



**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
JANUARY 23, 2017**

The regular meeting of the Carson City Visitors Bureau was held Monday, January 23, 2017 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Renee Plain
Jesse Dhami
Karen Abowd
Sandra Nagel

STAFF PRESENT: Joel Dunn, Executive Director
Chris McQueary, Executive Assistant
Linda Macauley, Administrative Assistant
Kyle Horvath, Social Media Director
Mark Salinas, Arts and Cultural Director

OTHERS PRESENT: Iris Yowell, Carson City Deputy District Attorney

Call to Order.

Roll call was taken and a quorum was present.

Ms. Plain led the Pledge of Allegiance.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
PUBLIC COMMENTS AND DISCUSSION (Three minute time limit).**

Mr. Salinas stated he was asked to report on the behalf of Sharon Rosse with the Capital City Arts Initiative. The Board has the handouts for the upcoming art shows.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – DECEMBER 12, 2016 CCVB BOARD MEETING.**

Ms. Abowd moved to approve the minutes of the December 12, 2016 as published.

Second – **Jesse Dhami**

Approved – Unanimously

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR POSSIBLE ACTION: ADOPTION OF AGENDA.**

Ms. Abowd made a motion to adopt the agenda as published.

Second – **Mr. Dhami**

Approved - Unanimously

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE ADJUSTED CCVB FY17 BUDGET REPORT.**

Mr. Dunn reviewed the FY17 budget report with the Board. Mr. Dunn stated that any adjustments will be made in May and one at the end of June with the Department of Taxation. Mr. Dunn stated that based on the recommendation From the CCVB auditor, we made a donation of the existing merchandise to the Nevada Day store. This was less than \$6,000 in total costs.

Mr. Dhami moved to approve the adjusted FY17 budget report as presented through November, 2016.

Second – **Ms. Nagel**

Approved – Unanimously

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR POSSIBLE ACTION: RATIFICATION OF CCVB MONTHLY BILLS FOR NOVEMBER, 2016.**

Mr. Dunn reviewed the monthly bills with the Board. **Mr. Dhami** stated that the fax line could be combined with the Charter Internet to save money.

Mr. Dhami moved to approve the ratification of the CCVB monthly bills for November, 2016.

Second – **Ms. Abowd**

Approved – Unanimously

MS. PLAIN 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

- ✓ Top 5: \$776,513.42 (up 20% from 2015)
- ✓ Top 13: \$1,101,188.28 (up 25% from 2015)
- ✓ RV: \$7,937.07 (down 5.9 from 2015)
- ✓ Remaining: \$16,412.02 (down 37.6 from 2015)

Average Daily Rate

- ✓ Top 5: \$85.33 (up 1.1% from 2015)
- ✓ Top 13: \$67.41 (up 1.3% from 2015)
- ✓ RV: \$28.55 (down 12 % from 2015)

Room Revenue

- ✓ comparing 2016 to 2015
2016 Calendar Year=\$15,471,373.37 2015=\$14,933,908.80 (up 3.60%)
FY (Jul-Jun) 2016=\$8,490,590.34; 2015=7,718,421.98 (up 10%)
- ✓ comparing 2015 to 2014
2015 Calendar Year=\$14,933,908.80; 2014=\$13,665,321.80 (up 9.28%)
FY (Jul-Jun) 2015=\$7,718,421.98; 2014=\$7,205,651.10 (up 7.12%)
- ✓ comparing 2016 to 2014
2016 Calendar Year=\$15,471,373.37; 2014=\$13,665,321.18 (up 13.22%)
FY (Jul-Jun) 2016=\$8,490,590.34; 2014=\$7,205,651.10 (up 17.83%)

Trailing 12 report

- ✓ \$16,615,667.03 (up 4.83% from 2015; up 15% from 2014)

RevPar (Revenue per Available Room)

- ✓ Top 5: \$56.91
- ✓ Top 13: \$35.12
- ✓ RV: \$2.72
- ✓ Remaining: \$4.56
Total: up \$29.72

Occupancy

- ✓ Top 5: 66.7%
- ✓ Top 13: 52.1%
Total all: 45.76%

- b. Grants Update – Mr. Dunn** reported that two of the grants will be for mapping, one for an interactive mapping system and one for the trails and marketing campaign. Mr. Dunn also reported that he will bring back in February the Strategic Plan in draft form. Mr. Dunn stated that he, Mark and Kyle made a presentation to the Carson High School marketing class. The National T-Buckets will be having their show at the same time as the Rockabilly Riot, the Extreme Motor Officer Challenge and the Karson Kruzers Run-What-Cha-Brung car shows in June. Mr. Dunn stated that he met with the Nevada Travel Network who is working on a couple of major projects for us. Mr. Dunn reported that he attended the V&T Commission meeting. Storey County has submitted a Bill Draft that is moving forward to the Nevada Legislature to decommission the existing Commission of the V&T and then forming a new Commission that is geared toward the operation of the V&T. He will

meet with the V&T Commissioners in the next couple of weeks. There is a concern that the V&T will be looking for some additional funding which he would not bring to the Board until he sees that the marketing is a collaborating effort. Mr. Dunn stated he would like to see governmental accounting for a Commission that is spending that amount of money. Mr. Dunn stated that he submitted a formal position of no position on behalf of the CCVB regarding the proposed RV Park.

c. **Interlocal Agreement Update** – Mr. Dunn stated that the City is still working on their part and will bring it back next month.

d. **Marketing Update** – Mr. Horvath gave updates on:

- ✓ The new Carson City visitors guide
- ✓ Website Upgrades
- ✓ New functions for the calendar
- ✓ Nevada Day store
- ✓ App updates with the new company
- ✓ The newsletter
- ✓ Instagram
- ✓ Facebook

e. **Special Events Update** – Mr. Horvath gave updates on:

- ✓ T-Bucket and Rockabilly Riot car shows and the Extreme Motor Office Challenge
- ✓ International Film Festival in February
- ✓ Carson City Gun Club events
- ✓ Carson City Fair at Fuji Park
- ✓ Tiger Sharks Jr. Olympic swim event in March
- ✓ State Wrestling in March
- ✓ Epic Rides in June
- ✓ Western National Air Stream Convention in October
- ✓ Carson City food map that goes out to the Legislatures
- ✓ Father's Day Pow Wow

Mr. Horvath stated that he will attend the Sea Otter Classic event in Monterey California to promote the bike trails. He is also working on the content for the interactive maps on the website. Also he will be attending the Go West Tour in Reno February 19-25. This will have an estimated 300 to 400 buyers. There will be a couple of days to spend in Carson City with tours available. **Ms. Abowd** stated that the CCVB should have a presence at the Legislature reception. **Mr. Dunn** stated that the wrestling State Championships will be March 10th.

f. Cultural Commission Update – Mr. Salinas reported on:

- ✓ Past Events: He put together an Arts & Culture mixer event at the Arlington ice rink a couple of weeks ago. About 30 people attended. Susan Boskoff, executive director with the Nevada Art Council is retiring March 31st. The NAC is celebrating their 50th anniversary this year on March 9th in Reno. Las Vegas has a new director at the Cultural Affairs, Ally Haynes Hamblen and Michael Ogilvie the public arts specialist has left his position which will bring in new people.
- ✓ Present Events: there is the Road to the Future exhibition at the Nevada Arts Association.
- ✓ Future Events: the Nevada Arts Council has an exhibition with Gig Depio with a reception tomorrow at 5:00. At the Visitors Bureau is the Great Basin Native Artists which is opening February 3rd with a reception from 5:00-7:00. In June this exhibit will change to compliment the Pow Wow. There will be a pop up art show during the Tribal Legislation on February 14th. There will also be three Fashion Films at the Nevada State Museum which is in conjunction with the Francis Humphry Lecture series. The Curator of the State Museum, Jan Loverin will have a lecture on the Brief History of Underwear on January 26. After the films Café at Adele's is offering a coupon on the back of the tickets. He and Mr. Horvath have been working with Adams Hub and the Nevada Arts Council on having an online presence for artists. They have developed a course on how to have a marketable story and web presence with social media and are looking at a launch in March. After the 4 courses the artist will have a group show at the Adam's Hub during a wine walk. On March 3rd he is working with Muscle Powered to have a new art walk. Mr. Salinas thanked the State Museum, the Library and the CCVB for helping with his requests on the grant requirements for the NEA grant for the Big Read. The grant goes in on Thursday. We did not receive the Latino art grant for murals. Regarding the Vans mural grant he should hear this week.

g. Future Agenda Items – There were none presented.

h. Upcoming meetings –

02/13/17 – 4:00 PM Carson City Visitors Bureau – Board of Directors

03/13/17 – 5:30 pm Carson City Cultural Commission (following the CCVB meeting at 4:00)

Mr. Dunn mentioned that he is thoroughly impressed with the team we have put together collectively and thinks the entire region is taking note not only on how we are changing our community but changing the perception of the entire region and wants to thank his team.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
PUBLIC COMMENT (three minute time limit).**

None.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
BOARD COMMENTS OR ANNOUNCEMENTS: TOPICS NOT RELATING TO CURRENT AGENDA.**

Ms. Abowd stated that regarding the fair it is exciting to see the collaboration. The RSVP is working on the carnival aspect and vendors. The tractor pull people are working on the rodeo grounds and the cooperative extension is working on the agriculture and home economic part of it.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR POSSIBLE ACTION: TO ADJOURN.**

Ms. Abowd moved to adjourn at 5:05.

Second – **Mr. Dhami**

Approved – Unanimously

Approved: _____
Renee Plain

Attest: _____
Jesse Dhami

Tapes of this meeting are available at the office of the Carson City Visitors Bureau,
716 North Carson Street, Carson City, Nevada 89701.
/lm