

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
May 12, 2014**

The regular meeting of the Carson City Visitors Bureau was held Monday, May 12, 2014 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Jonathan Boulware, Chairman
Stephen Lincoln, Vice Chairman
Jesse Dhami, Secretary/Treasurer
Stan Jones
Karen Abowd

STAFF PRESENT: Joel Dunn, Executive Director
Chris McQueary, Executive Assistant
Linda Macauley, Administrative Assistant

OTHERS PRESENT: Linda Barnett

Call to Order.

Roll call was taken and a quorum was present.

Mr. Boulware led the pledge of allegiance.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
PUBLIC COMMENTS AND DISCUSSION (FIVE MINUTE TIME LIMIT):**

There were no public comments.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – APRIL 14, 2014 BOARD MEETING.**

Mr. Lincoln made a motion for approval of the minutes as presented.

Second – **Ms. Abowd** Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: ADOPTION OF AGENDA.**

Mr. Dunn asked to table item #9. **Mr. Lincoln** asked for a correction to an agenda report – V&T sales tax paid should say July 2013 instead of 2014.

Mr. Lincoln made the motion to accept the 5/12/14 agenda.

Second – **Mr. Dhami** Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE FY14 BUDGET REPORT.**

Mr. Dunn reviewed this information, including updates and any changes. **Mr. Lincoln** asked if Mr. Dunn could review the last pages re: Fairground marketing. NCOT gave the CCVB a \$10,000 grant; that is not for the NV150 Fair, but marketing for the fairground itself.

Ms. Abowd made the motion to approve the FY14 budget report.

Second – **Mr. Lincoln** Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: RATIFICATION OF MONTHLY BILLS.**

Mr. Dunn reviewed the monthly bills with the board. There is now a page that shows all the credit card purchases. There is also the first new contract payment (\$2,200) to Kathleen Hood.

Mr. Lincoln made a motion to ratify the CCVB monthly bills for April 2014.

Second – **Ms. Abowd** Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE CARSON CITY VISITORS GUIDE.**

Item tabled.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE FINAL PAYMENT FOR THE V&T SALES TAX BOND CASH
SHORTFALL TO CARSON CITY.**

Mr. Dunn stated that, included in the board packet, are the special meeting notes from Friday, June 24, 2005. This information is to ensure, on the record, why and where the CCVB was committed to continue to provide \$100,000 towards the cash shortfall of the bond payment. Mr. Dunn read the motion made by Mr. Millard on page 7. Mr. Dunn stated that the payment is not listed as a cash shortfall throughout the document it was in addition that the Bureau would continue to provide \$100,000 towards the bond payment of \$15.5 M towards the 1/8 cent sales tax. Mr. Dunn stated that he wanted to bring this to the Board's attention before there is a motion on the remainder. In July, 2013 the Bureau did pay the City \$70,000 towards the cash shortage for the 1/8 cent sales tax. The budgeted amount for this current fiscal year is \$100,000, so today the motion is to make the payment of the additional remaining payment of \$30,000.

We are obligated for the \$100,000 through 2025. **Mr. Lincoln** stated that his understanding was that the Bureau has always paid the \$100,000 and the extra allocation was over and above that. **Mr. Dunn** agreed that is his understanding.

Mr. Dhimi asked why we need to continue to list this as an agenda item? **Mr. Dunn** answered that he has put this on the agenda simply because that is how it had been handled in the past, but suggested that a motion be made to continue the payment until there is a shortfall within that 4 percent at which time it would come back to the Board which is the way he thinks we should do it. **Ms. Abowd** reminded the group that the Board has also approved a motion where anything over \$20,000 be brought before the Board.

Mr. Boulware added that it is wise to have this type of conversation at the end of the fiscal year in case there might be an issue that needs discussing. He also asked Mr. Dunn and asked if there is a concern that we will not have the \$100,000? **Mr. Dunn** said he is seeing a carryover in that account so he does not think there will be a problem. There was short discussion on bringing this item back every year without the City Finance personnel reporting to the Board. **Mr. Dhimi** asked how the breakdown is decided of the exact amount to be paid? **Mr. Dunn** replied that the original request came from Carson City for \$100,000 and he asked what the minimum would be (\$70,000). Mr. Dunn stated that he will bring the \$100,000 request back to the CCVB at the July 2014 Board meeting.

Ms. Abowd made a motion to approve the payment from the V&T Capital Projects Fund of \$30,000 to cover the end of the year cash shortfall for the V&T sales tax bond payment.

Second – **Mr. Jones**

Approved – Unanimously

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – NON-ACTION ITEMS:

- a. **Executive Directors Report – Mr. Dunn** gave the report on the number of visitors (which is increasing) to the visitor center for April (526 – with 295 groups); he also reported numbers for the properties. The occupancy rate for Top 13 for March was 40.71% (down from 45.55% from same time 2013, but up 11.92% compared to 2012). Top-5 properties occupancy rate = March 54.71% (up 1.71% from 2013, up 17.56% from 2012). Average Room Rate for top 13 properties for March was \$60.17 (up 17.15% from 2013, and up 7.98% from 2012). Average Room Rate for top 5 properties for March \$75.87 (up 2.7% from 2013, and up 1.14% from 2012).

Total revenue for all properties: \$899,484 (up 6.37% from 2013, and up 18.76% from 2012). Total revenue for top 13 properties: \$859,632 (up 7.24% from 2013, and up 20.9% in 2012). Top 5 = total revenue is \$635,691 (up 3.49% from 2013, and up 18.42% from 2012).

Trailing 12 report: \$13,845,286 (up 13% from 2013, up 14.95% from 2012).

Ms. Abowd asked about the results of the per diem rate conversation: **Mr. Dunn** explained that he talked with Congressman Amodei about how data is collected, and he wants to help along the process to make sure that if there is something we can do as a community to bring that per diem back up between now and October when it changes again, going into a legislative year, he wants to make sure

that happens. **Mr. Dhami** added his concern with this issue; **Mr. Dunn** reassured the Board that he will work with the other local communities in making sure they collect the same data, etc.

- b. **Marketing Update – Mr. Dunn** supplied a copy of the e-newsletter in the Board packets; this went out on April 10. The outreach was 9,653 people, with a small percentage unsubscribing.

He is on the agenda for the NV Commission for the Reconstruction V&T Railway meeting on Thursday, May 15. There will be discussion about various funds, and the continuation of the annual \$100,000.

Mr. Dunn stated that he attended the Redevelopment Citizens Committee meeting on May 5. There was discussion about potential funding of special events among the 15 different groups. He emphasized at this meeting that there is no CCVB funding, but we will support with printing, social media, setting up a website, etc. **Ms. Abowd** asked if Mr. Dunn will present the same to the next Redevelopment Authority meeting on May 15. **Mr. Dunn** said yes. He mentioned that the Parks and Recreation Division asked him to attend re: the \$20,000 set aside for the sign for Fuji Fairgrounds. He did attend the Parks and Recreation meeting where this item was tabled. **Ms. Abowd** asked about digital capability of the sign; **Mr. Dunn** replied that she is correct, it can be retrofitted in three phases. **Mr. Dunn** mentioned the Sonora CA Rodeo. He will also be promoting dog shows, car shows, etc.

Mr. Dunn stated that the State Track Meet will be held May 23rd and 24th. There was also a track meet on April 26. **Mr. Lincoln** asked if Carson City gets any room tax/compensation from this when folks bring in their RVs to use if they are not staying at an official RV park (in this case, parking at a church)?

Mr. Dunn replied that we do not, but mentioned that we could try and work with the event promoter to try and ensure that this does not happen.

Mr. Dunn talked about working with the high school.

Mr. Dunn stated that the Special Board meeting for the approval of the Fiscal Year 15 budget will be held Friday, May 16 (4:00 p.m.) at 1900 S. Carson Street (2nd floor conference room above the Visitors Bureau).

Facebook ad campaign - \$30 per ad (total of \$90 per ad round) is hitting Sacramento, San Francisco, and Portland, OR populations.

Rural Roundup – put on by NCOT with discussions re: trends in marketing, websites, agri-tourism opportunities, and different opportunities for the rural communities. Many visitor centers have not had their websites assessed; NCOT assisted with that.

Mr. Lincoln asked about the Haggin Oaks Golf show. Mr. Dunn stated that the CCVB sent Elayna Shine to the golf show to market Carson City - but it was rained out. **Mr. Lincoln** asked about Disc Golf. **Mr. Dunn** had no information but will ask about it at the next Park and Recreation Commission meeting.

Mr. Jones asked about the status of the new position advertising. **Mr. Dunn** replied that there will be a two-week post by week of May 19. Interviews are planned for the first part of June.

- c. **NCOT Grant Update: no report**
- d. **June Meeting: 6/9/14**

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – PUBLIC COMMENT (five minute time limit)

There were no public comments.

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – BOARD COMMENTS OR ANNOUNCEMENTS: TOPICS NOT RELATING TO CURRENT AGENDA.

Mr. Dhami announced that he will not be able to attend the Friday meeting.

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – FOR POSSIBLE ACTION: TO ADJOURN.

Mr. Lincoln made a motion to adjourn at 4:55 p.m.

Second – **Mr. Jones** Approved – Unanimously

Approved: _____
Jonathan Boulware, Chairman

Attest: _____
Stephen Lincoln, Vice Chairman

Tapes of this meeting are available at the office of the Carson City Visitors Bureau, 1900 South Carson Street, Suite 100, Carson City, Nevada 89701.

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