

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
SEPTEMBER 12, 2016**

The regular meeting of the Carson City Visitors Bureau was held Monday, September 12, 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, Chairman
Jesse Dhami
Karen Abowd
Renee Plain
Sandra Nagel

STAFF PRESENT: Joel Dunn, Executive Director
Chris McQueary, Executive Assistant
Linda Macauley, Administrative Assistant

OTHERS PRESENT: Jason Woodbury, Carson City District Attorney
Gerd Poppinga, Capital City Arts Initiative member
Susan Hart, Bliss Bungalow Proprietor

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).**

Mr. Poppinga issued an invitation to the Arts Gallery reception at the BRIC September 13, 2016 from 5:30 to 7:00 p.m., with an artist from the Bay Area to follow.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – AUGUST 8, 2016 CCVB BOARD MEETING.**

Ms. Abowd moved to approve the minutes of the August 8, 2016 CCVB Board Meeting as presented.

Second – **Ms. Plain**

Approved – Unanimously

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE ADJUSTED CCVB FY16 BUDGET REPORT.**

Mr. Dunn gave the FY16 budget report overview. **Ms. Plain** asked about future advertising costs? **Mr. Dunn** replied that there will not be any other costs in this category. **Mr. Dhami** asked about dates and timeframes for these budget numbers; **Mr. Dunn** answered that the revenues and expenses are reported for the same timeframe. These are through year-end July and do not reflect August expenses. **Mr. Dhami** asked if there will be a separate line item for the 1%; **Mr. Dunn** will break it out nearly the same.

Mr. Dhami moved to approve the adjusted CCVB FY16 budget report as presented through June 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 JULY 2016.**

Mr. Dunn reviewed the monthly bills with the Board. **Mr. Dhami** asked if we are three years into the printer contract? We are actually into the fourth year of a five-year contract; **Mr. Dunn** is looking into upgrading from the 5100 to a 7100 copier/printer. If he can get a governmental contract, he will bring this item back to the board (likely in November). **Mr. Dhami** asked how **Mr. Dunn's** meeting with the San Francisco Arts Commissioner went; **Mr. Dunn** will summarize this in his Executive Director's Report later.

Ms. Plain moved to approve ratification of the CCVB monthly bills for July 2016.

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

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

- a. **Executive Director's Report** – **Mr. Dunn** mentioned a new lodging property at Lake Tahoe, but it resides in Carson City. It meets the requirements for paying lodging tax, and from what has been paid in just a few days it is evidenced that this will put them in the Top 5 properties.

Room Tax Revenue

- ✓ Top 5: \$1,246,979.71 (up 8% from 2015)
- ✓ Top 13: \$1,937,376.64 (up 8.7% from 2015)
- ✓ RV: \$47,659.73 (down 6.5% from 2015)
- ✓ Remaining: \$89,233.15 (up 109.6% from 2015)

Average Daily Rate

- ✓ Top 5: \$101.74 (up 6.4% from 2015)
- ✓ Top 13: \$82.35 (up 8% from 2015)
- ✓ RV: \$35.02 (down 0.2% from 2015)

Room Revenue – July 2016

- ✓ comparing 2016 to 2015
2016 Calendar Year=\$9,055,052.55; 2015=\$9,090,817.06 (down 0.39%)
FY (Jul-Jun) 2016=\$15,843,498.67; 2015=\$15,337,422.19 (up 3.3%)
- ✓ comparing 2015 to 2014
2015 Calendar Year=\$9,090,817.06; 2014=\$8,265,264.66 (up 9.99%)
FY (Jul-Jun) 2015=\$15,337,422.19; 2014=\$13,893,227.40 (up 10.39%)
- ✓ comparing 2016 to 2014
2016 Calendar Year=\$9,055,052.55; 2014=\$8,265,264.66 (up 9.56%)
FY (Jul-Jun) 2016=\$15,843,498.67; 2014=\$13,893,227.40 (up 14.04%)

Trailing 12 report

- ✓ \$16,042,437.95 (up 6.21% from 2015; up 14.40% from 2014)

Occupancy Rate

- ✓ Top 5: 78.8% (77.4% in 2015; 48.9% in 2014)
- ✓ Top 13: 68.9% (67.5% in 2015; 71.7% in 2014)
- ✓ RV: 38.3% (26.7% in 2015; 19.1% in 2014)
- ✓ Remaining: 20.5% (27.3% in 2015; 30.5% in 2014)

RevPar (Revenue per Available Room)

- ✓ Top 5: \$80.17
- ✓ Top 13: \$56.77
- ✓ RV: \$13.43
- ✓ Remaining: \$25.21

Mr. Dhimi commented that the remaining properties did not report correctly last year. He also asked when the last property audit was; there are three audits currently occurring, but the last time a remaining property was audited was at least ten years.

Other Updates –

- ✓ Mr. Dunn met with Carson City staff, Nick Marano (City Manager), other department heads, and the District Attorney's office regarding the Interlocal Agreement. Everyone concurred that it needs to be simplified. He will bring a draft to the October meeting for the board to review. **Mr. Boulware** asked if the agreement expired in June; yes.
- ✓ He also met with Martin Montgomery, who is responsible for the promotions and the running of the PowWow for Nevada Day. Mr. Montgomery attempted to obtain funding, but the Colony on

Curry Street falls outside of the redevelopment district. He has secured the Community Center gym, will go before the Board of Supervisors, and Mr. Dunn has offered cultural funding that might be necessary outside of City support (their original request was for approximately \$6,000).

- ✓ Mr. Dunn will be attending a roundtable discussion on September 19 regarding the V&T strategic planning session and marketing.
- ✓ He gave an update on the meeting with San Francisco Arts Commissioner (Susan Pontious). He was invited to attend their next vetting process with northern California forum for public art administration.

b. Marketing Update – Mr. Dunn stated that Kyle Horvath is meeting with event coordinators (a new event to Carson City) and cannot attend this board meeting. Mr. Dunn gave a brief summary and handed out the updated art guide/art walk brochure which was a Commission on Tourism Grant Funded project. We are on edition number 5 already.

c. Cultural Commission Update – There will be a meeting on September 20. He suggests changing the meeting frequency to every other month, and to schedule that meeting to follow that month's CCVB Board meeting (starting at 5:30 p.m.).

Ms. Abowd asked if there is a timeline for the charrettes with the artists for the public bike racks; Mr. Dunn will meet with Muscle Powered (the biking/walking organization that received all the donations - there is \$15,000 for the 30 donors). It will be two to three months before this process will take place due to RFP's and contracts taking place.

Mr. Dhimi initiated discussion regarding jobs in comparison, for example, to the Reno area; what can we do in conjunction with the Governor's office, NNDA, and the City Board of Supervisors to bring more jobs to Carson City? Mr. Dunn will bring this item back on next month's agenda.

d. Future Agenda Items – see above.

e. Upcoming meetings –

10/10/16 - CCVB Board of Directors

9/20/16 - Carson City Cultural Commission

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

Susan Hart – Bliss Bungalow is one of the "Remaining Properties." She stated to the Board that "we are back in business."

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

Ms. Plain will not be in attendance at the next meeting due to the birth of her child.

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

Ms. Abowd moved to adjourn at 4:50.

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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