

**CARSON CITY VISITORS BUREAU  
BOARD MEETING MINUTES  
DECEMBER 9, 2013**

The regular meeting of the Carson City Visitors Bureau was held Monday, December 9, 2013 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: Beth Kohn-Cole, Partner with Kohn and Company

**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):**

There were no public comments.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – NOVEMBER 18, 2013 BOARD MEETING.**

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

Second – **Mr. Lincoln**                      Approved – Unanimously

**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 12/9/13 agenda (moving item #9 to item #7).

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: APPROVAL TO ACCEPT THE CCVB FY 12/13 AUDIT.**

**Ms. Kohn** conducted the audit and stated that the audit was a “clean audit opinion with no findings.” There was an issue regarding the budget – bond funds that should be separate were written up as a ‘finding’. She has spoken with the Department of Taxation; in April 2014 they will review what the allocations are in the budget to see if they can make a budget augmentation to avoid this in the future (just within \$200).

**Mr. Lincoln** asked about the V&T Enterprise Fund. That is closed, and was also audited. **Mr. Boulware** asked about the transition of recommendations that were changed based upon operational things. **Ms. Kohn** replied that they didn't have a separate management letter and had no audit findings (except for the NRS and over expenditure). **Mr. Dunn** thanked Ms. Kohn for working with the CCVB during the transition and helping make it smooth.

**Mr. Lincoln** made the motion to approve the FY 12/13 audit report for the CCVB proved by Kohn and Company LLP.

Second – **Ms. Abowd**

Approved – Unanimously

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

**Mr. Dunn** stated that we are over in our revenues 52.3% reflecting year-to-date received of almost \$732,000. Adjustments to revenue – a lot of these will be paid out at the end of the year. Salaries and wages are below last year's. **Mr. Dunn** stated that he made one staff change recently with the elimination of events manager position. **Mr. Boulware** asked when this report is updated. **Mr. Dunn** stated that it is updated monthly and will bring the forecasted budget to the January board meeting that will entail salary savings, current/planned marketing and the trailing 12, etc. **Ms. Abowd** asked which category the Marketing and Advertisement got included under. **Mr. Dunn** stated under the Administrative budget, this will just reflect the full-time employees; the marketing budget is the next two sheets. **Ms. Abowd** also asked about the 73.3% for marketing and advertisement - where are we in terms of accomplishing our goals? **Mr. Dunn** stated we are about 67.2% of the balance of \$60,000 for the year. There are quite a few items that will be detailed out in January with some print media up-front costs. **Mr. Boulware** asked about the \$5,000 for the Fair – has there been any requests for expenses yet. No. **Mr. Dunn** stated he will be meeting with the Fair Chairman later this week and report back to the Board.

**Ms. Abowd** made the motion to approve the budget report for November 2013.

Second – **Mr. Jones**

Approved – Unanimously

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

**Mr. Dunn** stated that this includes a ‘finding’ that the auditor mentioned for a detailed report. The Board will see a large item for printing and advertising for \$2,417.75 in the Fallon Military Guide for “stay-cations”. There was a \$9,000 payment made for Divine 9. The \$6,582.69 is for the Certified Folder Display contract which is down \$3,000 from last year. **Mr. Dhami** asked about the Certified Folder Display – can we track return of investment, and how much is our total contract? **Mr. Dunn** stated yes, \$6,582.69 is the current contract. Last year was \$9,000; year before was \$12,000+. It is difficult to track for heads-in-beds with this printed media. When a business can vouch for a customer coming in because of a rack card, then there is data. That is the reason why we have kept the contract with the Tahoe Truckee Region. The other large item is the payment of the 3/8 % for room tax going to the Nevada Commission on Tourism. **Mr. Dhami** asked about the Bishop/Mammoth region. **Mr. Dunn** replied that all the visitor bureaus in these regions work together outside of Certified Folders in making sure everyone’s information is distributed.

**Mr. Lincoln** made a motion to ratify the CCVB monthly bills for November 2013.

Second – **Mr. Dhami**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –  
FOR POSSIBLE ACTION: DISCUSSION TO DISSOLVE THE CCVB MARKETING COMMITTEE.**

**Mr. Dunn** requested bringing this item back to the January board meeting. With as busy as the Bureau has been, there has not been an opportunity for the marketing committee to meet regularly. It seems like the Board’s initial intent was for this committee to work through the transition period of changing Executive Directors, as well as the new direction the Bureau is taking and we are beyond that now. Currently, **Mr. Dunn** will continue bringing marketing updates, etc. to the Board. **Mr. Lincoln** said he thought the intent of the committee was to oversee bigger endeavors in an advisory capacity and to indeed meet through the transitions. He feels that it is advantageous to have the committee on the books and be ready to meet when/if necessary. **Mr. Jones** disagreed stating that is what the Board is now responsible for and is happy with what the Executive Director is doing. He also commented that the consultant had recommended organizing an interim marketing committee with Linda Ritter carrying this out. **Ms. Abowd** stated she feels like the Bureau accomplished what it set out to do and it is time to let the marketing committee dissolve, with the Board reviewing any marketing issues. **Mr. Boulware** agreed and stated that **Mr. Lincoln** did a great job in chairing that committee through the transition which is never an easy thing to do. **Mr. Dhami** said he agrees with **Mr. Boulware** and **Ms. Abowd**.

This item will be carried over to the January agenda.

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

- a. **Executive Director's Report** – Mr. Dunn complimented the job Chris McQueary is doing representing the CCVB at the Reno Tahoe Territory meetings. He then reviewed Visitor Center guest visit statistics, gift store changes; October is the first month we have taken a hit in occupancy rates, revenue of top 13 properties, Trailing 12 stats, etc.
- b. **Marketing Team Update** – Mr. Dunn talked about Social Media facebook users and statistics, branding being tied in to local businesses, Twitter highlights, YouTube highlights and video updates, and Instagram.
- c. **Meeting/Event/Travel Update** – Mr. Dunn updated the Board regarding Sierra Outdoors Adventures with the Carson City ad on the inside cover which is published and widely distributed through the Reno Gazette Journal, Nevada Events and Shows with an ad on the inside of the back cover. Also, working with Laura Robb who is the Social Media Specialist with the Nevada Commission on Tourism and driving people to the website and downloading the Carson City app. **Mr. Boulware** asked how to get articles put in these publications. **Mr. Dunn** replied that we can let them know we are getting into the game of, for example, ski packages. **Ms. Abowd** asked if the hotel properties can advertise in these editions. **Mr. Dunn** stated absolutely. **Mr. Lincoln** asked about getting the word out about the augmented reality on the logo for the ads? **Mr. Dunn** answered that we did not receive the two NCOT grants we went after; this second cycle of grants were for day-to-day operations and maintenance (types of which we did not submit on). NCOT would like to help the CCVB in June when they have their new fiscal cycle with more funds to give out and we have a very good chance of getting grant(s) awarded because of the new technology path we are going after. We did, however, get grant acceptance for the Fuji Fairgrounds.

**Mr. Dunn** thanked Stephanie Arrigotti and Western Nevada College / Western Nevada Performing Arts for getting a billboard for the show *Les Miserables* located near Placerville, CA with grant monies. She gathered statistics on the show for heads in beds – 117 parties from outside the area representing 20 states, total of 284 people coming in for the show outside of 100 miles. **Mr. Dunn** stated that he is not sure about hotel room calculations.

The Nevada Commission on Tourism meeting in Las Vegas was Mr. Dunn's first Governor's Conference on Tourism. He had the chance to network with many professionals in the trade along with travel agents from other worldwide locations, rural Nevada communities (an internal symposium is needed for smaller communities which will in turn create heads in beds for us), Asian market contingent and good educational sessions. It was great to have reassurance that the CCVB is heading in the right marketing direction. He noted that next year's conference will be in northern Nevada.

Mr. Dunn's meeting with the Divine 9 group regarded the golf courses. They realize they need to change their direction and business model and need to track ROI and create heads in beds. There will be some significant changes in the next 30 days with new webpages and tracking/analytics. They will create a social media presence, market themselves differently and create marketing packages. Mr. Dunn will bring information from the next Divine 9 meeting (scheduled for next week) to the January CCVB Board meeting.

**Mr. Lincoln** asked for a synopsis on the mobile app. **Mr. Dunn** explained that work is proceeding with getting the app and the website up and running. We would like to start beta testing the week of December 16. We will also have a rack card that explains how the businesses and lodging properties will benefit, how to take advantage of the mobile app and send the Visitor Center their information to get onto the mobile app.

**Mr. Dhami** inquired about a possible typing error for October on page 3 of the report for ‘total revenue of all properties’ which shows a huge decrease from 2012. **Mr. Dunn** will check on this.

**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.**

**Ms. Abowd** asked for the date of the January Board meeting? January 13 (2<sup>nd</sup> Monday).

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

**Mr. Jones** made a motion to adjourn at 5:13 p.m.

Second – **Mr. Lincoln**                      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.

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