



**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
MARCH 13, 2017**

The regular meeting of the Carson City Visitors Bureau was held Monday, March 13, 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
Jesse Dhami
Karen Abowd
Sandra Nagel

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

OTHERS PRESENT: Todd Sadow, President of Epic Rides
Iris Yowell, 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)**

Mr. Sadow stated that Epic Rides is the production company for the Carson City Off Roads. This year will be the second annual of the event and are 63% ahead of last year for signups. The goal was 600 riders for year one and 900 riders for year two. There are almost 600 riders signed up as of today with skewing at a 10% to 15% Carson City residence attendance. Mr. Sadow stated that one of the biggest reasons this year will be successful is because of Mr. Dunn's efforts along with Carson City's trails community which is amazing along with the media. Mr. Sadow reported that he is going up to the trails tomorrow to check on the conditions.

Mr. Dunn stated that he thinks his staff has done a magnificent job and Mr. Sadow is a world class promoter. This event reinforces the brand of Carson City as an Outdoor Destination. **Mr. Sadow** stated that he does want to streamline the event this year. **Mr. Dunn** stated that Kurt Myer has worked with every department head and did a fantastic job along with the City doing a great job last year. Interbike did name Carson City the Number One Bike Race in the Country. **Mr. Sadow** stated that the community really wrapped itself around the event and that is what it takes for it to succeed.

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Approval of Minutes – February 13, 2017 CCVB Board Meeting

Ms. Abowd moved to approve the minutes of the February 13, 2017 as presented.

Second – **Jesse Dhami** Approved – Unanimously -

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

Mr. Boulware stated we will accept the agenda as posted.

MR. BOULWARE 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 for accounting period through January 31, 2017 which is 58% of FY17. The room revenues are reported through December 2016.

Mr. Dhami moved to approve the adjusted FY17 budget report as presented through January 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 CCVB statement of accounts payable checks and p-card reports for January 2017.

Mr. Dunn reviewed the monthly invoices through January 2017 and P-card purchases with the Board.

Ms. Abowd moved to approve the ratification of the CCVB account activity statement of accounts payable checks and p-cards reports for January 2017.

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

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

FOR POSSIBLE ACTION: Discussion and possible action regarding the Board's position and directive on SB57 (BDR S – 414) of the 2017 Legislative Session, a bill that revises provisions relating to the Nevada Commission for the Reconstruction of the V&T Railway.

Mr. Dunn reported that Storey County did submit a BDR S 414 now Senate bill 57 which has moved through three different meetings with only one change. Mr. Dunn stated that he did submit as back up the bill draft with the changes and suggested changes. The CCVB has not taken a formal stance as to supporting the Bill draft and were now the third of the three entities. Storey County was the first and Carson City Board of Supervisors took a stance in support of the Bill draft and Senate Bill 57 at their meeting last Thursday. Now it moves to this Board to discuss if you do agree to the decommissioning and recommissioning of an operational board for the V&T Railroad. Discussion ensued on the changes, reappointments, the transition and marketing. The Lobbyist supporting the three counties is Mary Walker.

Mr. Dunn stated that he has no intention of taking on any operational component of the V&T railroad underneath the umbrella of the CCVB. Our only contribution will be a voice of the five members on the Commission along with the marketing as a regional asset to Carson City. **Ms. Abowd** stated that the Mayor is in support of this and he has been on that Commission for quite a while. **Mr. Dhami** expressed concerns about giving Mr. Dunn more responsibilities and having time to do more. **Mr. Dunn** stated that Carson City has the most invested in the project and will let this Board know if it is too much to be on that commission's board, but wants to make it through the operational assessment at the end of this year.

Ms. Nagel made a motion to convey to the 2017 Legislature that the Carson City Visitor's Board of Directors does support with amendments as discussed SB57 a bill that revises provisions relating to the Nevada Commission for the Reconstruction of the V&T Railway.

Second – **Mr. Dhami**

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 January 2017

- ✓ Top 5: \$726,081.85 (up 16.7% from 2016)
- ✓ Top 13: \$1,026,679.66 (up 12.9% from 2016)
- ✓ RV: \$2,224.76 (down 32.1% from 2016)
- ✓ Remaining: \$18,349.43 (up 9.2% from 2016)
- Total: \$1,047,253.85 (up 12.67% from 2016))

Average Daily Rate

- ✓ Top 5: \$84.16 (down 7.0% from 2016)
- ✓ Top 13: \$64.62 (down 2.0% from 2016)
- ✓ RV: \$31.33 (up 10.0 % from 2016)

Room Revenue

- ✓ comparing 2017 to 2016
2017 Calendar Year=\$1,047,253.85; 2016=\$929,512.37 (up 12.67%)
FY (Jul-Jun) 2017=\$11,309,503.59; 2016=\$9,792,228.01 (up 15.49%)
- ✓ comparing 2016 to 2015
2016 Calendar Year=\$929,512.37; 2015=\$841,454.48 (up 10.46%)
FY (Jul-Jun) 2016=\$9,792,228.01; 2015=\$8,963,389.85 (up 9.25%)
- ✓ comparing 2017 to 2015
2017 Calendar Year=\$1,047,253.85; 2015=\$841,454.48 (up 24.46%)
FY (Jul-Jun) 2017=\$11,309,503.59; 2015=\$8,963,389.85 (up 26.17%)

Trailing 12 report

- ✓ \$17,876,785.56 (up 10.58% from 2016; up 21.91% from 2015)

RevPar (Revenue per Available Room)

- ✓ Top 5: \$48.12
- ✓ Top 13: \$30.86
- ✓ RV: \$.48
- ✓ Remaining: \$4.79
Total: \$25.07 (up 13.1% from 2016)

Occupancy

- ✓ Top 5: 57.2%
- ✓ Top 13: 47.8%
- Total all: 39.23% increase from 2016 of 34.5%

- b. CCVB Strategic Plan Update – Mr. Dunn** handed out two draft forms for the Strategic Plan. The first is the process and the second is the layout of what he is proposing as the Strategic Plan for the Visitors Bureau. The changes will be looked at in May with final approval in June. The plan will be 2018 through 2023 and start July 1st FY18.
- c. Carson City/CCVB Interlocal Agreement Update – Mr. Dunn** reported that the Board has the draft form of the agreement and would like to have any concerns or changes directed to him. The final approval will be next month.
- d. Grants Update – Mr. Dunn** reported that he has not submitted any new grants.
- e. Marketing Update – Mr. Horvath** gave updates on:
 - ✓ The Go West FAM Tour
 - ✓ New Ad for Travel Nevada
 - ✓ Mandarin insert in March
 - ✓ Website stories and image changes
 - ✓ Carson City Fair site
 - ✓ Art Walk guide new images
 - ✓ Wrestling and Swimming events

- ✓ Sport season
- ✓ Dog show in May
- ✓ Sea Otter Classic in April
- ✓ Rural Round Up in April
- ✓ Grant for Go Pros
- ✓ Downtown Grants with the DBA and Silver State Update
- ✓ Mountain Resort TV Tahoe

f. Events Update – Included above

g. Cultural Commission – Mark Salinas gave updates on:

- ✓ Creating ties with local and State wide entities
- ✓ Fashion Fridays in February
- ✓ Art Walk with the Boys and Girls Club
- ✓ Nevada Arts Council 50th Anniversary
- ✓ Launching an Artist Workshop
- ✓ Muscle Powered Bike Racks

h. Future Agenda Items – Mr. Dunn reported on:

- ✓ The Interlocal Agreement
- ✓ Strategic Plan
- ✓ Parks & Recreation Interlocal agreement with Boy & Girls Club

i. Upcoming meetings –

- ✓ 04/10/17 4:00 p.m. Carson City Visitors Bureau Board of Directors
- ✓ 05/08/17 5:30 p.m. 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.

Ms. Abowd stated that the 9th annual Concert Under the Stars will be at the BAC this year. The entertainment will be the Family Stone a 50 year celebration of Sly and the Family Stone. Also, Lydia Pense and Cold Blood. All twelve tents are sponsored. Carson Tahoe Hospital did a \$20,000 sponsorship. NV energy with a \$10,000 sponsorship and Carson Toyota with a \$5,000 sponsorship. Along with \$2,500 sponsorships for tents. Veranda tickets are already sold out. The tickets go on sale this Wednesday at noon. Outlets for tickets will be at the Visitors Bureau, the BAC or online at carsoncitygreenhouse.org. There will be food trucks and bars to benefit the BAC and the Greenhouse Project. The event is July 12th.

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

Mr. Boulware moved to adjourn at 5:05.

Approved – Unanimously

Approved: _____
Jonathan Boulware

Attest: _____
Jesse Dhami

Tapes of this meeting are available at the office of the Carson City Visitors Bureau,
716 N. Carson St., Carson City, Nevada 89701.

/lm