

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
April 14, 2014**

The regular meeting of the Carson City Visitors Bureau was held Monday, April 14, 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):**

Ms. Barnett commented that she has repeatedly asked, for six years, for the end-of-month packet with the room tax forms to be sent out in a timely fashion (by the 20th of each month). She was told when she called the CCVB that the forms had inadvertently not been mailed out until April 4th. She asked if they could be e-mailed.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – MARCH 10, 2014 BOARD MEETING.**

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

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

Mr. Boulware abstained due to not being in attendance at that meeting.

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

Mr. Lincoln made the motion to accept the 4/14/14 agenda.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE 2013/2014 (FY14) MASTER BUDGET REPORT.**

Mr. Dunn reviewed the capital bonds fund payment information; **Mr. Boulware** asked if \$100,000 would be left in the capital projects fund and the 2% will be moved to the project fund. Yes. **Mr. Boulware** asked if there is a minimum amount requirement. Yes - \$100,000. **Ms. Abowd** asked for clarification on the ending balance for the capital project funds – there is nothing in there for the bond payment. **Mr. Dunn** said he has actually budgeted the \$100,000 into the FY15 budget. **Mr. Dhami** asked various questions about the intergovernmental and sports expenditure items. **Ms. Abowd** asked about the inter-local agreement and the sports 3/4% of 1%. **Mr. Dunn** explained. **Mr. Jones** asked for a copy of the inter-local agreement.

Mr. Dunn will comply with this request, and put the agreement on the CCVB website (approximately 17 pages).

Mr. Dunn reviewed salaries, expenditures, contracting, special events, and rebranding. **Ms. Abowd** asked about the State Fair promotion budget. **Mr. Dunn** replied that the \$5,000 for this year's fair was out of this year's budget. **Mr. Dhami** asked about the operating budget. **Mr. Dunn** stated that the CCVB received a \$10,000 grant in the last two weeks to redo all of the banner ads. **Mr. Dhami** asked about next year's budget with \$74,000; **Mr. Dunn** replied that there is \$30,000 for an events trailer. **Mr. Dhami** asked about the negative \$21,000 and ending up with \$173,000, the difference is \$85,000? **Mr. Dunn** replied that he is going by the audit number.

Ms. Barnett asked about the detail for the \$118,000 for contract employees. **Mr. Dunn** answered that this is a line item in the budget, the 0340 number is for the contract employees and in the check detail he breaks out what the contractors are paid.

Mr. Lincoln made the motion to approve the 2013/2014 (FY14) master budget report.

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

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

Mr. Dunn explained the monthly bills to the board including the check detail.

Mr. Dhami made a motion to ratify the CCVB monthly bills for March 2014.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE 2014/2015 (FY15) CARSON CITY VISITORS BUREAU BUDGET.**

Mr. Dunn presented the cover letter with the budget highlights (part of the audit). Beth Kohn (with Kohn and Co.) will be the auditor once again this year. Items covered in discussion: room tax revenue; V&T project.

Mr. Boulware asked if there is any indication of future requests from the V&T. **Mr. Dunn** stated that he attended the last V&T Commission meeting where they stated that their standard V&T season, they are projecting, will operate at a loss of \$92,000 in the hole. With the Polar Express it brings them \$141,000 to the good. They may have an interest in coming back to the different counties for the day to day operations or come to this Board for a request for funding which could only come out of the V&T Capital Projects fund.

Mr. Dunn stated that he does need to bring in some special events and with the inter-local agreement he will be able to do that along with being able to use Fuji Park. Mr. Dunn went over the ending fund balance and marketing. In the social media he is including a need for a new position of a social media communications specialist instead of using contract employees. Mr. Dunn stated that the specialist would be at \$24 an hour, \$77,305.91 annually with benefits which is included in this budget. Also included in the budget is visitor information, special events trailer for \$30,000 which he plans to submit a grant to the NCOT to offset half of the cost for \$15,000. **Ms. Abowd** asked who will work the trailer and how will we get the trailer to an event. **Mr. Dunn** replied that the new employee or the hourly person in the Visitor Center would. **Mr. Boulware** asked about the trailer traveling outside of Nevada. **Mr. Dunn** said yes and he was also thinking about a van which would have various savings.

Mr. Dunn then talked about FY15 revenue projections. **Mr. Dhami** asked about the \$283,000 in the Capital Projects fund. **Mr. Dunn** replied it is \$65,634.67 and will come out of the V&T Capital Projects fund for the remainder of that bond payment.

Mr. Dunn reviewed the expenses: salaries (**Mr. Dhami** asked what the new position salary will be: \$77,305.91 and **Ms. Abowd** asked if this amount is already included; yes); **Mr. Dhami** asked about the unemployment costs; other expenses reviewed. Mr. Dhami asked about the analytics; **Mr. Dunn** stated that he will give more information in his Director's Report. **Mr. Jones** expressed concern about the V&T getting any of the CCVB funds; **Mr. Dunn** replied that in the last V&T meeting the Chair stated that upon the sunset of the 2% Capital Bond in 2023 they will not be looking at wanting additional funding or re-bonding of that money.

Mr. Boulware asked which funding; **Mr. Jones** acknowledged the current situation requirement and said he is referring to the future. **Mr. Boulware** asked if the V&T operates in the black now that they are running the Polar Express; **Mr. Dunn** answered yes and that the V&T will be marketing themselves towards more specialty train rides and special events. **Mr. Dhami** inquired on page 5 about expendable revenue and total revenue.

Mr. Dunn answered the question from reviewing his notes/report for clarification.

Ms. Barnett commented about projections – this has been an extraordinary March because of a couple of one-time things: 1) opening of Sportsman's Warehouse and 2) opening of Rue 21. Next year will be another legislative year and revenues will be down at the per diem.

Mr. Jones clarified that on the V&T he understands CCVB has commitments and obligations. He simply thinks there are other things in the community we need to pay attention to.

Mr. Lincoln made a motion to adopt the 2014/2015 (FY15) Carson City Visitors Bureau Budget.

Second – **Ms. Abowd** 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 to the visitor center for March (483); he also reported numbers for the properties. The occupancy rate for the top 13 for February was 40.51% (down 12.71% from the same time in 2013, but up 3.01% compared to 2012). The top 5 properties occupancy rate in February was 53.34% (down 4.59% from 2013, up 4.47% from 2012). Average Room Rate for the top 13 properties for February was \$59.01 (up 10.38% from 2013 and up 8.31% from 2012). Year to date average was \$58.87. Average Room Rate for top 5 properties for February \$75.46 (down 2.17% from 2013, and down .17% from 2012).

Total revenue for all properties: a little under \$799,908 (down 1.3% and up 1.59% from 2012). Total revenue for top 13 properties: \$757,870 (down 1.44% from 2013, and up 2.86% compared to 2012). The Top 5 total revenue is \$556,723 (down 7.32% from 2013 and down less than 1% from 2012). The Trailing 12 report: \$13,856,465 (up 13.39% from 2013, up 14.66% from 2012).

Ms. Abowd made a comment about food costs going up due to the drought. **Mr. Dhami** asked when Mr. Dunn obtained the data on the top of the page; end of March.

- b. **Marketing Update** – **Mr. Dunn** discussed the e-newsletter, spotlight for lodging/dining, showcasing tournaments, Memorial Day weekend activities, and calendar items. **Ms. Abowd** asked how to inform businesses when big events are happening so they are prepared and have enough product? **Mr. Dunn** responded that through the Chamber of Commerce, press releases, and the mobile app this information is being communicated. His concern is for Memorial Day weekend since there will be so much activity going on. Mr. Dunn stated that we are putting together a digital format for the room tax payment/worksheet, and will also have an online form for the RFPs. A smaller event coming through on May 3 is a Model T group. Mr. Dunn also reviewed website click information and we have gone through the final draft for the Visitors Guide.

Ms. Linda Barnett asked if the Blue Line Tour would still be in the middle. Yes.

- c. **NCOT Grant Update** – Mentioned above.
d. **May Meeting:** 5/12/14

**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.

There were no Board comments.

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

Mr. Lincoln made a motion to adjourn at 6:10 p.m.

Second – **Ms. Abowd** 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.