

**CARSON CITY VISITORS BUREAU  
BOARD MEETING MINUTES  
NOVEMBER 14, 2016**

The regular meeting of the Carson City Visitors Bureau was held Monday, November 14, 2016 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Jonathan Boulware  
Karen Abowd  
Renee Plain  
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: Beth Farley (on behalf of Beth Kohn), Kohn & Company, LLP  
Sharon Rosse, Capital City Arts Initiative  
Jason Woodbury, Carson City 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 –  
FOR POSSIBLE ACTION: ADOPTION OF AGENDA.**

**Mr. Dunn** requested that agenda item 9 (FY16 Annual Audit) be moved up before agenda item 5.

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

**Ms. Sharon Rosse** invited folks to their new exhibition which was hung earlier today. This show will be up through mid-February.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR DISCUSSION AND POSSIBLE ACTION: APPROVAL FY16 ANNUAL AUDIT – *Beth Kohn***

**Ms. Beth Farley** gave the FY16 Annual Audit presentation to the Board which showed a clean audit.

**Ms. Abowd** moved to approve the CCVB audit report for FY16.

Second – **Ms. Plain**                      Approved – Unanimously

**For the record, Mr. Jonathan Boulware is now present at the CCVB meeting.**

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – OCTOBER 10, 2016 CCVB BOARD MEETING.**

**Ms. Abowd** moved to approve the minutes of the October 10, 2016 CCVB board meeting as presented.

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

**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 with the Board.

**Ms. Plain** moved to approve the adjusted CCVB FY17 budget report as presented through September, 2016.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: RATIFICATION OF CCVB MONTHLY BILLS FOR SEPTEMBER, 2016.**

**Mr. Dunn** reviewed the monthly bills with the Board.

**Ms. Plain** moved to approve the ratification of the CCVB monthly bills for September, 2016.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR DISCUSSION AND POSSIBLE ACTION: APPROVAL OF THE REVISED CCVB ORGANIZATIONAL CHART TO  
INCLUDE THE ARTS & CULTURE COORDINATOR.**

**Mr. Dunn** reviewed the Organizational Chart with the Board.

**Ms. Abowd** moved to approve the revised Carson City Visitors Bureau Organizational Chart as presented.

Second – **Ms. Plain**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR DISCUSSION AND POSSIBLE ACTION: APPROVAL FOR THE CCVB TO ENTER INTO AN INTERLOCAL  
AGREEMENT WITH THE NEVADA DAY STORE TO PROVIDE ONSITE OPERATIONS OF A VISITOR GIFT STORE.**

**Mr. Dunn** reviewed this agenda item with the Board, relaying the proposal of bringing the Nevada Day Store into the CCVB store. This would be a net gain of \$14K for the CCVB store. We also now hold a position on their board. **Ms. Abowd** asked who will be purchasing the product; the Nevada Day Store will purchase the products. **Mr. Boulware** asked who will greet customers; Monday through Thursday will be Linda Macauley and weekends will be volunteers through the Nevada Day Store. **Ms. Plain** asked if the Nevada Day Store will be moving from their current location to the CCVB; yes. **Mr. Boulware** expressed that he thinks it is a good idea; he inquired about the interlocal agreement language and amount of CCVB salaries budget staying the same.

**Ms. Abowd** moved to approve the Carson City Visitors Bureau enter into an interlocal agreement with the Nevada Day Store to provide the onsite operations of a visitor store at the CCVB.

Second – **Ms. Plain**

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

- ✓ Top 5: \$1,130,210.64 (up 2.6% from 2015)
- ✓ Top 13: \$1,777,668.38 (up 4.8% from 2015)
- ✓ RV: \$56,422.91 (up 13.3% from 2015)
- ✓ Remaining: \$38,265.68 (down 25.7% from 2015)

Average Daily Rate

- ✓ Top 5: \$101.28 (up 4.8% from 2015)
- ✓ Top 13: \$84.13 (up 7.4% from 2015)
- ✓ RV: \$35.26 (up 5.2% from 2015)

Room Revenue – July 2016

✓ comparing 2016 to 2015

2016 Calendar Year=\$12,837,826.59; 2015=\$12,686,280.52 (up 1.19%)  
FY (Jul-Jun) 2016=\$5,857,043.56; 2015=\$5,470,793.70 (up 7.06%)

✓ comparing 2015 to 2014

2015 Calendar Year=\$12,686,280.52; 2014=\$11,565,902.90 (up 9.69%)  
FY (Jul-Jun) 2015=\$5,470,793.70; 2014=\$5,106,232.82 (up 7.14%)

✓ comparing 2016 to 2014

2016 Calendar Year=\$12,837,826.59; 2014=\$11,565,902.90 (up 11.00%)  
FY (Jul-Jun) 2016=\$5,857,043.56; 2014=\$5,106,232.82 (up 14.70%)

Trailing 12 report

✓ \$16,088,232.93 (up 2.46% from 2015; up 13.15% from 2014)

RevPar (Revenue per Available Room)

✓ Top 5: \$76.15

✓ Top 13: \$56.97

✓ RV: \$15.77

✓ Remaining: \$10.51

Mr. Dunn gave other updates regarding: Staff attended the Nevada Governor's Global Tourism Summit in Reno, met with the Antique Tractor Club which will be combining with the Carson City Fair, the Nevada Travel Network, the voice of the V&T, David Toll will narrate the story of Carson City's water system, Nevada Arts Town meeting, "Road to the Future" Main Street Opening and Ribbon Cutting, the Main Street passport party – DBA members want this to be an annual event, Nevada Day, the La Ka Lel Be Powwow, Airstreams on Main next October 2017 (with the wine walk same weekend, and Ghost Walk), met with new Nevada State Railroad Museum Director, presented to the Eastern Sierra Trails Summit, presented a funding collaborative effort opportunity to the Redevelopment Citizens Committee meeting, presented to the Rotary Group re: EPIC Rides and marketing, presented to the Bicycle Safety Summit at Tahoe, room nights and room revenue recap.

**b. Grants Update** – Mr. Dunn said that there is no word on the grants yet.

**c. Interlocal Agreement Update** – Mr. Dunn relayed that the City is still working on their draft of this. There will be two action items on next month's CCVB agenda: 1) approval of the agreement, and 2) the increase from 3/4% to 1% for the addition of arts and culture and the City District Attorney's (DA) presence at CCVB Board meetings and representing the CCVB.

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

✓ The Governor's Conference

✓ Travel Nevada Media Partner thank-you event

- ✓ Go-West Fam Tour based on haunted Nevada
- ✓ Updates on the app, social media, ski packages, community calendar, etc.

**e. Special Events Update –**

- ✓ This was covered in Mr. Dunn’s report.

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

- ✓ He is working on the Arts & Culture Master Plan on three fronts – 1) working with the DA’s office on policies/procedures, 2) helping build a community infrastructure for continuing arts, and 3) researching third-party grants and seeking out partners to create community-wide programming.
- ✓ Nevada Arts Council wish list
- ✓ Created the Instagram account
- ✓ Arts & Culture Ambassador Program
- ✓ Applied for a grant from the National Association of Latino Artists and Cultures out of San Antonio
- ✓ NEA (Big Read) grant through the Library

**g. Future Agenda Items –** These were mentioned in Mr. Dunn’s report.

**h. Upcoming meetings –**

- 12/12/16 - CCVB Board of Directors
- 12/20/16 - Carson City Cultural Commission

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – PUBLIC COMMENT (five 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 5:14.

Second – **Ms. Plain**

Approved – Unanimously

Approved: \_\_\_\_\_  
**Jonathan Boulware, Chairman**

Attest: \_\_\_\_\_  
**Jesse Dhami, Treasurer**

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

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