



Carson City Visitors Bureau

NOTICE OF PUBLIC MEETING

Carson City Visitors Bureau
Board of Directors

MEETING LOCATION:

Carson City Community Center
Sierra Room
851 E. William St.
Carson City, NV 89701

Monday, July 10, 2017 - 4:00 PM

BOARD OF DIRECTORS

Jonathan Boulware, Chair

Karen Abowd

Jesse Dhami

Sandra Nagel

Renee Plain

Agenda Management Notice - Items on the agenda may be taken out of order; the public body may combine two or more agenda items for consideration; and the public body may remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

Notice to persons with disabilities: Members of the public who are disabled and require special assistance or accommodations at the meeting are requested to notify the Carson City Visitors Bureau in writing at 716 N. Carson Street, Carson City, NV, 89701, or by calling (775)687-7410 at least 24 hours in advance. If a person willfully disrupts a meeting, to the extent that its orderly conduct is made impractical, the person may be removed from the meeting. NRS 241.030(5)(b) and Nevada Attorney General Open Meeting Law Manual, section 8.06.

AGENDA

1. **Call to Order**
2. **Roll Call**
3. **Pledge of Allegiance**
4. **Public Comments and Discussion (three minute time limit):** The public is invited at this time to comment on and discuss any topic that is relevant to, or within the authority of the Carson City Visitors Bureau Board (Bureau). In order for members of the public to participate in the Bureau's consideration of an agenda item, the Bureau strongly encourages members of the public to comment on an item during the item itself, subject to a three minute limit. No action may be taken on a matter raised under public comment unless the item has been specifically included on the agenda as an item upon which action may be taken.
5. **For Possible Action:** Approval of Minutes – June 6, 2017 Executive Director Review Meeting and June 12, 2017 CCVB Board Meeting.
6. **For Possible Action:** Adoption of Agenda - Action may be taken on those items denoted "For Possible Action". Items on this agenda may be taken in a different order than listed. Two or more agenda items may be combined for consideration. An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.
7. **For Possible Action:** Approval of the adjusted CCVB FY17 budget report.
Staff Summary: The CCVB Board will review a comparative statement of adjusted revenue totaling \$1,699,087.43 expenses totaling \$1,242,953.31 and fund balance for all CCVB Fund totaling \$1,700,395.12.

- 8. For Possible Action:** Approval for ratification of the CCVB Statement of P-Card Report for May, 2017 totaling \$18,493.82 and the Accounts Payable Checks for June, 2017 totaling \$44,434.21.
Staff Summary: The CCVB Board will review an account activity statement for CCVB bills/payments for May, 2017 totaling \$18,493.82 and the Accounts Payable Checks for May and June, 2017 totaling \$44,434.21.
- 9. For Discussion and Possible Action:** Approval to rename the Carson City Visitors Bureau to the Carson City Culture and Tourism Authority to reflect the inclusion of the Arts & Culture component and branding of Regional and State DMO's.
Staff Summary: With the addition of the Arts & Culture component to the CCVB and the branding of Regional and State DMO's, it is recommended we rebrand to the Carson City Culture & Tourism Authority (CCCTA). Additionally the renaming of the bureau was suggested during the stakeholder's strategic planning session.
Applicable Nevada Revised Statutes: 244A.607 Name of board: Designation; use. Each county fair and recreation board may, by resolution, designate the name by which the fair and recreation board of that county shall be known, and the name designated may contain the name of the largest incorporated city within the county. It shall be lawful for the fair and recreation board of such county to use such designated name for all purposes, including the right to contract, to sue and be sued, and to perform all of its functions and exercise all of its powers.
- 10. For Discussion and Possible Action:** Approval to amend the CCVB Employee Benefit Manual to reflect the changes approved by the Carson City Board of Supervisors 7/1/2013. The fiscal impact will be based on the City's cost under contract at the time of separation of employment (current contract-7/1/17-6/30/18) (Retiree w/Medicare \$454.22, Retiree + Spouse w/Medicare \$925.03) (Retiree w/o Medicare \$597.17 Retiree + Spouse w/o Medicare \$1,189.54).
Staff Summary: The proposed revisions to the current (Rev 2/8/2010) CCVB Employee Benefits/Policies & Procedures are the result of revisions to the City of Carson City employee benefits approved by the CC Board of Supervisors 7/1/2013 & 7/1/2016. The only proposed exception is the addition of CCVB employees who transfer employment from the City of Carson City (with no break in service) will retain their years of service. The CCVB Board of Directors has historically provided the staff of the bureau the same benefit package provided Carson City Employees.

Non-Action Items:

- a. **Executive Directors Report – Joel Dunn**
Staff Summary: The CCVB Executive Director will report on collected room tax revenue, occupancy, average daily rate and revenue per available room for May, 2017.
- b. **CCVB Strategic Plan Update – Joel Dunn**
Staff Summary: The CCVB Executive Director will provide an update on the bureau's strategic plan.
- c. **Grants Update – Joel Dunn**
Staff Summary: The CCVB Executive Director will provide an update on the bureau's grant projects.
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| <i>Nevada's Singletrack Mountain Bike Adventure</i> | <i>\$10,000.00</i> | <i>Awarded</i> |
| <i>Re-Imagined Space Project</i> | <i>\$5,000.00</i> | <i>Awarded</i> |
| <i>Nevada Magazine Advertisement</i> | <i>\$5,000.00</i> | <i>Awarded</i> |
| <i>Carson City Ghost Walk Video</i> | <i>\$5,000.00</i> | <i>Awarded</i> |

- d. **Marketing Update – Kyle Horvath**
Staff Summary: The CCVB Marketing Manager will provide an update on the CCVB's current marketing projects and analytics for social media platforms.
- e. **Events Update – Kyle Horvath**
Staff Summary: The CCVB Marketing Manager will provide an update on events and the CCVB's involvement and/or contributions.
- f. **Cultural Commission Update– Mark Salinas**
Staff Summary: The CCVB Arts & Culture Coordinator will provide an update on arts & cultural policies & procedures, grants, events and projects and the CCVB's involvement and/or contributions.
- g. **Future Agenda Items– Joel Dunn**
- h. **Upcoming Meetings**
08/14/17 4:00 pm Carson City Visitors Bureau – Board of Directors
09/11/17 5:30 pm Carson City Cultural Commission

11. Public Comments and Discussion (three minute time limit): The public is invited at this time to comment on and discuss any topic that is relevant to, or within the authority of the Carson City Visitors Bureau Board (Bureau). In order for members of the public to participate in the Bureau's consideration of an agenda item, the Bureau strongly encourages members of the public to comment on an item during the item itself, subject to a three minute limit. No action may be taken on a matter raised under public comment unless the item has been specifically included on the agenda as an item upon which action may be taken.

12. Board Comments or Announcements: Topics not relating to current Agenda.

13. For Possible Action: To Adjourn

This notice has been posted in the following locations on Wednesday, July 5, 2017: Office of the Carson City Visitors Bureau – 716 N. Carson St.; Carson City Hall – 201 N. Carson St.; Carson City Community Center – 851 E. William St.; Carson City Library – 900 N. Roop St. and on the Carson City Visitors Bureau web site: www.visitcarsoncity.com

To request a copy of the supporting materials for this meeting, contact Chris McQueary at CMcQueary@visitcarsoncity.com or call (775) 687-7410. The agenda and supporting material are available on the Carson City Visitors Bureau web site: www.visitcarsoncity.com and at the office of the Carson City Visitors Bureau – 716 N. Carson Street, Carson City, Nevada.