

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
March 10, 2014**

The regular meeting of the Carson City Visitors Bureau was held Monday, March 10, 2014 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: 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: Dwight Millard, V&T Railroad

Call to Order.

Roll call was taken and a quorum was present.

Mr. Lincoln led the pledge of allegiance.

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

None.

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

Ms. Abowd made a motion for approval of the minutes as presented.

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

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

Ms. Abowd made the motion to accept the 3/10/14 agenda.

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

**MR. LINCOLN BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE BUDGET REPORT.**

Mr. Dunn reviewed the revenue page with a carryover of \$923,122 expected. Forecast FY14 is 1.3M. YTD received is \$970,984. With a unrealized revenue balance of \$387,000. At next month’s meeting, **Mr. Dunn** will submit the next-year budget. Expendable revenue is almost \$2.3M; forecast of the current is \$1.8M with an unrealized balance of \$387,000.

Other budget items covered: Governmental expenditures; NCOT payment; field maintenance for Youth Sports Programs; Carson City Interlocal Agreement (**Mr. Lincoln** asked how this will be paid in the future – **Mr. Dunn** said we will go back to quarterly payments), V&T Capital Projects fund (**Mr. Dhami** asked about the \$250,000/\$170,000 for V&T less than the balance – how will this be covered? **Mr. Dunn** replied that we are using the carryover for this payment. **Mr. Dhami** also mentioned that at a previous meeting there was discussion that the carryover is being depleted. **Mr. Dunn** stated that he will bring this up at the end of his budget report. The numbers will change a little due to the new revenue projections and is still forecasting that we will be under \$100,000 in the V&T Capital project and \$160,000 in the Capital Bonds project. The Salaries/Wages and Benefits we will realize the same amount of savings reflective of the changes we have had in staffing. **Mr. Dunn** stated that he will be doing a budget augmentation with the Dept. of Taxation and will bring it to the Board at the April meeting; due to spending more on the re-branding and contractual agreements. **Mr. Dunn** went over the professional services; produced our first e-blast this last week, property services, insurance/dues/travel/lodging, operating supplies and we did need to pay for leads we received per a previous contract.

Mr. Lincoln asked if we obtained the leads. **Mr. Dunn** replied yes. **Mr. Dunn** continued with the marketing, advertisement, utilities and basic breakout information. The carryover information is listed in the last two columns in yellow with a projection that the carryover will about \$500,000. **Mr. Lincoln** asked if this was the entire budget. **Mr. Dunn** replied yes, and has broken the report down into six different budgets/categories.

Mr. Lincoln asked to see continuity in the names of the budget reports for the Board documentation.

Mr. Dunn stated he will have all six budgets labeled Master Budget. **Ms. Abowd** inquired if **Mr. Dunn** will have a discussion about budgeting for the V&T Bond Payment with Nick Providinti regarding the obligatory payment? **Mr. Dunn** said that Nancy Paulson and Nick Providinti are aware that we are only looking at \$66,000.

Mr. Lincoln stated that years ago the CCVB offered to help the V&T because of a shortfall at the time; he hopes that the offer to help back then is not considered an ongoing scenario today, plus the bond specifically states that if there is a shortfall it will come out of the General Fund. **Mr. Dunn** stated he will bring back the information at the next board meeting regarding what we paid towards that bond payment throughout the course of the bond. It does state that the Board had approved upwards of \$240,000 (one time \$260,000) for the bond shortfall.

Mr. Jones made a motion to approve the CCVB Master Budget for the reporting period of 7/1/13 to 2/28/14.

Second – **Ms. Abowd**

Approved – Unanimously

**MR. LINCOLN 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 list.

- We are paying \$1,000 to Agency 36 who is acting as middle-man to third-party Gravity Jack which is creating the augmented reality. We are ahead of schedule and are in a test mode. **Mr. Lincoln** asked if next year’s budget for this might hopefully be grant-funded. **Mr. Dunn** replied that he has a significant grant in place and is applying for a second grant.
- **Mr. Dunn** reviewed the nearly \$4,000 contract of the employee for the development of the website, the SCO, cleanup and various implementation.
- The \$1,200 for Panacea Planning (social media) as reimbursement of travel expenses to send Kyle Horvath to the golf show with Divine 9.
- Department of Taxation – first payment of 2014 with quarterly payment.
- \$1,800 for print advertisement.
- \$3,745 to Brown and Bigelow for mobile phone screen cleaners. **Mr. Dhami** asked if the cost was 50 cents per screen cleaner. **Mr. Dunn** replied the cost was about 71 cents each.
- The \$561 is for the pre-payment for a discount for the LA Tradeshow, collaboratively with Carson Valley and Virginia City. Ms. McQueary attended both tradeshow, LA and Santa Clara and felt it was of value for the CCVB to have a presence at these shows. The NCOT and the RSCVA each had a table, so Nevada was well represented.
- The Nevada Magazine payment was for an ad in the March-April edition.
- The V&T bond interest only payment of \$35,071 and another \$230,000 for the final payment in May.
- \$13,717.65 for the first quarterly payment for the 3/16% field maintenance agreement for FY14.

Ms. Abowd made a motion to ratify the CCVB monthly bills for February 2014.

Second – **Mr. Jones**

Approved – Unanimously

**MR. LINCOLN BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR POSSIBLE ACTION: ADOPTION OF THE 2013 VISITOR IMPACT ANALYSIS.**

Mr. Dunn’s presentation included a power point showing the information on this analysis and how he generated this report. This information breaks out the true analysis of visitors to our community. Most of the information was obtained by reports from NCOT with the number of room nights over the last four years. One change is we have always reported the Top 13 properties, now will also be including the Top 5 statistics. **Mr. Lincoln** asked if Reno separates their properties out. **Mr. Dunn** stated he will review this along with the surrounding areas’ statistics for the next board meeting. **Mr. Dunn** stated that all taxable sales from visitors in 2013 = 35.1% which is an \$307,000,000 impact that visitors make on Carson City. **Mr. Dhami** stated great job and asked if the Top 5 are also in the Top 13. Also, he asked about various stats mentioning the way the hotels report their numbers. **Mr. Dunn** said that he will report the numbers in a different way for the Board’s review. **Mr. Dhami** said that 3 of the top 5 hotels are proactive in reporting occupancy per room; the other 2 just need to be shown and told the importance of this data.

Mr. Dhami stated he is also interested in the comparison of other 50,000-70,000 size communities to see if they are increasing or decreasing in hotel occupancy.

Mr. Dunn mentioned that anybody can ask him to see the NCOT source documents that show the breakout for the line items. **Mr. Dunn** reviewed the rural Nevada travel impacts. **Mr. Jones** stated that this is a volume of information so how do we get this information out to everybody? **Mr. Dunn** replied this will go out to the media; he will distribute it at every meeting he attends and will make sure it becomes community wide information. **Ms. Abowd** asked about using the digital reader board? **Mr. Dunn** stated he will investigate it and then make it happen. **Mr. Dhami** asked about the total taxable sales for visitors \$273M? **Mr. Dunn** stated that he expected the number to be higher also and will recheck the numbers again. **Ms. Abowd** thanked **Mr. Dunn** for his hard work; 'good job' stated by **Mr. Lincoln**.

Ms. Abowd made a motion to adopt the 2013 CCVB Visitor Impact Analysis.

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

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

a. **Executive Directors Report – Mr. Dunn** gave the Visitor Center/Gift Shop statistics. He mentioned a 'mobile' visitor center. Other topics mentioned: e-store; **Mr. Lincoln** asked about a used JAC bus for \$1. **Mr. Dunn** stated that a CDL license is required. **Mr. Dunn** reported on the occupancy rates for the Top 13 and Top 5. **Mr. Lincoln** asked **Mr. Dunn** to explain for the audience how the Top 13 and Top 5 are defined – it is a combination of total revenue generation and room occupancy rating. **Mr. Jones** asked about the per diem rate dropping \$4. **Mr. Dunn** confirmed a drop to \$88 and does not think any of the properties except one will see an impact from this. **Mr. Dhami** added that it is impacting everybody-discussion ensued. **Mr. Jones** asked how per diem is rated? **Mr. Dunn** said that in other cities it did not drop. **Mr. Dhami** talked about corporate/business customers and asked **Mr. Dunn** to research this cost difference between the economy getting better and the per diem rate having dropped. **Mr. Dunn** reported that the total revenue brought in for January 2014 for the Trailing 12 report and Top 13 properties was higher.

b. **Marketing Update – Mr. Dunn** reported just 1,200 likes on Social Media pages. Female=66%; male=34%. The average ages are 25-54. The number one driver to the Facebook is the CCVB website. **Mr. Dunn** talked about reaching out to the outlying areas to get the word out about traveling to, and liking, Carson City. **Mr. Dunn** stated that we will take out new advertising on Facebook for \$100 which will track what kind of outreach we will get from Sacramento, San Francisco and the Portland markets. Twitter has a little over 1,300 followers, Instagram has 72 posts and we are posting videos to the YouTube account.

Mr. Dunn stated that he attended the Downtown Business Association meeting and will be working with them and the Cultural Commission to redo all the banners throughout the community and have a grant application in for \$10,000.

This will also help showcase the NV 150 events. Mr. Dunn stated that he also met with other event promoters and will be completing some proposals for these next week.

Mr. Dunn stated that regarding the Mobile app we average 20 different opportunities for visitors per week and there are sometimes 15 updates per day. Mr. Dunn thanked the beta testers including Chris Carver for their input and suggestions to make this more beneficial for both local businesses and visitors. We have had just under 2,000 downloaded experiences on the mobile app. to date and sent out our last e-blast last week which currently has around 10,000 subscribers.

- c. **2013 Carson City Visitors Bureau Economic Analysis – Mr. Dunn** reviewed this earlier.
- d. **Meeting/Event/Travel Update – No report.**
- e. **April Meeting: 4/14/14**

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

Mr. Millard stated that on behalf of the V&T Commission, he thanked the Board publicly for the \$70,000 contribution from last year and reported that the Polar Express sold out this year with over 13,000 tickets and would like to add another car and/or run more nights for 2014.

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

Mr. Dhami announced that his family is opening their 6th hotel (Candlewood Suites) in Winnemucca, NV on March 25, 2014. It will be on the east side of Winnemucca and invites everybody to come out and stay there.

Mr. Dunn sends congratulations to Chairman Boulware who is absent tonight due to his brother being in Washington, D.C. because he was nominated by President Barack Obama to receive an appointment to the U.S. District Court.

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

Ms. Abowd made a motion to adjourn at 5:34 p.m.

Second – **Mr. Jones**

Approved – Unanimously

Approved: _____
Stephen Lincoln, Vice Chairman

Attest: _____
Jesse Dhami, Secretary/Treasurer

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.

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