



**CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
OCTOBER 9, 2017**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, October 9, 2017 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

**PRESENT:** Jonathan Boulware  
Renee Plain  
Karen Abowd  
Sandra Nagel  
Jesse Dhami

**STAFF PRESENT:** Joel Dunn, Executive Director  
Chris McQueary, Operations Manager  
Linda Macauley, Administrative Assistant  
Kyle Horvath, Marketing Manager  
Mark Salinas, Director of Arts & Culture

**OTHERS PRESENT:** J. Daniel Yu, Carson City Deputy District Attorney

**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** (three minute time limit)

None.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** Approval of Minutes – September 11, 2017 FY18 CTA Board Meeting.

**Ms. Abowd** made a motion to approve the minutes of September 11, 2017 as presented.

Second: **Ms. Nagel**                      Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** Adoption of Agenda.

No changes

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** Approval of the adjusted CTA FY18 budget report.

**Mr. Dunn** reported on the FY18 budget report. The carryover will be reported in November after the audit which is being done at this time. The Revenues are through accounting period August 31<sup>st</sup>. The expenses are for 17% of the year.

**Mr. Dhami** made a motion to approve the adjusted FY18 budget report as presented through August 2017.

Second – **Ms. Abowd**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** Approval for ratification of the CTA Statement P-Card Report for August, 2017 and the Accounts Payable Checks for September, 2017.

**Mr. Dunn** reviewed the monthly P-Card report for August, 2017 and the accounts payable checks for September, 2017.

**Ms. Abowd** made a motion to approve the ratification of the CTA account activity statement of P-Card charges for August, 2017 and the Accounts Payable checks for September, 2017.

Second – **Ms. Plain**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** To appoint one member to the Nevada Commission for the Reconstruction of V&T Railway from among the members of the Board of the Carson City Convention and Visitors Bureau from among its members or who is a designee of the Board, pursuant to Section 3 of the Nevada Commission for the Reconstruction of the V&T Railway Act of 1993, as amended by Senate Bill No. 57 from the 2017 Legislative Session.

**Mr. Dunn** reported the Senate Bill No. 57 which is the decommissioning of the current V&T Commission. The new Commission has to be formally appointed at a public meeting. The next step will be a swearing in with the Governor's office followed by the first Commission meeting this Friday. A SWOT analysis was done with stakeholders last Thursday at the BAC with 40 people in attendance. Linda Ritter was the moderator where they received information to move forward as a new Commission and start a strategic plan.

Mr. Dunn reported that the Board of Supervisors last Thursday appointed their representative on the Commission, City Manager Nick Marano. Jack McGuffy will retain his position, Denny Dotson with Storey County Visitor Authority has also been appointed. The appointee from the Governor's office will be coming soon as the current commissioner did resign formally last week. Mr. Dunn did submit the name of a person who he would like to have for the opening which is Stan Jones. **Ms. Abowd** stated that Chris Bently might be a good person to be on the board.

**Ms. Plain** made a motion to appoint Joel Dunn for the Nevada Commission for the Reconstruction of the V&T Railway pursuant to section 3 of the Nevada Commission of the Reconstruction of the V&T Railway as of the act 1993 as amended by Senate Bill No. 57 from the 2017 Legislative Session.

Second – **Ms. Abowd**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**

**FOR POSSIBLE ACTION:** Action to approve Contract No. 2017-1013, a request for professional services to be provided by NV Consulting LLC., for \$63 per hour not to exceed forty (40) hours per week to be funded from the Professional Services Account of the Carson City Culture & Tourism Authority, for a fiscal impact not to exceed \$131,040 dollars.

**Mr. Boulware** reported that four years ago when the Executive Director left the Bureau an interim Director was hired for the transition. After Mr. Dunn was hired the Board had to raise his salary to be competitive with other Visitor Bureaus with like size cities. Mr. Dunn has been considering retiring for a while. This will be another time of transition and we will need to know what the best structure is for the Visitors Bureau moving forward.

**Mr. Dunn** reported that in the past meetings he has mentioned the possibility of retiring. Whether the transition takes months or a couple of years what is missing is what a transition plan would look like. He does not believe that it would be in the best interest of the board to have him as the Executive Director writing that position or an employment plan for the position that he holds. If the board approves the contract with NV Consulting LLC tonight upon his retirement he plans on becoming a member and a consultant of NV Consulting. The intent of NV Consulting is to have recruiting managers, legal counsel, and contract managers and would bring in any institutional knowledge with expertise that would be beneficial in providing the board a transition, employment and succession plan. If the board decides not to approve the contract he would not leave his post at this time. If the contract is approved he would have the opportunity as a contractor working with a private firm to provide the services needed to make a transition plan and feels this would be the best direction.

**Ms. Abowd** reported that the City has hired independent contractors like this before and fiscally it has worked a lot better. **Mr. Boulware** stated that after being a part of the last transition he feels this will help do it right. **Mr. Dunn** stated that the past independent contract was for \$75 an hour. The contract will provide NV Consulting to work directly with staff, mainly Chris Kipp, name change for the record from McQueary, as the operations manager. The contract will also provide the opportunity to continue work with legal counsel with the District Attorney's office making sure as we bring back options for the transition and an employment package will meet the needs and all of the legal requirements. This will protect the Board and as being a member of NV Consulting his retirement will provide the institutional knowledge to where it does not hurt the community. **Mr. Dhami** asked that moving forward once Joel decides to end this contract because he is going to retire is this how we are going to run the tourism authority, is this a short term solution or is this long term. **Mr. Dunn** stated that the contract is short term, the plans that will be brought back and the Board will decide which plan will be for the long term. He will have a couple of different employment plans with varying options. The Board will decide which plan is the best option for the candidates coming in.

**Ms. Abowd** made a motion to authorize Jonathan Boulware Chairman of the Carson City Culture & Tourism Authority to record his signature for the execution of the contract Number 2017-1013 a request for profession services to be provided by NV Consulting LLC on or before October 13<sup>th</sup> of 2017.

Second - **Ms. Nagel**

Approved – Unanimously

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

- a. **Executive Director's Report – Mr. Dunn** reviewed the Executive Director's report.

Room Tax Revenue August 2017

- ✓ Top 5: \$1,428,663.28 (up 17.4% from 2016)
- ✓ Top 13: \$2,249,946.36 (up 22.5% from 2016)
- Total: \$2,344,680.66 (up 22.73% from 2016))

#### Average Daily Rate

- ✓ Top 5: \$114.30 (up 15.7% from 2016)
- ✓ Top 13: \$89.57 (up .06 from 2016)
- ✓ RV: \$37.02 (Up 8.4% from 2016)

#### Room Revenue

- ✓ Comparing 2017 to 2016  
2017 Calendar Year=\$14,212,215.50; 2016=\$11,481,480.93 (up 23.78%)  
FY (Jul-Jun) 2017=\$4,890,061.51; 2016=\$3,984,686.59 (up 22.72%)
- ✓ Comparing 2016 to 2015  
2016 Calendar Year=\$11,481,480.93; 2015=\$10,889,479.76 (up 5.44%)  
FY (Jul-Jun) 2016=\$3,984,686.59; 2015=\$3,673,992.94 (up 8.46%)
- ✓ Comparing 2017 to 2015  
2017 Calendar Year=\$14,212,215.50; 2015=\$10,889,479.76 (up 30.51%)  
FY (Jul-Jun) 2017=\$4,890,061.51; 2015=\$3,673,992.94 (up 33.10%)

#### Trailing 12 Report

- ✓ \$19,508,705.06 (up 17.03% from 2016; up 26.66% from 2015)

#### RevPar (Revenue per Available Room)

- ✓ Top 5: \$92.37
- ✓ Top 13: \$66.95
- ✓ RV: \$18.66
- ✓ Remaining: \$14.11
- Total: \$59.34 (up 18.7% from 2016)

#### Occupancy

- ✓ Top 5: 80.8%
- ✓ Top 13: 74.7%
- Total all: 71.28% (58.7% from 2016)

- b. **CCVB Strategic Plan Update – Mr. Dunn** reported that the creative team is working on the final draft of the look of the piece and the content he is working with two of the commissioners to finalize it this week. The plan will be brought back for final approval next month.
- c. **Grants Update – Mr. Dunn** reported the current grants are; the single track adventure, reimagine space, Nevada Magazine and Ghost Walk Video. Next month will be seven grants submitted on behalf of the bureau. There will be more detailed information at the November meeting.
- d. **Marketing Update – Mr. Horvath** gave updates on:
  - ✓ Nevada Day
  - ✓ Airstream on Main Event
  - ✓ Hwy 50 Single Track Adventure
  - ✓ Article and Ad in Adventure Sports Journal
  - ✓ Meeting with the Interactive Mapping
  - ✓ Halloween Ghost Walk
  - ✓ Latino Presentation at WNC and Internships

- ✓ Translations for Nevada Day Promotions
- ✓ Ad in the Tahoe Weekly Fall Festival Guide
- ✓ Social Media Promotions
- ✓ Ads for the Nevada Day Pow Wow
- ✓ Events Calendar
- ✓ Ride Carson City Horse Video on Facebook Banner
- ✓ New Visitors Guide for Winter/Spring
- ✓ Sierra Nevada Media Group
- ✓ Train Video

**e. Events Update** – reported above

**Mr. Dunn** reported that today he and Chris had Mark’s first year review with his accomplishments and put together his plan of action for his second year. Mark has gotten farther along with the Policy & Procedures and developing a rapport statewide and with regional arts groups along with leading some of the groups, with the appointment to the Nevada Arts Council. Mr. Dunn congratulated Mark with all he has done in the first year it certainly has been worth the investment. **Mr. Salinas** it has been a full year of fantastic experiences and relationships. **Ms. Abowd** stated that he did a great job with the public arts meeting.

**f. Cultural Commission Update** – **Mark Salinas** showed a presentation with updates on:

- ✓ Capitol Collage Event
- ✓ Stay & Play Weekend
- ✓ Nevada Day Program Cover/Button
- ✓ Artistic Bike Racks
- ✓ Public Art Panel/Purchase of di Vinci Art Piece
- ✓ Attending Regional Meetings
- ✓ Huey Helicopter
- ✓ True Grit Float
- ✓ Reno Mural Expo
- ✓ Nov. 4<sup>th</sup> WNC Day of the Dead
- ✓ Ads for the Capitol Collage/Video
- ✓ Train Video

**g. Future Agenda Items** – No Report Given

**h. Upcoming Meetings**

- ✓ 11/14/17 Tuesday 4:00 pm Carson City Culture & Tourism Authority – Board of Directors
- ✓ 11/21/17 Tuesday 5:50 pm Carson City Cultural Commission

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – PUBLIC COMMENT** (three minute time limit).

None

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – BOARD COMMENTS OR ANNOUNCEMENTS:** Topics not relating to current agenda.

None.

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

**Ms. Abowd** moved to adjourn at 5:00

Approved – Unanimously

Approved: \_\_\_\_\_  
**Jonathan Boulware**

Attest: \_\_\_\_\_  
**Rene Plain**

Tapes of this meeting are available at the office of the Carson City Culture & Tourism Authority,  
716 N. Carson St., Carson City, Nevada 89701.  
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