should take this into account. As smaller trees are usually found in better condition, the RPI might be higher for recently planted trees, as compared to older trees that may have demonstrated good growth and adaptation to local conditions over decades. Consideration should be given to the bias of this indicator.

Additionally, the tree data collected was inputted into the USDA Forest Service computer program, i-Tree Streets, which estimates the monetary value of tree benefits. The i-Tree Streets program is a peer-reviewed computer program that was developed to place value on tree benefits. The i-Tree Streets program, with the input of species and size of trees, can determine the value of several benefits, including:

1. Reduction in energy use (shade helps cool in summer and no shade from deciduous trees helps retain solar heating in winter)
2. Reduction in CO<sub>2</sub> in the atmosphere and carbon storage in the tree (global warming)
3. Improved air quality (tree leaves remove pollutants from the atmosphere)

4. Storm-water damage reduction (roots can be a good source of erosion control)
5. A more beautiful and diverse landscape (aesthetics)

For more information on i-Tree and the benefits it describes, please see: <http://www.I-Treetools.org/>

This report provides the following information on publically managed trees in the Town of Gardnerville:

- Number and location of publically managed trees (location in GIS shape files)
- Species composition/diversity of the urban forest
- Size class (tree diameter measured at 4.5 feet above ground)
- Condition class (qualified as: poor, fair, good, and excellent); numbered 1-4, respectively
- For each tree species, we calculated the relative performance index (RPI), how tree species compare to the general condition class of all trees
- i-Tree Streets economic value of benefits provided by the Town of Gardnerville's public trees
- General recommendations for Town tree care based on observations during assessment

### III. Results

**Distribution of Tree Condition:** The vast majority of publically managed trees in Town of Gardnerville (97%) were determined to be in the good to excellent condition class (Figure 1). These trees require the normal level of concern attributed to any healthy tree. About 3% of Town of Gardnerville's trees were found in the fair to poor condition. These trees may require immediate attention, up to and including removal, in order to remain part of the Town's healthy urban forest. Dead and dying trees should be removed as soon as possible.

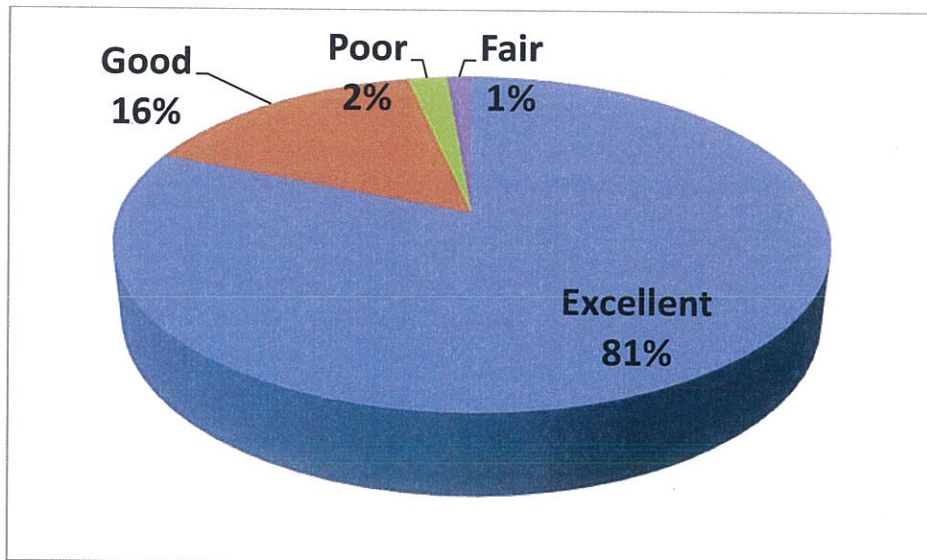


Figure 1 shows the distribution of condition class among all public trees in the Town of Gardnerville, Nevada.

**Tree Species Diversity:** The Town of Gardnerville manages 665 trees in parks, rights of way, and sports fields. These trees represent at least 37 different species. The top ten species represent 78% of all trees, while the top three species represents 33% of all trees (Figure 2), one of the lowest in the State of Nevada. The most abundant species are as follows: Austrian Pine (12%), Flowering Pear (11%), and Fremont Cottonwood (10%).

Species diversity is an important consideration when managing any urban forest. In Eastern US cities in the 20<sup>th</sup> Century, two diseases – Dutch Elm Disease and Chestnut Blight –wreaked havoc, because so many street trees were one of those two species. The Emerald Ash Borer, an exotic insect that now threatens to eliminate Ash trees from cities in the Midwest, has recently been discovered in Boulder, Colorado. As Town of Gardnerville is also located roughly 50 miles of the Interstate-80 corridor, it is only a matter of time before the Town will be affected by this insect. Green Ash, fortunately, is a smaller proportion of the population (8%). While there is a moderate level of diversity of tree species in the population, the Town relies on the ten species for a majority of total trees (78%). As a general rule, no one species should be represented by more than 10% of the total population. Gardnerville has two species that are greater than 10% (Austrian Pine, 12%, and Flowering Pear, 11%) and another that at 10% (Fremont Cottonwood). Additionally, no one genus of tree should have more than 25% representation in the population. Fortunately no genus is represented by over 25% in the Town of Gardnerville. Increasing diversity of trees in the Town of Gardnerville population should be always be taken into account when considering new plantings.

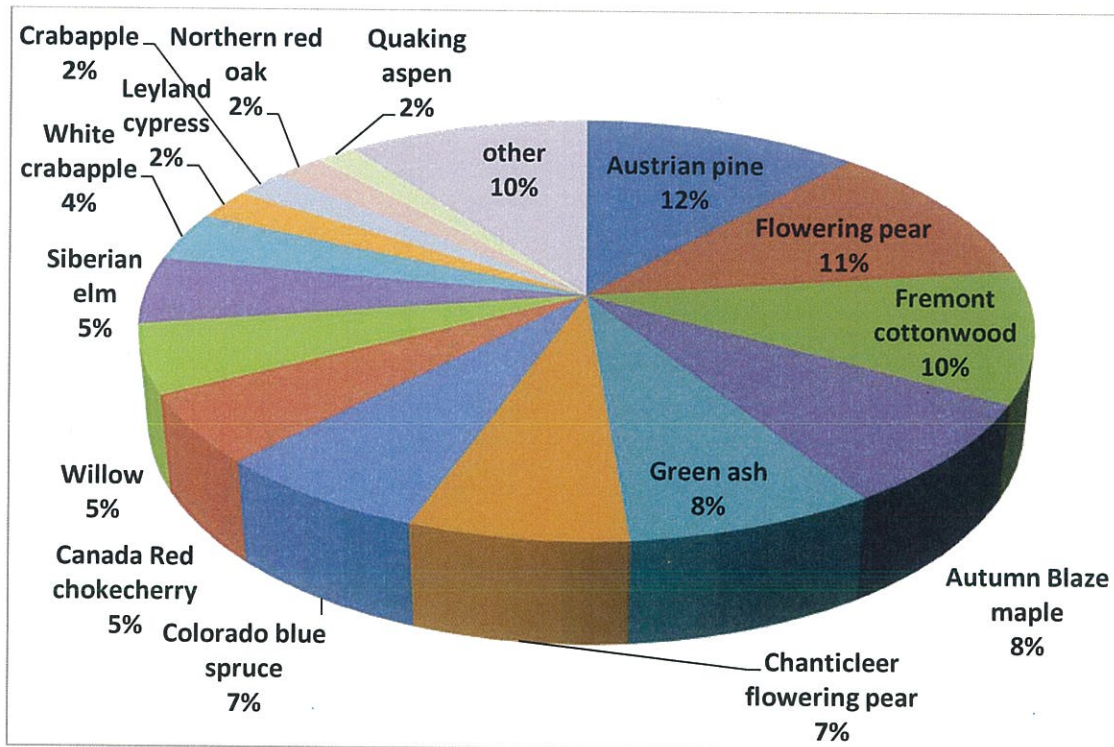


Figure 2 shows the species distribution (%) of publically managed trees in the Town of Gardnerville, NV

**Size Distribution of Town Trees:** The distribution of Town trees by size class provides an indication of the future tree population, and allows us to consider what management is required to keep Town trees growing into the next size class (Figure 3). Tree size is an indicator of tree age, and as such, the size distribution of trees allows us to consider the future benefits of the current population. The goal is to allow small trees to become large trees- since they provide the majority of benefits to Town residents. When managing any tree population, an ideal distribution of tree sizes will ensure the maximum benefits from trees of all size classes. The town of Gardnerville’s trees are generally small and young (Figure 3), and thus require the type of structural pruning that will allow the trees to increase in size such that they are represented in future population estimates.

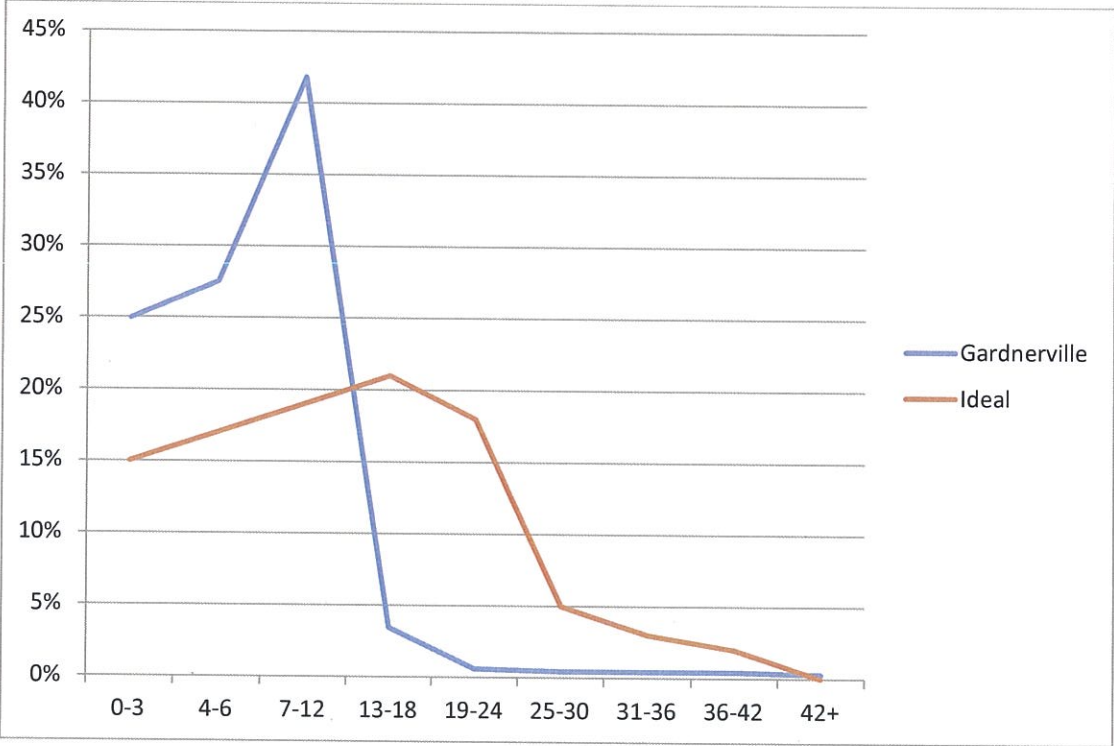


Figure 3 shows the diameter class distribution of publically-managed trees (blue line) versus an ideal distribution (red line) in the Town of Gardnerville, Nevada.

**Relative Performance Index (RPI):** The RPI for the top ten most prevalent tree species is reported in Table 1. Most of the species on this list perform with an RPI over 1.0. The exceptions are: Siberian Elm and Crabapple. The most prevalent species are performing somewhat well, according to the RPI analysis. Table 2 shows the RPI for all species with N>1. Species with an RPI over 1.0 should be considered for future planting, and those with an RPI less than 1.0 should not be planted.

<b>Common Name</b>	<b>N</b>	<b>PI</b>	<b>RPI</b>
Austrian pine	77	3.87	1.07
Flowering pear	75	3.77	1.05
Fremont cottonwood	67	3.96	1.10
Autumn Blaze maple	53	3.89	1.08
Green ash	51	3.31	0.92
Chanticleer flowering pear	45	3.91	1.08
Colorado blue spruce	44	3.73	1.03
Canada Red chokecherry	35	3.83	1.06
Willow	35	2.40	0.66
Siberian elm	34	2.71	0.75

**Table 1 shows the relative performance index (RPI) of the ten most common publically-managed trees in Town of Gardnerville, Nevada**



<b>Common Name</b>	<b>N</b>	<b>PI</b>	<b>RPI</b>
Crabapple	14	4.00	1.11
Crimson King maple	6	4.00	1.11
Columnar Colorado blue spruce	5	4.00	1.11
Honeylocust	4	4.00	1.11
Silver juniper	4	4.00	1.11
Russian olive	3	4.00	1.11
Bechtel crabapple	2	4.00	1.11
Vanderwolf pine	2	4.00	1.11
Bergeson green ash	1	4.00	1.11
Fruiting apple	1	4.00	1.11
Juniper	1	4.00	1.11
Little leaf linden	1	4.00	1.11
Purple leaf plum	1	4.00	1.11
Thundercloud purple leaf plum	1	4.00	1.11
Fremont cottonwood	67	3.96	1.10
Chanticleer flowering pear	45	3.91	1.08
Autumn Blaze maple	53	3.89	1.08
Austrian pine	77	3.87	1.07
White crabapple	25	3.84	1.06
Canada Red chokecherry	35	3.83	1.06
Flowering pear	75	3.77	1.05
Colorado blue spruce	44	3.73	1.03
Leyland cypress	16	3.63	1.00
Aristocrat flowering pear	8	3.50	0.97
Northern red oak	14	3.43	0.95

**Table 2 shows the RPI for species with a high RPI (>1, keep planting) in the Town of Gardnerville, Nevada. These species should be considered for future plantings, given their performance.**

**i-Tree Streets Results:** The i-Tree Streets computer model provides an estimate of monetary benefits that are derived from Town trees on an annual basis. Figure 4 shows the dollar value of annual benefits provided by common public trees to Town of Gardnerville residents and visitors. Table 3 shows the per tree contribution to the annual i-Tree benefits (Appendix I). The average public tree in Town of Gardnerville provides \$83 in annual benefits to Town residents and visitors. Large trees generally provide greater benefits due to larger canopy coverage.

- The dollar Annual Benefit of Town-managed trees sums the categories of aesthetics, reduced energy use, CO<sub>2</sub> in the atmosphere, air pollution and storm damage: **\$ 55,912**
- The cost required to replace all the trees is **\$758,011**

If costs (such as planting, pruning and irrigation) and benefits (such as the reduction in electricity and gas usage and mitigation benefits of less erosion) are input into the model, cost/benefits reports can be generated. Town of Gardnerville’s return on investment can be calculated when budget information is added to the model. This information can be easily incorporated into a future version of this report.

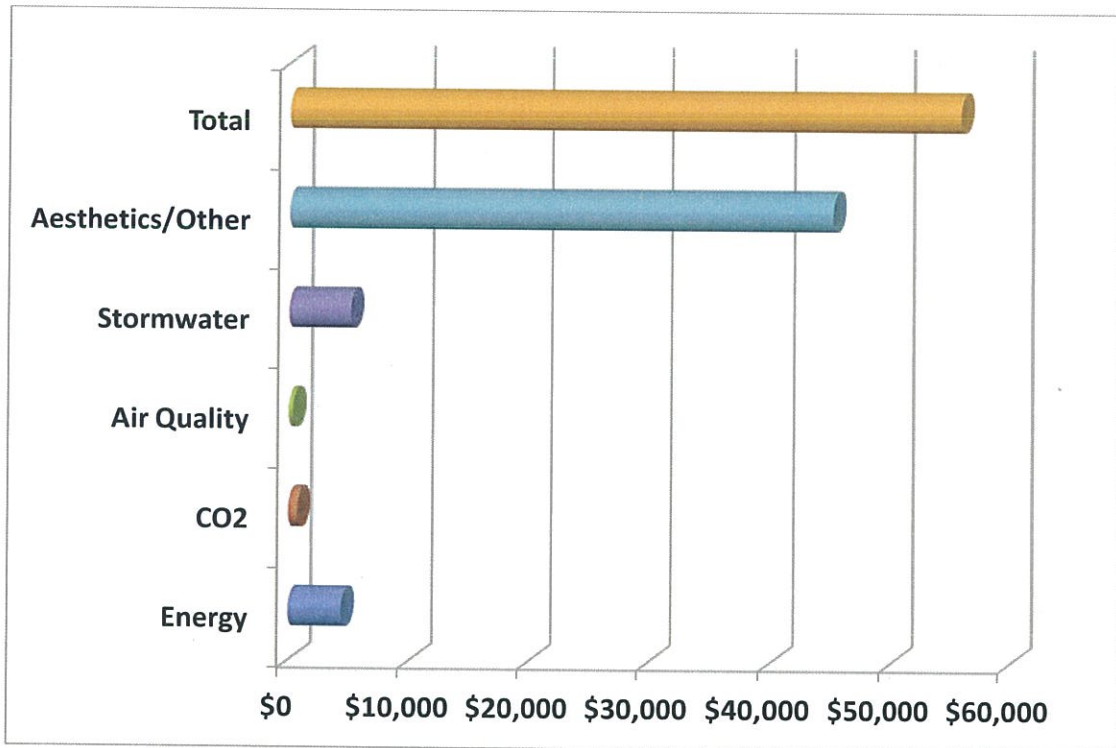


Figure 4 shows the partial and total monetary value of annual benefits provided by publically-managed trees in Town of Gardnerville, Nevada

## Nevada Division of Forestry Recommendations:

1. Keep planting trees on 'available' sites, to increase canopy coverage
2. Large stature trees need to be planted to maximize benefits (where appropriate)
3. Keep up maintenance of existing trees- regular pruning cycles (<7 years)
4. Implement a structural pruning program for small trees to ensure they become large trees
5. Increase diversity of tree species
6. Reduce trimmer damage, poor pruning (use mulch to keep grass away from trunks)
7. Some insect damage was noted (aphids); consider implementing integrated pest management strategy for Town tree population
8. All tree work should be done by International Society of Arboriculture (ISA) certified arborists
9. Maintain and update the inventory database

## IV. Acknowledgements

This tree inventory and i-Tree Streets analysis was made possible by a grant from the United States Department of Agriculture Forest Service (USDA FS) through the Nevada Division of Forestry (NDF), which has committed to conducting tree inventories in Nevada for the purpose of improving urban forest management. Additional in-kind services were provided by Town of Gardnerville to complete this project.

The U.S. Department of Agriculture (USDA) prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal and, where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or if all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)



## Appendix I

### Town of Gardnerville

#### Average Annual Benefits of Public Trees by Species (\$/tree)

Species	Energy	CO2	Air Quality	Storm water	Aesthetic/Other	Total
Pear	2.37	0.46	0.16	2.83	23.02	28.84
Austrian pine	4.06	0.58	- 0.05	9.77	48.50	62.85
Fremont cottonwood	15.44	2.76	2.29	16.62	108.81	145.92
Red maple	7.09	1.34	0.60	6.36	92.25	107.63
Ash	6.53	1.24	0.54	5.89	89.32	103.53
Blue spruce	1.97	0.41	- 0.12	3.84	37.85	43.95
Crabapple	2.59	0.60	0.28	1.32	30.58	35.37
Willow	9.15	1.77	0.89	8.33	106.19	126.34
Common chokecherry	3.09	0.72	0.38	1.66	33.27	39.12
Siberian elm	25.89	4.03	2.39	33.14	219.98	285.43
Conifer Evergreen Medium	0.61	0.08	0.01	0.38	14.24	15.33
Northern red oak	5.38	1.03	0.49	4.48	67.73	79.11
Quaking aspen	9.17	1.59	0.47	7.40	71.18	89.80
Juniper	1.96	0.31	- 0.23	3.20	41.63	46.87
Norway maple	11.12	1.94	0.59	9.31	71.63	94.59
Honeylocust	9.08	1.60	0.41	9.20	101.22	121.51
River birch	10.42	1.96	0.90	9.65	124.83	147.76
Russian olive	2.08	0.47	0.16	0.99	27.07	30.78
Scotch pine	5.22	0.74	- 0.07	12.87	59.70	78.46
Plum	1.87	0.38	0.29	2.43	35.12	40.10
Pin oak	3.19	0.66	0.24	3.11	71.49	78.69
Littleleaf linden	10.64	1.67	0.86	10.53	125.37	149.07
European white birch	10.42	1.96	0.90	9.65	124.83	147.76
Paradise apple	5.78	0.88	0.23	3.24	69.45	79.58
Citywide Total	6.57	1.17	0.59	7.60	66.91	82.83

Table 3 shows the dollar value of annual benefits provided by common public trees to the Town of Gardnerville residents and visitors.

# Gardnerville Town Board

## AGENDA ACTION SHEET



1. **For Possible Action:** Discussion to approve, approve with modifications or deny possible participation in the Cottonwood Slough Water Users Association maintenance and upgrades to the Carson River Cottonwood Slough diversion structure in the amount of \$10,000. The rehabilitation project is estimated at \$184,000. Appearance by David Hussman.
2. **Recommended Motion:** Based on Board discussion. Motion to authorize staff to pay \$10,000 to the Cottonwood Slough Water Users Association for participation in the Carson River and Cottonwood Slough diversion structure.

**Funds Available:**  Yes       N/A – Board designated or we can budget in 2016 and request a check in July.

3. **Department:** Administration

4. **Prepared by:** Tom Dallaire

5. **Meeting Date:** March 3, 2015      **Time Requested:** 15 minutes

6. **Agenda:**  Consent       Administrative

**Background Information:** David Hussman is working on getting the association back together and setting up a cost sharing plan for the maintenance and rehabilitation work of the Carson River Diversion structure for the Cottonwood Slough. The Cottonwood Slough feeds the Martin Slough ditch and Martin Slough ponds at Gilman. Without this structure water in the Carson River will not be able to reach the Martin Slough diversion located in Lampe Park. The town owns over 32 acres of surface water rights from the Carson River; 20 acre feet comes from the Martin Slough. It's not a lot compared to the volume of water needed to irrigate the 4000 acres being irrigated from the Cottonwood diversion structure, but we have our nature trail, and future multi-modal walking path that will be located along the Martin Slough, which will be used heavily by the public. Without the diverted water being sent down the Martin Slough, the wildlife, trees and vegetation along this corridor will perish. The ditch also provides water to properties located off Mission, Ezell, Zerolene, and County Road and reaches irrigated property as far as Muller Lane.

**Other Agency Review of Action:**  Douglas County       N/A

7. **Board Action:**
- |                                   |  |
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| <input type="checkbox"/> Approved | <input type="checkbox"/> Approved with Modifications |
| <input type="checkbox"/> Denied   | <input type="checkbox"/> Continued                   |

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FEB 27 2015

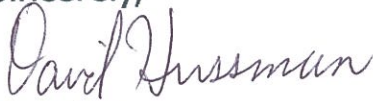
BY: .....

Town of Gardnerville  
1407 Hwy 395 N  
Gardnerville, NV 89410

I would like to be on the agenda for the April 7, 2015 board meeting. I represent the Cottonwood Slough Water Users Association. The Cottonwood Dam is in need of repair as the concrete is deteriorating and the integrity of the structure is threatened. This dam is the source of water for Cottonwood and Martin Sloughs that, as you know, run through the town of Gardnerville. We anticipate work to begin in September or October of this year and hope for your cooperation.

Please call me if you have any questions.

Sincerely,



David Hussman  
782-2349

**Gardnerville Town Board**  
**AGENDA ACTION SHEET**



**1. Not For Possible Action:** Discussion on the Main Street Program Manager's Monthly Report of activities for March 2015.

**2. Recommended Motion: Receive and file**

**a. Funds Available:**  Yes  N/A

**3. Department:** Administration

**4. Prepared by:** Paula Lochridge

**5. Meeting Date:** April 7, 2015 **Time Requested:** 5-10 minutes

**6. Agenda:**  Consent  Administrative

**7. Background Information** N/A

**8. Other Agency Review of Action:**  Douglas County  N/A

**9. Board Action:**

- Approved  Approved with Modifications  
 Denied  Continued



## Main Street Gardnerville's Report Paula Lochridge, Program Manager

### Gardnerville Town Board Meeting, April 7, 2015

- We are still in the process of creating a 501c3. Cassandra Jones will be at our April 21<sup>st</sup> Board Meeting to answer questions about the 501c3/c6 process and partnership.
- The Steering Committee researching the possibility of creating a Basque District/Fronton area in the Main Street District met again on March 23<sup>rd</sup> to continue discussion on our next action steps. Some members of this committee will meet again the week of April 27<sup>th</sup> to create a plan to proceed.
- Our Organization Committee is currently working on:
  - Providing our Business Members with window clings which will show that business' support of our program. See a sample of the cling in your packet.
  - Contacting our inactive volunteers to try to get them "re-engaged" in our program.
- Both the Promotion Committee and the District Vitality Committee will be personally visiting many of our businesses in the district. Through these visits, they hope to get updated information using the survey you will find in your packet. They will also be sharing information on the upcoming Wine Walks, Main Street Mingle, Celebrating Success Gala and how to become a member, if they currently aren't.
- The Design Committee will be offering Children's Educational Classes starting in April as part of a federal grant project. You'll find more information in your packet.
- Our Promotion Committee Action Plan has been approved and is included with my report.
- The next quarterly MSG Business Mingle will be held at Joyce's Fine Jewelry on Monday May 4, 2015 from 5:00-6:30 pm. The first 30 minutes will be for mingling with the remainder of the time for sharing and networking.
- I will be attending these upcoming conferences:
  - March 25<sup>th</sup> – 28<sup>th</sup>: The Wyoming Main Street Best Practices Workshop, in Georgia, along with Ken Miller.
  - March 28<sup>th</sup>-April 2<sup>nd</sup>: The National Main Street Center Conference in Atlanta, GA, along with Linda Dibble, MSG Board Member; Ken Miller, GTB Member & MSG Board Member; and Tom Dallaire, Town Manager. Minden will be joining us again with two representatives from their town.
  - April 15-17<sup>th</sup>: The Rural Round Up Conference here in Carson Valley.

#### Upcoming events and dates:



- “Rural Round Up Conference”, April 15-17<sup>th</sup> here in Carson Valley.
- “Celebrating Success on Main Street”, April 22<sup>nd</sup>, 6-8 pm at the Museum.
- “Main Street Mingle”, May 4<sup>th</sup>, 5-6:30 pm at Joyce’s Fine Jewelry
- “Heritage Park Gardens Plant Sale & Children’s Garden Dedication”, planned for May 30<sup>th</sup>.
- “Thirsty Third Thursday” Wine Walks, May 21<sup>st</sup>, June 18<sup>th</sup>, July 16<sup>th</sup>, August 20<sup>th</sup> & September 17<sup>th</sup>.
- “Freedom 5K Fun Run”, July 4<sup>th</sup>.
- “Heritage Park Gardens Fall Festival”, October 3<sup>rd</sup>.
- “Slaughterhouse Lane Coffin Races”, planned for October 10<sup>th</sup>. (More details in May)

This business is a proud member of



# MAIN STREET Gardnerville



10-4

**Experience the Past - Enrich the Present - Embrace the Future**

*A community-driven 501c6 nonprofit corporation  
dedicated to the revitalization of the Main Street District.*

**MainStreetGardnerville.org • Info@MainStreetGardnerville.org**





# Survey for Businesses within the Main Street Gardnerville District

What factors prompted you to open your business within the Main Street District? *(Please check all that apply)*

- Location
- Property Costs
- Want to be a part of the Main Street Gardnerville District
- Other (please explain) \_\_\_\_\_

Would you like help in improving your business?

Name three things you appreciate about the downtown district:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

Name three things you would like to see improved within the downtown district?

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

If you would like to receive program updates or participate in the Main Street Gardnerville Program making Downtown Gardnerville a better place, please provide us with the following information:

Business Owner's Name \_\_\_\_\_

Manager's Name *(if different)* \_\_\_\_\_

Business Hours: _____
_____

Business Name \_\_\_\_\_ Date Business Opened: \_\_\_\_\_

Physical Address \_\_\_\_\_ Number of Employees: \_\_\_\_\_

Mailing Address *(if different)* \_\_\_\_\_

Business Phone Number: \_\_\_\_\_ Cell Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address \_\_\_\_\_

Website Address \_\_\_\_\_ Do you lease or own the property? \_\_\_\_\_

What social networking sites are you on? \_\_\_\_\_

Types of products/services offered: \_\_\_\_\_

Do you promote any special annual events &/or sales? \_\_\_\_\_

***Thank you very much for your time in completing this survey!***

If you have any questions, feel free to call us at 775-782-8027.

Please submit your survey via fax 775-782-7135,

email to [Info@MainStreetGardnerville.org](mailto:Info@MainStreetGardnerville.org) or

mail to Main Street Gardnerville, 1407 Hwy 395 N, Gardnerville, NV 89410.

# Children's Education Program at Heritage Park Gardens

## GET GROWING IN

### THE NEW CHILDREN'S GARDEN

**THIS GROWING SEASON** Heritage Park Gardens will be offering garden workshops aimed at teaching children how to grow vegetables & fruits at no cost to participating students!

Classes will be held on the 3<sup>rd</sup> **Saturday** of every month from **April through September**, with the exception of August when we will be meeting at Jacobs Family Berry Farm in Gardnerville.

**Kindergarten to 2<sup>nd</sup> grade** classes will be **10am- 11:30am**;  
**3<sup>rd</sup> to 5<sup>th</sup> grade** class will be **noon to 1:30pm**.

*Adults are required to stay on site while their child is in class.*

*\*There will be a short orientation for parents/guardians on **April 18<sup>th</sup>**.  
\*\*Class size is limited.*

**To sign up** for the workshops or if you have questions, please contact Barbara Bardecker (Coordinator for Grades K-2 class) at 775.671.0088 or bbardecker@frontier.com or Vicki Bates (Coordinator for Grades 3-5 class) at 775.790.0721 or vrbates@charter.net.



Specialty Crop Block Grant Program  
The Nevada Department of  
Agriculture Promoting the  
Competitiveness of Specialty Crops!



### APRIL 18<sup>TH</sup>—READY, SET, GROW!

Activities: Orientation; start seedlings in newspaper pots;  
plant cold weather crops

### MAY 16<sup>TH</sup>—WONDERFUL WORMS

Activities: Worm bin demonstration; learn proper  
harvesting & washing of vegetables & fruits

### JUNE 20<sup>TH</sup>—PLANT YOUR ROOTS

Activities: Demonstration on how plants take up water &  
nutrients; plant warm weather vegetables;  
harvest more vegetables & fruits!

### JULY 18<sup>TH</sup>—POLLINATION POWER

Activities: Learn about pollinators & the plants they love

### AUGUST 8<sup>TH</sup>—BERRY FUN

Tour of Jacobs Family Berry Farm (Gardnerville, NV)

### SEPTEMBER 19<sup>TH</sup>—DIG IT UP

Activities: Harvest warm weather crops; winterize  
growing beds; learn about food preservation

**Main Street Gardnerville**

1407 Main Street (HWY 395 N), Gardnerville, NV 89410

Main Street Gardnerville is a 501c6 non-profit organization &  
an equal opportunity provider and employer

Promotion Action Plan - Website & Social Media

Promo Budget Total  
 FY 2014-2015: \$16,000  
 FY 2015-2016: \$16,000

**Responsible: Promotion Committee**

**BUDGET** \$2,000

**Goal:** Maintain a high quality, current, accurate, and informative web site that has tracking capability and that receives at least 2,000 primary hits per year with calender.

Strategy Number:  
 Strategic Plan Number  
 Priority:

1

Step #	Action Step	Who's Responsible	Start Date	Date Due	Date Completed	Status
1	Use site as communication tool to program stakeholders	Paula/Promotion Committee	Ongoing	Ongoing		
2	Coordinate with Committee Chairs for additional information and to help with updates for website and social media sites	Paula/Promotion Committee	Ongoing	Ongoing		
3	Research and design a Volunteer Bulletin Board addition to the website	Promotion Committee	7/14/2014			A way to keep volunteers informed. In progress.

10-7

Promotion Action Plan - Information Packets

**Responsible: Promotion Committee**

**BUDGET** \$1,000

Goal: Create and maintain quality packets of information to attract tourists, including a first class brochure providing information on opportunities for tourists to interact with available events and activities in downtown Gardnerville

Strategy Number: 1

Strategic Plan Number

Priority:

Step #	Action Step	Who's Responsible	Start Date	Date Due	Date Completed	Status
1	Obtain additional pieces from businesses to provide packets of information at events, for bus tours, and at convention opportunities. Price appropriately for fundraising opportunity	Promotion Committee	Ongoing	Ongoing		As needed for certain events
2	Research bus tour companies	Shannon Hickey	Ongoing	Ongoing		Establish relationships with Tour Operators
3	Research conventions and local events	Promotion Committee	Ongoing	Ongoing		Establish relationships with sponsors/hosts of the conventions and local events
4	Maintain supplies of materials and keep them "fresh", current and accurate	Paula/Promotion Committee	Ongoing	Ongoing		

1018

Promotion Action Plan - Events

Responsible: Promotion Committee

BUDGET \$11,000

Strategy Number:  
Strategic Plan Number

2

Goal: Continue to develop and maintain an annual, comprehensive program of five promotions, that provide opportunities for social interaction, drawn on the area's culture and heritage, with locals, tourists and the downtown stakeholders; each with its own appropriate marketing plan

Priority:

Step #	Action Step	Who's Responsible	Start Date	Date Due	Date Completed	Status
1	Working with Town Administration, and stakeholders, develop and overall plan of at least four but no more than six, promotion programs complete with marketing plans.	Promotion Committee	Ongoing	Ongoing		5 Thirsty Third Thursday Wine Walks, Earlier than The Bird, Small Business Saturday, Splash Dogs, July 4th event, in connection with the town of Gardnerville, October Events
2	Obtain approval of MSG Board for Promotion Plan prior to implementation	Promotion Committee Chair	Ongoing	Prior to each event		Once a plan is created, place on agenda for board approval. Promotional plans should be completed 6 months out from each promotion
3	Include fundraisers in most of the promotions utilizing various strategies.	Promotion & Org Committee	Ongoing	Ongoing		

10-9

See the breakdowns of each event on the following pages

Promotion Action Plan Event - Thirsty Third Thursday Wine Walks

BUDGET \$8,000

Step #	Action Step	Who's Responsible	Start Date	Date Due	Date Completed	Status
1	Obtain approval of MSG Board for Promotion plan each year prior to implementation	Scott	Ongoing	Ongoing		Place on agenda in first quarter of 2015 for approval.
2	Create work plan with assignments	Scott/Debbie	3/1/2015	04/01/15		
3	Increase Wine Walk Volunteer Recruitment	Promotion & Org Committee	01/01/15	04/15/15		
4	Hold a wine walk training/wine presentation meeting to educate volunteers and business participants	Promotion & Org Committee	01/01/15	04/15/15		Explain how the event benefits the business and downtown
5	Permits	Paula	04/01/15	05/01/15		
6	Insurance Coverage	Paula	4/1/2015	5/1/2015		
7	Wine Glasses	Paula	Ongoing	Ongoing		Using a Forever Glass, monitor inventory for re-orders
8	Checklist, themes, details & volunteer follow through	Scott/Debbie	4/1/2015	5/1/2015		
9	Advertising-Newspaper, TV, Radio, Community Calendars, Biz Blasts, Social Networking sites, etc.	Paula Promotion Committee	4/1/2015	5/1/2015		As needed per wine walk event
10	Advertising-Poster/Flyer distribution	Promotion Committee	4/1/2015	Ongoing		Utilize other committees and volunteers to help with this effort

10-10



Promotion Action Plan Event - Freedom 5 K Fun Run/Walk

BUDGET \$1,000

Step #	Action Step	Who's Responsible	Start Date	Date Due	Date Completed	Status
1	Obtain approval of MSG Board and Gardnerville Town Board on the Promotion plan prior to implementation	Tom/Paula/Promotion Committee Chair/Co Chair	01/15/16	02/15/16		
2	Determine person(s) in charge of overseeing the event	Tom/Paula/Promotion Committee Chair/Co Chair	01/15/16	03/01/16		
3	Create work plan with assignments	Tom/Paula/Promotion Committee Chair/Co Chair	03/01/16	04/01/16		
4	Permits	Tom/Paula	03/01/16	04/01/16		
5	Insurance Coverage	Tom/Paula	03/01/16	05/01/16		
6	Advertising-Newspaper, TV, Radio, Comm Calendars, Biz Blasts, Social Networking Sites, etc	Tom/Paula/Promotion Committee Chair Co Chair	3/1/2016	5/1/2016		
7	Acquire Sponsorships	Org Comm	1/15/2016			Start this process in first quarter of 2015 for the July 4, 2015 event.
8	Establish Partnerships	Promotion Committee	1/15/2016	3/1/2016		Start this process in first quarter of 2015 for the July 4, 2015 event.

10-11

Promotion Action Plan Event - October Events

BUDGET \$4,000

Step #	Action Step	Who's Responsible	Start Date	Date Due	Date Completed	Status
1	Obtain approval of MSG Board for Promotion plan prior to implementing	Promotion Committee Chair	07/01/15	04/01/15		Various event possibilities: HPG Fall Festival; Coffin Races; Harvest Moon Dance; Haunted Hunting.
2	Determine Event Chair Person	Promotion Committee	07/01/15	07/15/15		
3	Create work plan with assignments	Shannon & Laurie	07/15/15	08/01/15		
4	Advertising-Newspaper, TV, Radio, Comm Calendars, Biz Blasts, Social Networking Sites, etc	Paula & Shannon	08/01/15	10/01/15		
5	Establish Partners/Business Participants	Promotion Committee	08/01/15	Ongoing		
6	Advertising-Poster/flier distribution	Promotion Committee	8/15/2015	Ongoing		
7	Permits, if needed	Promotion Committee	8/15/2015	10/01/15		
8	Insurance Coverage	Promotion Committee	8/1/2015	9/15/2015		

10-12

Promotion Action Plan - Regional Events

Responsible: Promotion Committee

BUDGET \$0

Participate with five regional events to build brand and knowledge to highlight downtown Gardnerville.

Strategy Number:  
Strategic Plan Number  
Priority:

2

Step #	Action Step	Who's Responsible	Start Date	Date Due	Date Completed	Status
1	Develop a list of organizations that host local and regional events	Promotion Committee	8/18/2014	Ongoing		Be sure that each organization has a mission and/or goals that are similar to MSG's mission and goals. Town of Gardnerville, Douglas County Historical Society, Chamber (Parade of Lights/Announcing Stand) and Visitors Authority, other.
2	Determine which events MSG should be represented at and in what manner and media	Promotion Committee	Ongoing	Ongoing		
3	Contact those organizations hosting events where MSG wants to be represented	Promotion Committee	Ongoing	Ongoing		
4	Offer to co-host events that are appropriate for MSG and also where a suitable venue is available.....think future.	Promotion Committee	Ongoing	Ongoing		

10-13

Promotion Action Plan - Program Advertising

Responsible: Promotion Committee

BUDGET \*\$6,000

Goal: Create an advertising plan for promoting the Main Street Gardnerville program.

Strategy Number:

Strategic Plan Number

Priority:

Step #	Action Step	Who's Responsible	Start Date	Date Due	Date Completed	Status
1	Obtain approval of MSG Board for Promotion plan prior to implementing	Scott	7/1/2015	Ongoing		Possibilities: Newspapers, magazines, billboards, online, etc.
2	Recruit someone with advertising knowledge to oversee this planning	Promotion Committee	7/1/2015	Ongoing		
3	Recruit someone to create a Community Calendar tracker and update it regularly with program events	Promotion Committee	7/1/2015	Ongoing		

10-14

\*This amount is actually listed in the Advertising Budget Line and not in the Promotions Committee Budget.



# **You're invited to our next "Main Street Mingle"**

**Monday, May 4th  
5:00 pm—6:30 pm  
At Joyce's Fine Jewelry  
1503 Hwy 395, Suite A**

**Join us and meet other members of our community and talk about upcoming events, projects or just things in general that might have an impact on our downtown district.**

**It is also a great way to meet and share ideas with your neighbors.**

**Feel free to bring any promotional items you'd like to share.**

**Light refreshments will be served, courtesy of Joyce's Fine Jewelry.**

**You are encouraged to RSVP,  
please call 782.8027 or email  
[Info@MainStreetGardnerville.org](mailto:Info@MainStreetGardnerville.org).**



**Our Volunteers & Members Mean the World to us!**

**Join Us In**

## ***Celebrating Success on Main Street***

**Wednesday, April 22, 2015 - 6:00 – 8:00 pm**  
**Carson Valley Museum and Cultural Center**  
**1477 Main Street in Gardnerville**

***April is National Volunteer  
Appreciation Month and we want  
to celebrate with you!***

***Please join us as we honor all of  
our Main Street Gardnerville  
Volunteers and Businesses for their  
support, service and dedication  
assisting with the revitalization efforts  
of the Main Street District!***



***You'll have the chance to meet those who are  
passionate about our community as well as those  
individuals who truly appreciate the efforts that our  
volunteers and business members put forth.***

***Appetizers will be provided along with a no host bar.***

**RSVP Required for you and a guest by**  
**Wednesday, April 15, 2015**  
**775.782.8027 or via email**  
**Info@MainStreetGardnerville.org**

10-16

# Gardnerville Town Board

## AGENDA ACTION SHEET



1. **For Possible Action:** Discussion on partnering with Main Street Gardnerville and authorize staff to continue to look for sponsors to provide a lunch stop for the participants in "2016 Great Race" event, including staff time to support the event, paying a fee of \$2,500, providing a venue for the participants to park and display their vehicles, and provide lunch for approximately 225 participants at a cost of around \$5,500.

2. **Recommended Motion:** Depending on Board Discussion. Motion to partner with the town business and possibly the Carson Valley Visitors Authority to pursue getting the "Great Race" to stop for lunch in Gardnerville, Sunday June 19<sup>th</sup> 2016, with a cost for the event of \$2,500 to get them to stop in Gardnerville and an approximate amount of \$3,500 to feed the participants. Total cost to the town of the event not to exceed \$5,500 in the 2015/2016 budget year.

**Funds Available:**  Yes       N/A - currently budgeted in Parks.

3. **Department:** Administration

4. **Prepared by:** Tom Dallaire

5. **Meeting Date:** April 7, 2015      **Time Requested:** 20 minutes

6. **Agenda:**  Consent       Administrative

**Background Information:** Scott Bergan of the Main Street Board and Chair of the promotions committee has been instrumental in dealing with the organizers of the Great Race. Scott may be able to fill you in on more details at the meeting. This is an opportunity for Gardnerville to show off our town. The flowers will be up, and in the middle of the summer festivities is a perfect time to show off what the town has to offer the drivers, families and chase crews of the teams participating in the 2016 "Great Race". Staff is looking into where to park and stage 225 vehicles. We are looking into fitting the cars around the Heritage Park area. The dirt lot will have too many goatheads to utilize this area. There are also other options available. The organizers have had the Great Race stop in the Carson Valley before when they used Minden Park as a lunch stop event.

**Other Agency Review of Action:**  Douglas County       N/A

7. **Board Action:**

Approved

Denied

Approved with Modifications

Continued

**2016**  
HEMMINGS MOTOR NEWS  
**GREAT RACE**  
WWW.GREATRACE.COM  
PRESENTED BY  
HAGERTY

**JUNE 18-26, 2016**  
**\$150,000**  
**IN PRIZE MONEY**  
**ENTRY FEE**  
• \$7,000 - CORPORATE  
• \$5,500 - PRIVATE

**A TIME-SPEED-ENDURANCE RALLY FOR VINTAGE CARS, 1972 & OLDER**

• ENTER YOUR CAR TODAY!  
**GREATRACE.COM**  
**800-989-7223**

Hemmings Motor News    **HAGERTY**    **COOPER TIRE**    **RELIABLE**

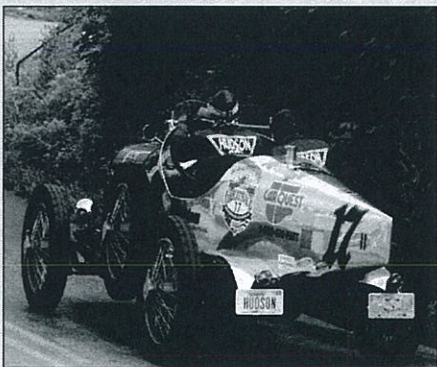
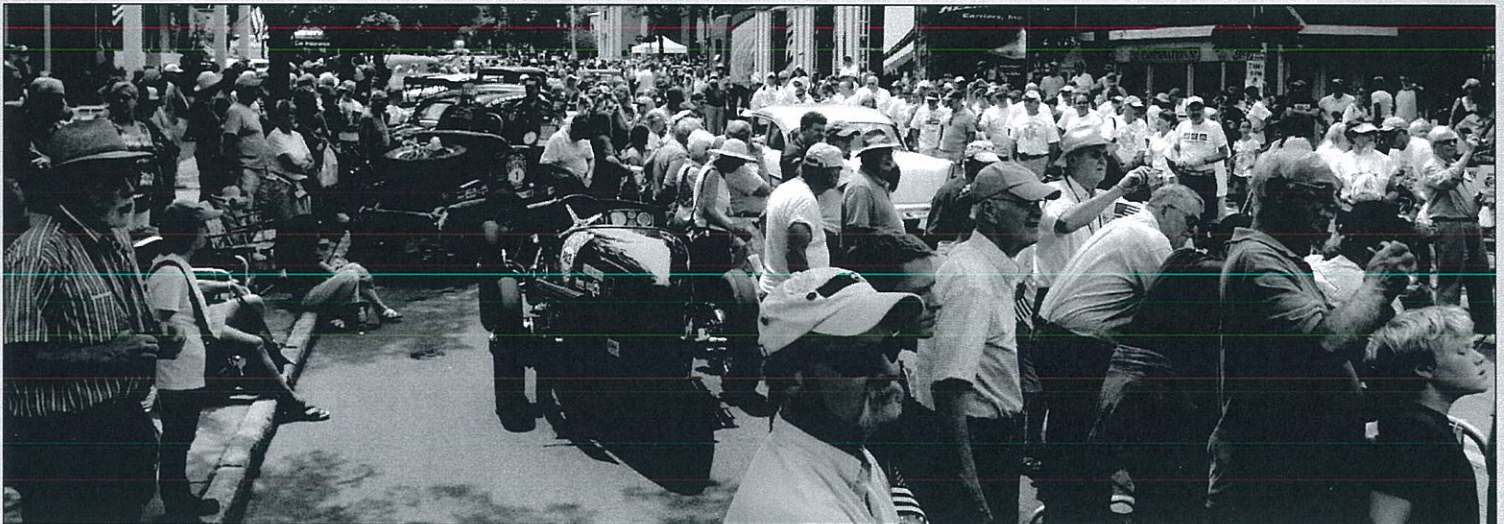


# The Great Race and Your City *A Winning Combination*

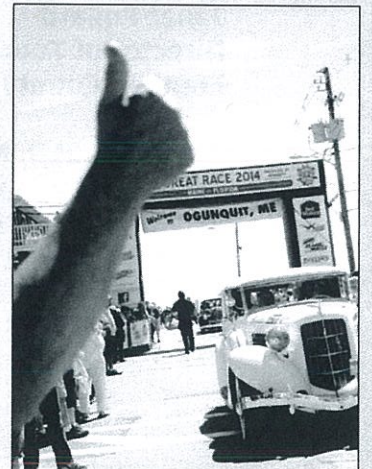
*Make this the most special day of the year in your community*

- A lasting impression on some of the world's most influential people (*racers from the United States, Canada, UK, Japan, and Germany participated last year along with three separate TV show stars*)
- Become part of the Great Race family of hundreds of cities in the U.S., Canada and Mexico that have hosted a stop on this legendary event
- See Request For Proposal for fee and requirements





# The Great Race draws lots of smiling faces into the heart of each city



# The Experience of a Lifetime You can Enjoy Every Year!

The Great Race has logged hundreds of thousands of miles through hundreds of cities in the United States, Canada and Mexico.

## *Testimonials from past Great Race cities:*

### **GERMANTOWN, TENNESSEE** (over 25,000 spectators)

"The Germantown overnight stop was a very special event for the entire community. A tremendous and enthusiastic crowd turned out to see the Great Racers come into the city on a perfect Sunday afternoon. I'm not sure who enjoyed themselves more, the Great Racers or the community!"

**Jim Bruce, Captain  
Administrative Division  
Germantown Police Department**

### **NEW BERN, NORTH CAROLINA** (over 7,500 spectators)

"We were absolutely thrilled with the Great Race on all levels. The organization was amazing and the event itself was too. The feedback and response we have gotten from the town has all been phenomenal....everyone has asked for the event to come back! Our experience with the Great Race was wonderful and we would truly love an opportunity to work with you all again and to host you back here in the future."

**Melissa Riggle, Tourism and Sales Service Executive  
New Bern-Craven County Convention & Visitor Center**

### **CHAMBERSBURG, PENNSYLVANIA** (over 6,000 spectators)

"The Great Race is an incredible opportunity to showcase your community and bring a very unique, well-recognized attraction to your community. The Great Race team is a good partner with first-rate attention to detail and a good promotional plan in place. The Franklin County Visitors Bureau would welcome The Great Race back to Franklin County any time."

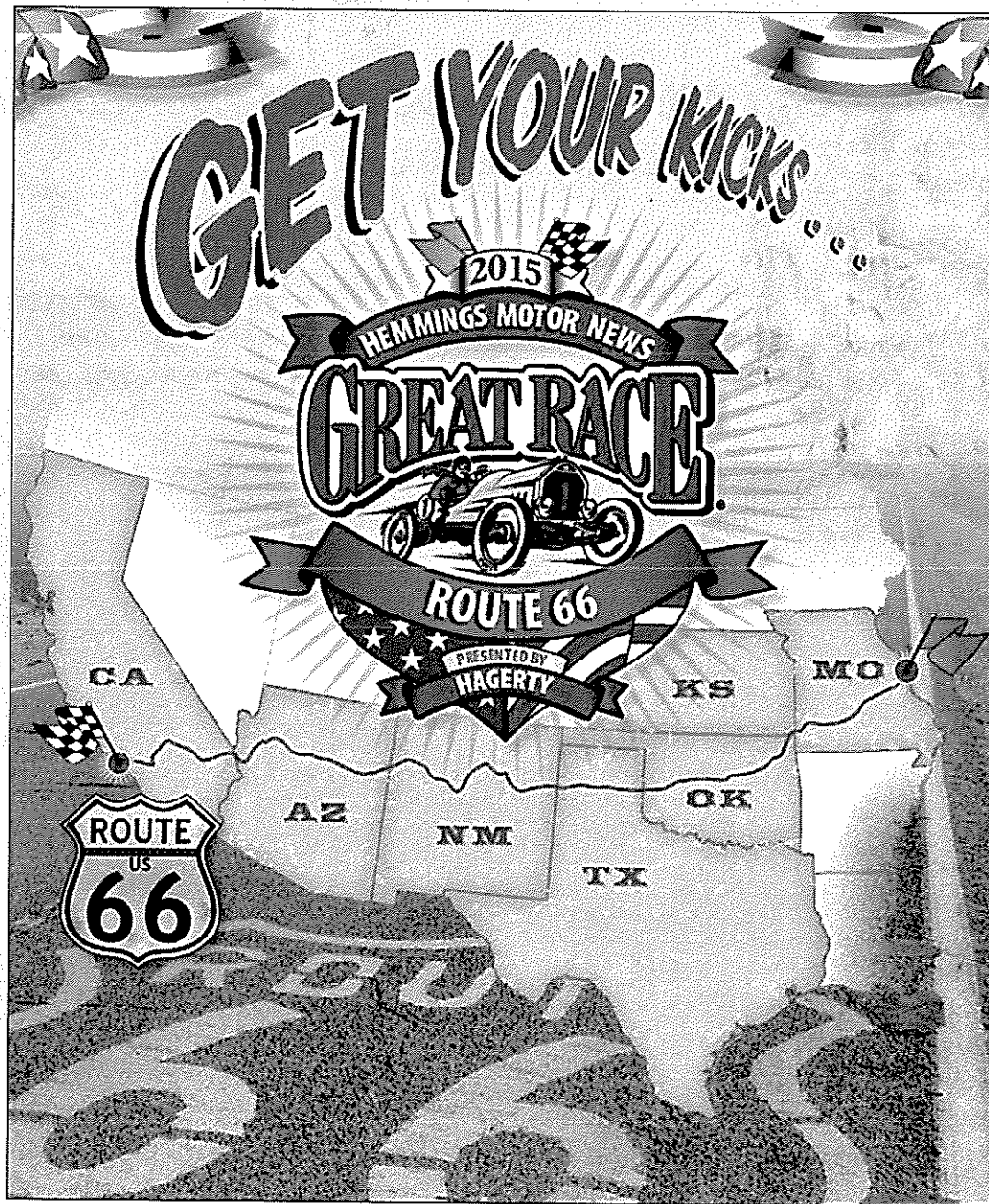
**Janet Pollard  
Director of Tourism  
Franklin County Visitors Bureau**

### **SPRINGFIELD, MISSOURI** (over 5,000 spectators)

"Bass Pro Shops would be pleased to host The Great Race in the future and would look forward to once again working with such a well-structured and professional organization."

**Laura Edwards, Team Leader Promotions  
Bass Pro Shops Outdoor World  
Springfield, MO**

# The 2015 Great Race



- Saturday, June 20, through Sunday, June 28
- **2,100** miles through **18** cities and **7** states
- The entry fee for participants runs between **\$5,000** and **\$7,000**
- Major sponsors are **Hemmings Motor News, Hagerty, Reliable Carriers, Best Western** and **Coker Tire**
- More than **250,000** spectators at the venues

# Celebrities and Dignitaries

*Celebrities and dignitaries have been involved with the Great Race through the years*



# The Great Race Team

## **Corky Coker, Owner**

- CEO of Coker Tire
- Veteran of more than a dozen Great Races
- 2004 Collector Car Person of the Year
- Past Chairman of SEMA
- Member of the SEMA Hall of Fame



*Corky Coker*

## **Jeff Stumb, Director**

- Veteran of 10 Great Races
- Former newspaper owner for two decades
- Antique car collector



*Jeff Stumb*

## **Great Race Staff**

- Competition staff
- Television crew
- Social Media staff
- Venue staff

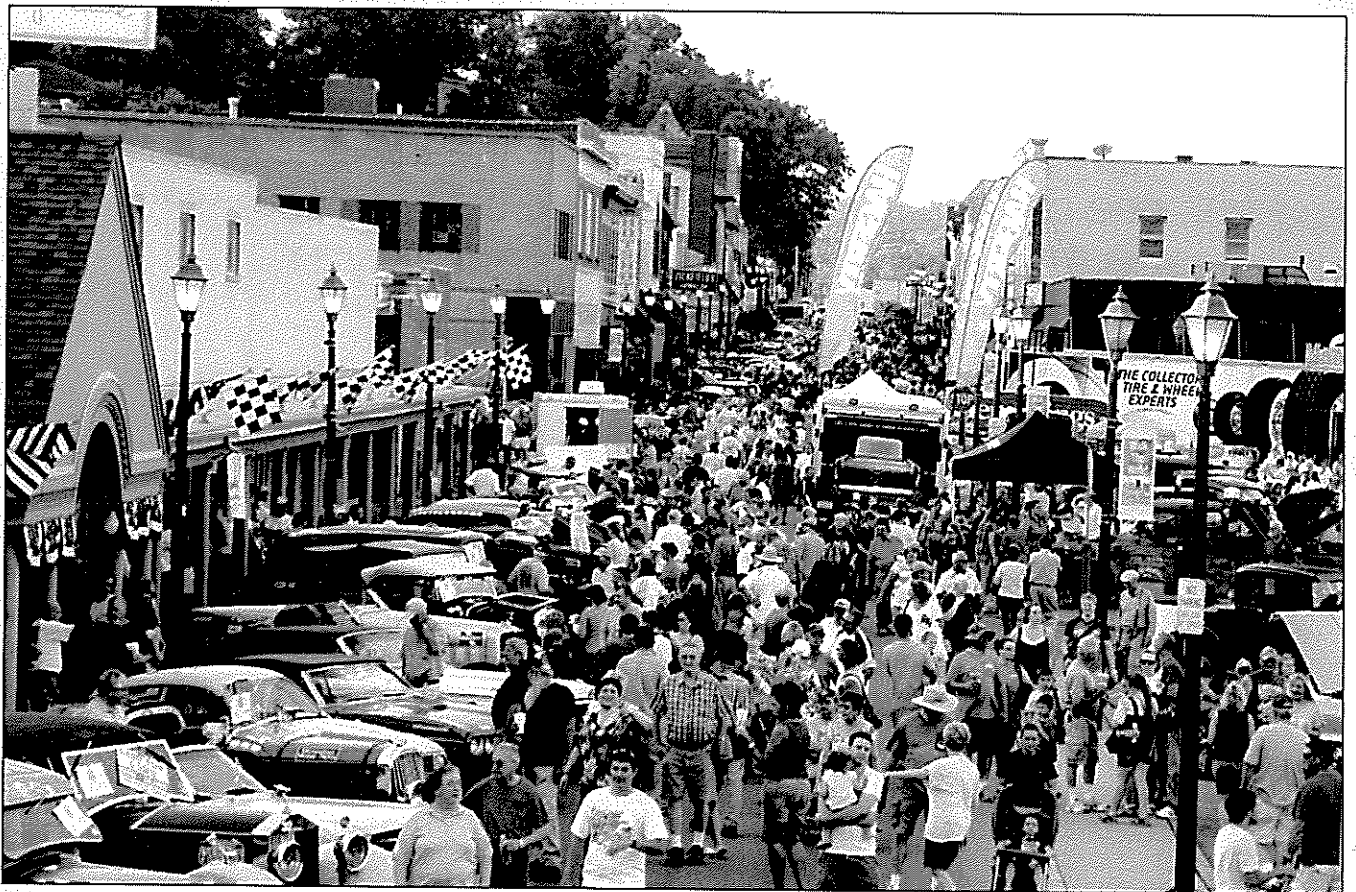
# Bring Thousands of People to the Streets of Your Town

- The Great Race averages more than **10,000 spectators** per city stop
- More than **250,000 spectators** saw the Great Race in **2014**
- All city stops are **highlighted** on the **Great Race TV Show**
- Each host city receives a **complimentary ad** in the **Great Race Program**
- Every city is included on the **Great Race website, social media, blogs** and **nightly race updates**





# The Impact of Visuals in all Cities



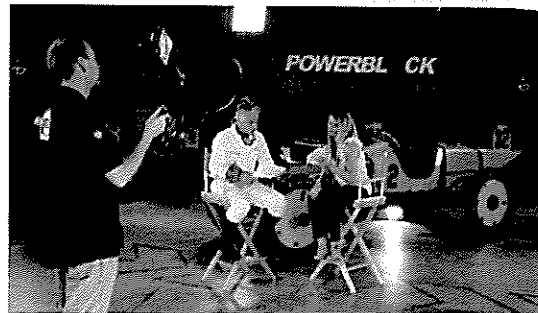
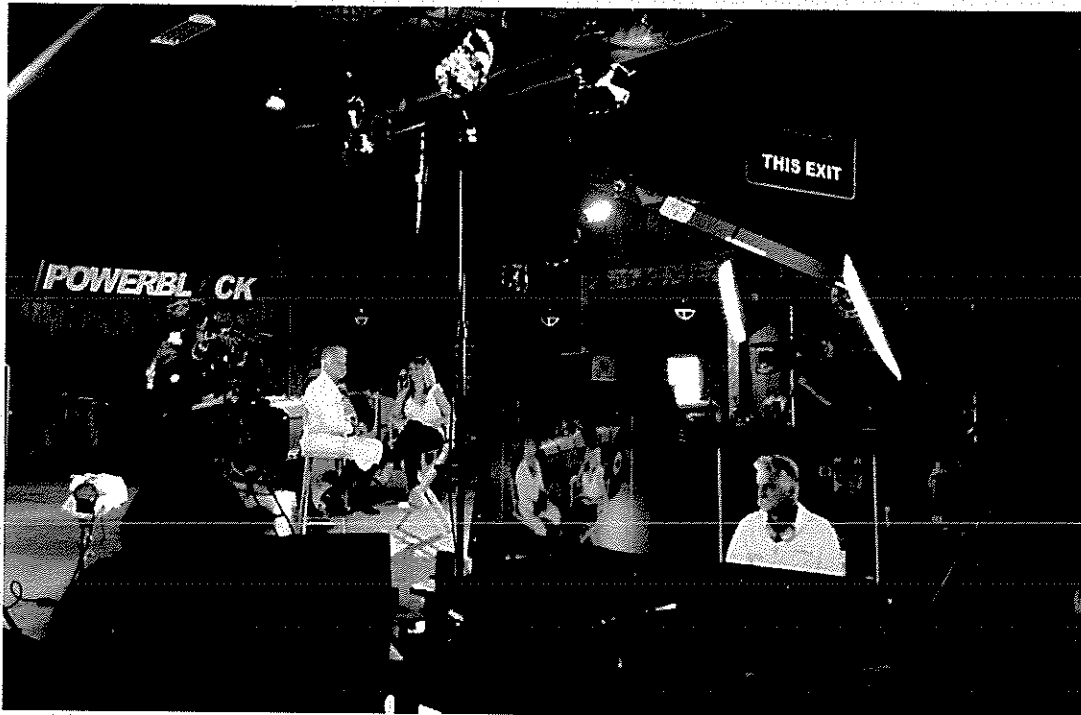
## Demographics

- **70.8%** are between **45** and **74** years old and **83.1%** married/partner \*
- Net worth in the range of **\$1 M** to **\$5 M** \*
- Own a home and **36.9%** own a second home/vacation home \*
- Travel nationally one or more times every year \*
- **32.9%** travel abroad one or more times every year \*
- **84%** have computers with **Email** and **Internet** access \*\*
- **80.2%** own one or more **Classic Cars**; **64%** own **1 to 3 Classics** \*
- **86.2%** drive **50** to **500 miles** to attend events \*\*
- **88.3%** read more than half of the content of at least one car publication; **50%** read cover to cover \*\*
- **86.3%** attend regional events annually \*\*
- **69%** attend national events annually \*\*

\* *Racers/Enthusiasts*

\*\* *Spectators*

## 5.4 Million Viewers



The **Great Race** television show has aired multiple times on **Fox Sports** and **Hot Rod TV** on **Speed** with an average of **5.4 million viewers** each year.

# 150 M Circulation

**During the 2014 event, 141 media articles online reached 148,741,910 unique viewers. Media reach potential from the articles was a staggering 383,660,824 people based on the articles posted.**



# The Great Race Influence

37 Million Impressions in National Magazines





is a part of a very successful  
Group of Companies

---



ROADSTER  
WIRE WHEELS



# Who We Are

**Intense Vintage Car Rallying  
with a family friendly  
atmosphere for more than 30  
years**

The Great Race is a cross-country rally where teams compete in a timed, controlled-speed, endurance competition over scenic public highways and roads.

Teams navigate through 4 to 7 timed checkpoints each day. The winning team is the one with the lowest overall score.

A dozen teams have participated in more than 20 events. Thousands of spectators of all ages come out to see the classic cars at the stops.



... and that is still true to this day.



**250,000 people saw the Great Race in 2014.**  
Including more than 20,000 at the finish in The Villages, FL.



**Since the original New York to Paris Great Race in 1908 ...**

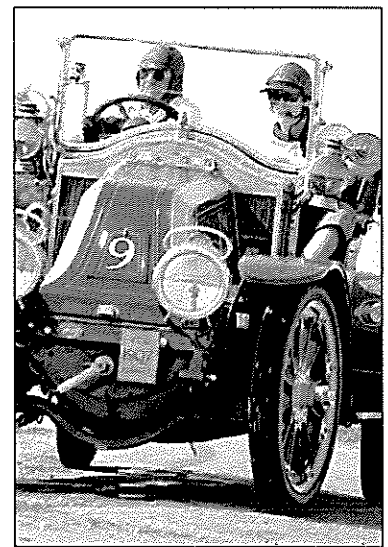
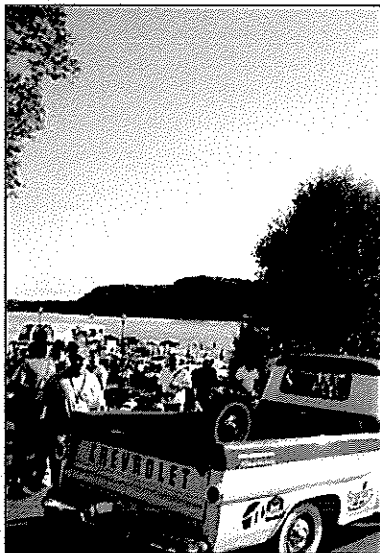


*A quarter of a million people lined the streets of New York to see the event in 1908*

**... people love to turn out to see vintage cars in competition ...**



*the*  
**Adventure of a Lifetime  
Creating Millions  
of IMPRESSIONS**



HOME ABOUT REGISTRATION SCORING GALLERY BLOGS FAQ COM



June 20-28 2015

*PRIZE MONEY*

*T-SHIRTS*

*REGULATIONS*

*2015 CITIES*

*PARTICIPANTS*

*ROOKIE GUIDLINES*

*REGISTRATION*

**RIDE, REPAIR, REPEAT**

## History

A Comprehensive Look at the History of The Great Race and a Glimpse at Its Fut

Great events don't happen by accident and they certainly don't happen in the blink work to develop, organize and run an intricate event such as The Great Race, and the scenes to get it off the ground, when Tom McRae and Norman Miller did just th individuals were partners in the deal, and bought out an ailing race promoter who War II automobiles across the United States for a massive purse. There were plen feasibility of an event of this magnitude, but with help from a crew of like-minded c made it work. From the inaugural event in '83, there have been lots of memorable

Looking back to the early 1980's, Tom McRae was an ordinary car guy, toying with basis. But in late summer of 1982, his outlook on the old car hobby would change phone call from good friend and fellow enthusiast, Curtis Graf. With excitement in about an event that would surely be one of the greatest marvels in automotive hist the Great American Race from L.A. to Indy for \$250,000 in prize money!" Graf exp part of the event was the fact that it was open only to pre-World War II vehicles, m it were to live up to the hype.



McRae and Graf signed up for the long-distance journey, but as it turns out, they w McRae contacted his old friend Norman "Bubba" Miller and pulled him into a partn promoter. From there, it would be a long battle to stage the first event and market 69 brave antique auto enthusiasts who arrived at Knott's Berry Farm, near Los An departure and beginning of the inaugural Great Race. At that time, participants pa put them in the hunt for the \$250,000 purse.

The racers traveled East toward a final destination of Indianapolis, Indiana, during "500 Week". Hundreds of thousands of race fans swarm the Indianapolis area, wh these ancient machines into the heart of Indy a little unnerving, but McRae receive National Champion Motorcycle Drill Team. The Drill Team shutdown rush hour traf racers into the Indianapolis Motor Speedway for a well-deserved victory lap, then i and to the host hotel. The next day, 16 racers were able to participate in the Indy F winner of the inaugural Great Race was treated to a special trip around the famou: passenger seat of the Indy 500 Pace Car, just moments before the start of the rac

With a successful first event under their belt, McRae and the Great Race crew beg

11-21

event, which would be another California-to-Indiana trip. And as the years went by provide interesting routes for the participants, and made it family-oriented so that with their children or even grandchildren in many cases. In fact, the 1987 route we Anaheim, California to Disneyworld in Orlando, Florida, so there was no shortage that trip. Generally, the routes traveled west to east, but sometimes McRae switch west, like the 1991 event, from Norfolk, Virginia to Seattle, Washington. McRae an south in 1995, traveling from Ottawa, Canada to Mexico City, Mexico!

No matter the route, Great Race participants viewed the most amazing scenery th toured some of the coolest back roads to get there. These pre-World War II cars a interstate driving, so the intricate routes were designed to suit antique cars and the speed, and durability. Many racers have beaten the odds and walked away with a participants have the enjoyment of viewing our great country alongside a close frie are many family teams involved in the Great Race, including many husband and w you've made the trek across the United States of America, you're bound to have n along the way.

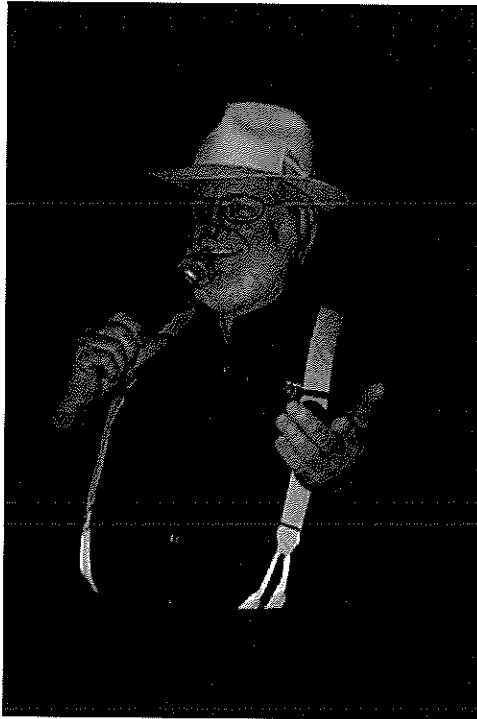
There's no question that the camaraderie among Great Race participants is the m event. No matter your background, culture or chosen race vehicle, the playing field consider the reason all these racers come together. It's all about spending time wi getting to know one another in a grand journey across our United States. Ordinary celebrities and heroes, signing autographs and answering countless questions fro their efforts in this wonderful race.



TIMESWISE



Many participants make big sacrifices to compete in the Great Race, and just abou schedules their lives around the Great Race. It isn't simply a weekend affair, so pl advance to attend and participate. Some folks literally put their lives on hold to par and it's this kind of dedication that has made the Great Race such an awesome ev race on the basis of honoring families, our great country and most importantly, Go possible. McRae believed it was extremely important to say a prayer in public in e participants and everyone involved with the event, as praising the Lord was a stap unique way of spreading the Gospel. And though McRae is no longer with us, his love for old cars still lives on through the continuation of the Great Race.



Under the leadership of Corky Coker, the new and improved Great Race was read the 2011 event, which traveled from Coker Tire Company's headquarters in Chattanooga, Tennessee, to Hemmings Motor News headquarters in Bennington, Vermont. Over 1,700 miles of The Great Race through the Appalachian Mountains, up through the Shenandoah National Park and down into the Green Mountain National Forest of Vermont.

One year into new leadership, the Great Race revival continued with a 2012 event around the Great Lakes. Teams assembled in Traverse City, MI for the start of a 9-day 2,400 mile race. Traveling clockwise around the Great Lakes, the course wound up into Ontario, Canada. Provincial Park and down into New York, Pennsylvania and Ohio before finishing in Michigan at the Ford Museum. 2012 threw a twist into the typical Great Race formula and provided a mix of scenery as well as refreshing summertime rallying weather conditions.

A few things have changed, in terms of the rules, and how the event is run, but it's still the same basic idea from years past. You'll enjoy plenty of time behind the wheel and embrace the challenge of meeting specific timelines to try for a perfect score! Sorry, timing just right, but one thing is for certain—you'll have a great time, and meet up with your nuts on your journey.

[HOME](#)[ABOUT](#)[REGISTRATION](#)[SCORING](#)[GALLERY](#)[BLOGS](#)[FAQ](#)[CONTACT](#)

June 20-28 2015

[PRIZE MONEY](#)[T-SHIRTS](#)[REGULATIONS](#)[2015 CITIES](#)[PARTICIPANTS](#)[ROOKIE GUIDLINES](#)[REGISTRATION](#)

RIDE, REPAIR, REPEAT

## Frequently Asked Questions

### Q: What is the Great Race?

A: The Great Race is an antique, vintage, and collector car competitive controlled-on public highways. It is not a test of top speed. It is a test of a driver/navigator team's ability to follow course instructions and the car's (and team's) ability to endure on a cross-country route. Teams are required to require the competing teams to drive at or below the posted speed limits at all times.

### Q: Can you describe How the Great Race works?

A: Each day the driver and navigator team receives a set of course instructions that change, stop, and start that the team must make throughout the day (usually 220-240 miles). Along the course route there will be from 4 to 7 checkpoints recording the elapsed time at each pass that point. The objective is to arrive at each checkpoint at the correct time, for each team is the result of the team's ability to follow the designated course instead of second off the perfect time (early or late) at each checkpoint is a penalty point. This is a mentally demanding than a flat-out cross-country race. Also, GPS or computers are not used. Odometers are taped over. This is a test of human mental agility and endurance as well as endurance, rather than programming capability. The course avoids timed segments and instead for scenic local, county, and state highways whenever possible throughout the country in the United States.

### Q: Is there an age limit for the cars that can enter the race?

A: Any car up through model year 1972 is eligible to enter. For purposes of scoring, the older the car, the better the age factor adjustment the team will receive. Newer vehicles are permitted to enter the Great Race, the vehicle must be 1972 or older.

### Q: I have several pre-1972 cars. Which one should I use to compete?

A: The rules reward older cars by giving a percentage reduction of the team's score for the oldest vehicle. The older the model year, the bigger the percentage deduction the team receives. Which car you should use is a mixture of (1) which car will be most mechanically reliable on a 2000+ mile cross-country trip; (2) which will provide you with the most accurate timing; (3) which will give you the best premium age deduction (older is better); and finally (4) which is most comfortable for two people for 8-10 hours a day over 9 days?

### Q: What is the oldest car in the race?

A: It varies from year to year, but a 1911 Velie won the event in 2011. And in 2012, a 1914 Ford Model T, and both cars finished the race.

### Q: Can a Driver and Navigator switch off duties during the rally or stay in the same position for the entirety of the rally?

A: A Driver and Navigator (in the same car of course) can switch places anytime throughout the day.

### Q: Can you tell us what is included in the entry fee?

A: The entry fee pays for your entry in the rally/contest, as well as banquets, festive dinners, and museum visits (we'll have 30+ volunteers and paid staff members who will be conducting all the travel and staying at the same hotels). Lunch is also provided for the participants. For those teams who also bring along a support crew and/or spouses and family, we'll follow along or drive on the course during the day, but provide them a route to allow for next overnight stop and wait for the team to arrive. So, those folks would need to bring their own support crews wind up doing some great sight-seeing along the way.) Dinner is also provided for the team including listed support personnel. Many of the hotels we have lined up will be providing other meals, snacks and such are paid for by the participants themselves. You will be responsible for which should be booked through the secure website provided by our designated travel agent. We've negotiated reduced rates at each of the hotels that are lower than their standard room rates. We've done this simply to help save our racers and their support crews together in one or two hotels as much as possible. All hotels are good quality chain hotels like Holiday Inn, Radisson, Marriott, Holiday Inn, etc, and recently constructed or totally renovated.

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**Q: Must we use the Travel Agency to book our rooms?**

A: Yes.

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**Q: What is the difference between a Private Entry and a Business/Corporate Entry?**

A: In addition to the difference in the Entry Fee, a business/corporate entry permits the entrant to sponsor a business's logo (subject to certain dimensional constraints) to the sponsor's car. If the sponsor is grouped with other corporate entries near the front of the pack each day ahead of the private entries, the sponsoring business would be referred to as a team sponsor. The sponsor's logo gets you in the race.

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**Q: How do you define the term "corporate entry"?**

A: If you go out and get a business to contribute towards your entry fee, and they provide you with signage on the car, then you are a "Corporate/Business" entry and must pay the full entry fee.

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**Q: Can we go out and obtain a "sponsor" or contributor for our entry and pay as a "Private" entry?**

A: Yes. So long as your contributor understands that no business signage or advertising is permitted on your car or your person, you can qualify as a "Private" entry. Other than the sponsor's contribution, you are concerned about where you get your money — only if you are trying to advertise for your business.

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**Q: What is the difference between a Business/Corporate Entry and a Private Entry?**

A: A Business/Corporate entrant pays an entry fee and is permitted advertising signage (subject to certain dimensions) on the vehicle they are sponsoring. Event sponsors like Hemmings, H & R, etc, pay a substantial event sponsorship fee and will be permitted to have signage placed on the race, all support vehicles, and all official Great Race Vehicles, as well as in all promotional materials, apparel, and on the finish gates' entry banners and signage. Part of the reason we charge registration fees within the realm of reasonableness is because of such event sponsorships.



TIMEWISE



# Gardnerville Town Board

## AGENDA ACTION SHEET



1. **For Possible Action:** Discussion on contracting with Sierra View Excavating, to replace 310 lineal feet of existing storm drain pipe between State Route 756 ending at an existing irrigation structure south of the Van Rensselaer Jewelry Store (1452 US Highway 395 N), including replacement of the existing curb, gutter and sidewalk, providing a new manhole and cover to ensure ADA compliance within the walkway, relocating a main street light 25' north of the current location, centering the light on the proposed facilities, and providing and providing an new ADA Ramp at the corner of 395 and 756, all within the Nevada Department of Transportation right of way, authorizing the Town Manager to sign the contract, with public comment prior to Board action. (approx. 45 minutes)

2.

3. **Recommended Motion:** Depending on Board Discussion. Motion to authorize the town manager to sign the contract in the amount of up to \$57,000 with Sierra View Excavating, for the Highway 395 improvements.

**Funds Available:**  **Yes**       **N/A** - \$75,000 is currently budgeted in parks for the extension of the 8' sidewalk from Raleys to Toler Lane. We have been waiting to make sure we had money on this section and we need to deal with the adjacent owners. This is more of a priority and saves us hundreds of thousands to do the work now. NDOT may be picking up a portion of the work.

4. **Department:** Administration

5. **Prepared by:** Tom Dallaire

6. **Meeting Date:** April 7, 2015      **Time Requested:** 20 minutes

7. **Agenda:**  **Consent**       **Administrative**

**Background Information:** We are working through the permit process with Ray Vanwinkle and coordinating with him on the improvements for which the town is paying. There are several concerns with the storm drainage along this section. In order to replace it while the site has been demolished, we needed to act fast. Plans were prepared by RO Anderson. We have turned in the plans to NDOT for a permit revision. Ray wants this to look good when he is done. I agree it needs to be done. NDOT is too difficult to partner with and we have been working with NDOT staff on getting this permit issued quickly. We think we can do it. This is the right thing to do for the town. We may end up with a similar situation on the east side of 395 at the Overland.

**Other Agency Review of Action:**  **Douglas County**       **N/A**

8. **Board Action:**

**Approved**

**Denied**

**Approved with Modifications**

**Continued**



# Sierra View Equipment Quote Summary

## Battle Born to Jewery store

	Quantity	Cost	Total
Curb & Gutter	67.0	\$ 25.00	\$ 1,675.00
Sidewalk	703.5	\$ 4.75	\$ 3,341.62
Manhole	1.0	\$ 2,800.00	\$ 2,800.00
<b>SUB TOTAL</b>			<b>\$ 7,816.62</b>

## 395 Driveway replacement to New Entrace

	Quantity	Cost	Total
Curb & Gutter	80.0	\$ 25.00	\$ 2,000.00
Sidewalk	880.0	\$ 4.75	\$ 4,180.00
Additional Supporting Rebar in Driveway	1.0	\$ 600.00	\$ 600.00
<b>SUB TOTAL</b>			<b>\$ 6,780.00</b>

## 756 corner to 395 Driveway replacement

	Quantity	Cost	Total
Curb & Gutter	75.0	\$ 25.00	\$ 1,875.00
Sidewalk	825.0	\$ 4.75	\$ 3,918.75
Handicap Ramp ADA	1.0	\$ 1,800.00	\$ 1,800.00
Valley Gutter + Spandrel	1.0	\$ 1,500.00	\$ 1,500.00
Additional Traffic Control	1.0	\$ 3,000.00	\$ 3,000.00
Double Drop Inlet	1.0	\$ 6,000.00	\$ 6,000.00
<b>SUB TOTAL</b>			<b>\$ 18,093.75</b>

## 756 in between replacement areas

	Quantity	Cost	Total
Curb & Gutter	24.0	\$ 25.00	\$ 600.00
Curb & Gutter	32.0	\$ 25.00	\$ 800.00
Curb & Gutter	30.0	\$ 25.00	\$ 750.00
Sidewalk	150.0	\$ 4.75	\$ 712.50
<b>SUB TOTAL</b>			<b>\$ 2,862.50</b>

## Pipe from Inlet at Gilman + 395 to new Manhole by Jewery store

	Quantity	Cost	Total
18" HDPE	105.0	\$ 52.00	\$ 5,460.00
18" HDPE	140.0	\$ 52.00	\$ 7,280.00
18" HDPE	65.0	\$ 52.00	\$ 3,380.00
<b>SUB TOTAL</b>			<b>\$ 16,120.00</b>

**PROJECT TOTAL**

**\$ 51,672.87**

**US HIGHWAY 395 & SR 756, GARDNERVILLE, NV**  
**US HIGHWAY STORM DRAIN & SIDEWALK IMPROVEMENTS - NDOT ROW**  
**ENGINEER'S ESTIMATE OF PROBABLE CONSTRUCTION COSTS**

April 1, 2015

**A. SITE PREPARATION**

NO.	ITEM	QUANTITY		PRICE		TOTAL
1	BMPs	1	LS	\$ 3,500.00	/LS	\$ 3,500
2	Site Demolition: within NDOT R/W	1	LS	\$ 7,000.00	/LS	\$ 7,000
3	Traffic Control	1	LS	\$ 10,000.00	/LS	\$ 10,000
<b>SUBTOTAL FOR SITE PREPARATION</b>						<b>\$ 20,500</b>

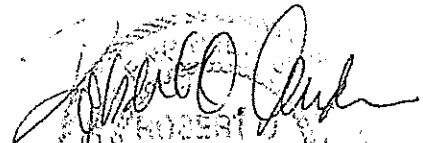
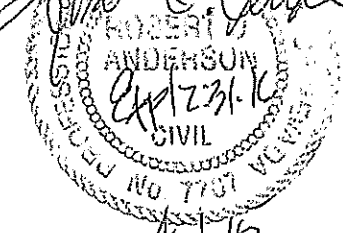
**B. SITE IMPROVEMENTS**

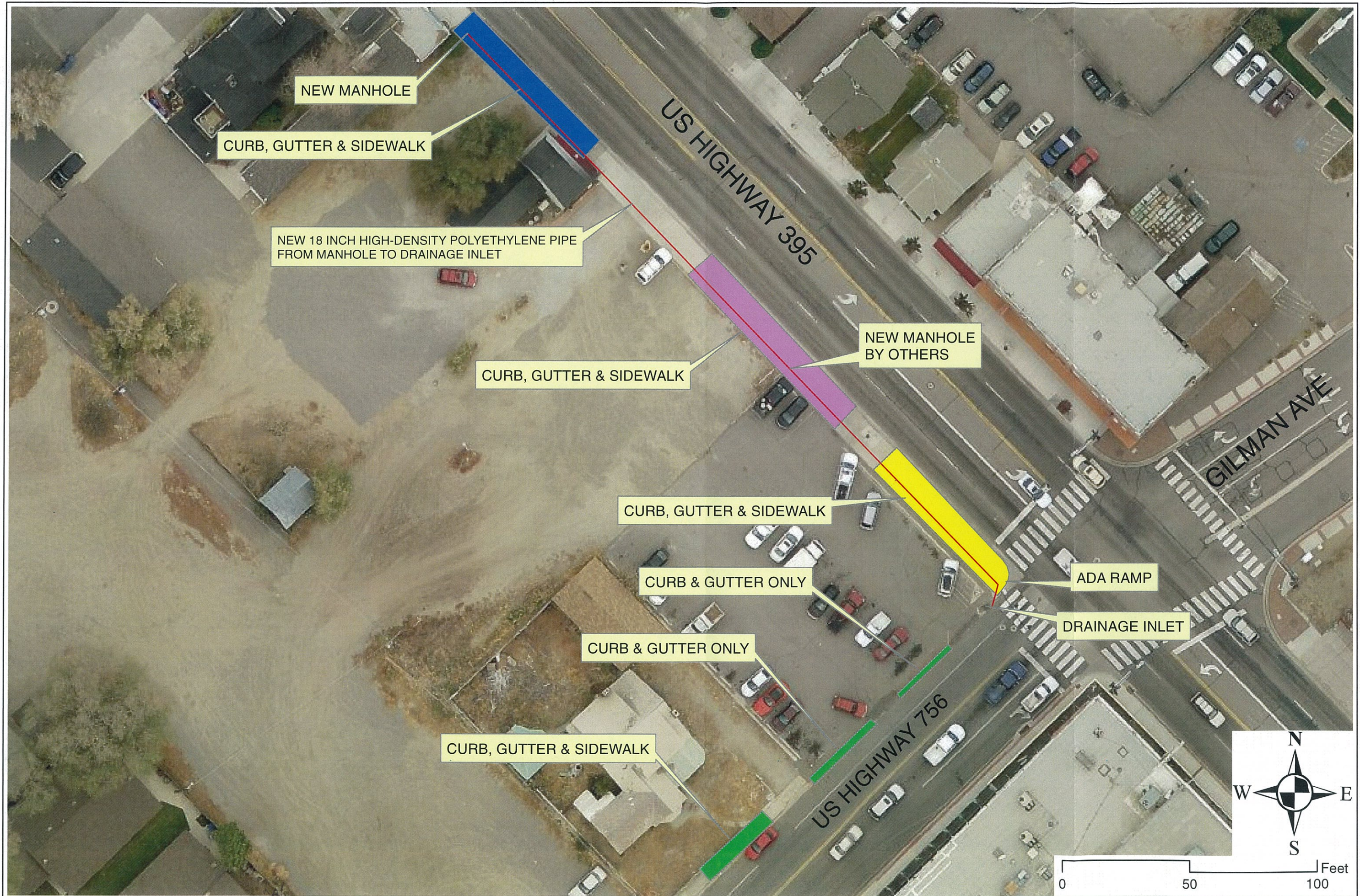
NO.	ITEM	QUANTITY		PRICE		TOTAL
4	PCC NDOT Type 1 Curb & Gutter w/ Aggregate Base	255	LF	\$ 25.00	/LF	\$ 6,375
5	PCC 10' Wide Sidewalk	2,315	SF	\$ 6.00	/SF	\$ 13,890
6	PCC ADA Ramps with truncated domes	1	EA	\$ 3,000.00	/EA	\$ 3,000
<b>SUBTOTAL FOR SITE IMPROVEMENTS</b>						<b>\$ 23,265</b>

**C. STORM DRAIN SYSTEM IMPROVEMENTS**

NO.	ITEM	QUANTITY		PRICE		TOTAL
7	18" HDPE Storm Drain	302	LF	\$ 35.00	/LF	\$ 10,570
8	Cast in Place SD Manhole	2	EA	\$ 5,000.00	/EA	\$ 10,000
9	Jensen Single Grate Catch Basin	2	EA	\$ 3,000.00	/EA	\$ 6,000
<b>SUBTOTAL FOR SEWER SYSTEM IMPROVEMENTS</b>						<b>\$ 26,570</b>

Engineer's Estimate of Probable Construction Cost \$ 70,335  
 Required Bond Amount (110%) \$ 77,369

  
  
 CIVIL  
 4.1.15



NEW MANHOLE

CURB, GUTTER & SIDEWALK

NEW 18 INCH HIGH-DENSITY POLYETHYLENE PIPE FROM MANHOLE TO DRAINAGE INLET

CURB, GUTTER & SIDEWALK

NEW MANHOLE BY OTHERS

CURB, GUTTER & SIDEWALK

CURB & GUTTER ONLY

ADA RAMP

DRAINAGE INLET

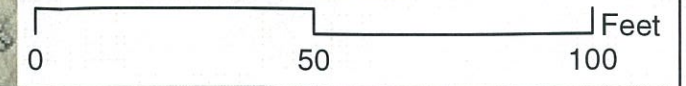
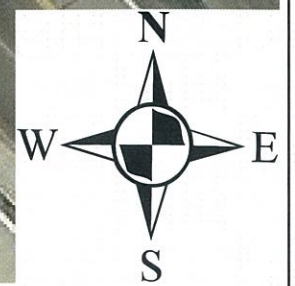
CURB & GUTTER ONLY

CURB, GUTTER & SIDEWALK

US HIGHWAY 395

GILMAN AVE

US HIGHWAY 756



F.Y.HOBERTZ-4

SHARKEY'S PARKINGLOT SIDEWALK AND STORMDRAIN

## CONTRACT FOR SERVICES OF INDEPENDENT CONTRACTOR

A Contract between  
Town of Gardnerville  
and

Sierra View Equipment Inc.

Whereas, Town of Gardnerville ("Town" or "Town of Gardnerville") is a political subdivision of the State of Nevada, from time to time requires the services of independent contractors; and

Whereas, it is deemed that the professional services of Sierra View Equipment ("Contractor") herein specified are both necessary and desirable and in the best interests of the Town of Gardnerville; and

NOW, THEREFORE, in consideration of the agreements herein made, the parties mutually agree as follows:

**1. Effective Date and Term of Contractor.** This contract shall not become effective until and unless approved by the Town Board of Gardnerville or the Town Manager, whichever is required.

**2. Independent Contractor Status.** The parties agree that Contractor shall have the status of an independent contractor and that this contract, by explicit agreement of the parties, incorporates and applies to the provisions of NRS 284.173, as necessarily adapted, to the parties, including that Contractor is not a Town/County employee and that

There shall be no:

- (1) Withholding of income taxes by the Town/County;
- (2) Industrial insurance coverage provided by the Town/County;
- (3) Participation in group insurance plans which may be available to employees of the Town/County;
- (4) Participation or contributions by either the independent contractor or the Town/County to the public employees' retirement system;
- (5) Accumulation of vacation leave or sick leave;
- (6) Unemployment compensation coverage provided by the Town/County if the requirements of NRS 612.085 for independent contractors are met.

**3. Industrial Insurance.** A. Unless the Contractor complies with (B) below, Contractor further agrees, as a precondition to the performance of any work under this contract and as a precondition to any obligation of the Town/County to make any payment under this contract, to provide the Town/County with a work certificate and/or a certificate issued by a qualified insurer in accordance with NRS 616B.627. Contractor also agrees, prior to commencing any work under the contract, to complete and to provide the following written request to the insurer:

Sierra View Equipment Inc. has entered into a contract with Town of Gardnerville to perform work and requests that the State Industrial Insurance System provide to

the Town of Gardnerville/Douglas County 1) a certificate of coverage issued pursuant to NRS 616B.627 and 2) notice of any lapses in coverage or nonpayment of coverage that the Contractor is required to maintain. The certificate and notice should be mailed to:

Town of Gardnerville  
1407 Hwy 395 N  
Gardnerville, Nevada 89410

Contractor agrees to maintain required workers compensation coverage throughout the entire term of the contract. If Contractor does not maintain coverage throughout the entire term of the contract, Contractor agrees that the Town of Gardnerville may, at any time the coverage is not maintained by Contractor, order the Contractor to stop work, suspend the contract, or terminate the contract. For each six month period this contract is in effect, Contractor agrees, prior to the expiration of the six month period, to provide another written request to the insurer for the provision of a certificate and notice of lapse in or nonpayment of coverage. If Contractor does not make the request or does not provide the certificate before the expiration of the six month period, Contractor agrees that the Town of Gardnerville may order the Contractor to stop work, suspend the contract, or terminate the contract.

B. Contractor may, in lieu of furnishing a certificate of an insurer, provide an affidavit indicating that he/she is a sole proprietor and that:

1. In accordance with the provision of NRS 616B.659, has not elected to be included within the terms, conditions and provisions of chapters 616A to 616D, inclusive, of NRS; and
2. Is otherwise in compliance with those terms, conditions and provisions.

**4. Services to be Performed.** The parties agree that the professional services to be performed are as follows: (See attached Construction Plans "U.S. HIGHWAY 395 STORM DRAIN & SIDEWALK IMPROVEMENTS Job# 1393-015" and Exhibit "A")

**5. Payment For Services.** Contractor agrees to provide the services set forth in Construction Plans "U.S. HIGHWAY 395 STORM DRAIN & SIDEWALK IMPROVEMENTS Job# 1393-015" and Exhibit "A" **at a cost not to exceed \$51,672.87.** In addition, the Town Does Not Agree to reimburse Contractor for Travel expenses and per diem allowances. Unless Contractor has received a written exemption from the Town, Contractor shall submit monthly requests for payment for services performed under the agreement. Requests for payment by Contractor may only be made for reimbursement of actual cash disbursed. Requests for payment shall be submitted no later than fifteen (15) days after the end of a month and must include a detailed summary of the expenditures reported in a form that supports the approved budget.

**6. Termination of Contract.** This contract may be revoked without cause by either party after the first year, provided that a revocation shall not be effective until 15 days after a party has served written notice upon the other party.

**7. Nonappropriation.** All payments under this contract are contingent upon the

availability to the Town of the necessary funds. In accordance with NRS 354.626 and any other applicable provision of law, the financial obligations under this contract between the parties shall not exceed those monies appropriated and approved by the Town for this contract for the then current fiscal year under the Local Government Budget Act. This contract shall terminate and the Town's obligations under it shall be extinguished if the Town fails to appropriate monies.

Nothing in this contract shall be construed to provide Contractor with a right of payment over any other entity. Any funds obligated by the Town under this contract that are not paid to Contractor shall automatically revert to the Town's discretionary control upon the completion, termination, or cancellation of the agreement. The Town shall not have any obligation to re-award or to provide, in any manner, the unexpended funds to Contractor. Contractor shall have no claim of any sort to the unexpended funds.

**8. Construction of Contract.** This contract shall be construed and interpreted according to the laws of the State of Nevada with jurisdiction and venue proper in the Ninth Judicial District Court for the State of Nevada, in and for the County of Douglas.

**9. Compliance with Applicable Laws.** Contractor shall fully and completely comply with all applicable local, state and federal laws, regulations, orders, or requirements of any sort in carrying out the obligations of this contract, including, but not limited to, all federal, state and local accounting procedures and requirements and all immigration and naturalization laws.

**10. Assignment.** Contractor shall neither assign, transfer nor delegate any rights, obligations or duties under this contract without the prior written consent of the Town.

**11. Town Inspection.** The books, records, documents and accounting procedures and practices of Contractor related to this contract shall be subject to inspection, examination and audit by the Town, including, but not limited to, the contracting agency, the Town Manager, the County Manager, the District Attorney, and if applicable, the Comptroller General of the United States, or any authorized representative of those entities.

**12. Disposition of Contract Materials.** Any books, reports, studies, photographs, negatives or other documents, data, drawings or other materials prepared by or supplied to Contractor in the performance of its obligations under this contract shall be the exclusive property of the Town and all such materials shall be remitted and delivered, at Contractor's expense, by Contractor to the Town upon completion, termination or cancellation of this contract. Alternatively, if the Town provides its written approval to Contractor, any books, reports, studies, photographs, negatives or other documents, data, drawings or other materials prepared by or supplied to Contractor in the performance of its obligations and all other pending matters are closed. If, at any time during the retention period, the Town, in writing, requests any or all of the materials, then Contractor shall promptly remit and deliver the materials, at Contractor's expense, to the Town, unless the Town has requested remittance and delivery by Contractor of the items. Contractor shall not use, willingly allow or cause to have such materials used for any purpose other than the performance of Contractor's obligations under this contract without the prior written consent of the Town.

**13. Public Records Law.** Contractor expressly agrees that all documents ever submitted, filed, or deposited with the Town by Contractor unless designated as confidential by a

specific statute of the State of Nevada, shall be treated as public records pursuant to Nev. Rev. Stat. ch. 239 and shall be available for inspection and copying by any person, as defined in Nev. Rev. Stat. ch. 239, or any governmental entity. Contractor expressly and indefinitely waives all of its rights to bring, including but not limited to, by way complaint, interpleader, intervention, or any third party practice, any claims, demands, suits, actions, judgments, or executions, for damages or any other relief, in any administrative or judicial forum, against the Town or any of its officers or employees, in either their official or individual capacity, for violations of or infringement of the copyright laws of the United States or of any other nation.

**14. Indemnification.** User agrees to release, indemnify, defend and hold harmless Town for, from and against any and all losses, damages, claims, demands, actions, costs and expenses (including without limitation court costs and attorneys' fees)(collectively "losses")(a) caused by or arising from, in whole or in part, any act or omission of use, or (b) any breach by user of this agreement, or (c) for person injury to or death of user's employees, agents, or contractors occurring while such person is performing services pursuant to the contract for services of independent contractor. The foregoing release and indemnity shall apply regardless of any negligence or strict liability of Town except to the extent the loss is caused by the gross negligence or willful misconduct of Town.

**15. Modification of Contract.** This contract constitutes the entire contract between the parties and may only be modified by a written amendment signed by the parties and approved by the Gardnerville Town Board.

IN WITNESS WHEREOF, the parties hereto have caused this contract to be signed and intend to be legally bound thereby.

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Ray Van Winkle Jr.  
Sierra View Equipment

Date

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Tom Dallaire, P.E.  
Town Manager  
Town of Gardnerville

Date