



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

The regular meeting of the Carson City Visitors Bureau was held Monday, December 12, 2016 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Renee Plain
Jesse Dhami
Karen Abowd

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: 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 –
PUBLIC COMMENTS AND DISCUSSION (Three minute time limit).**

None

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – NOVEMBER 14, 2016 CCVB BOARD MEETING.**

Ms. Abowd moved to approve the minutes of the November 14, 2016 CCVB board meeting as published.

Second – **Renee Plain**

One Abstention – **Jesse Dhami**

Mr. Woodbury stated that he would check to see if Ms. Plain can second and will have the item brought back at the end of the meeting.

Room Revenue

- ✓ comparing 2016 to 2015
2016 Calendar Year=\$14,345,836.00 2015=\$14,018,303.54 (up 2.34%)
FY (Jul-Jun) 2016=\$7,365,052.97; 2015=6,802,816.72 (up 8.26%)

- ✓ comparing 2015 to 2014
2015 Calendar Year=\$14,018,303.54; 2014=\$12,711,077.26 (up 10.28%)
FY (Jul-Jun) 2015=\$6,802,816.72; 2014=\$6,251,407.18 (up 8.82%)

- ✓ comparing 2016 to 2014
2016 Calendar Year=\$14,345,836.00; 2014=\$12,711,077.26 (up 12.86%)
FY (Jul-Jun) 2016=\$7,365,052.97; 2014=\$6,251,407.18 (up 17.81%)

Trailing 12 report

- ✓ \$16,405,734.92 (up 3.25% from 2015; up 14.82% from 2014)

RevPar (Revenue per Available Room)

- ✓ Top 5: \$66.04
- ✓ Top 13: \$43.52
- ✓ RV: \$6.23
- ✓ Remaining: \$7.70

Mr. Dhami stated that two one-time events made this higher in October, the fire crews and the special legislative session. **Ms. Abowd** asked about the decline in the RV REVPAR **Mr. Dunn** stated that he was looking at the 28 day plus on all properties which showed an average of 15,000 to 18,000 room nights a month that we lose due to the 28 days because of non-tax. With a greater portion being RV parks. **Mr. Dunn** stated he would bring back in January a report to show just RV's available spaces, occupied spaces and 28 day for the last couple of years.

- b. **Grants Update** – Mr. Dunn stated that the Nevada Commission on Tourism has always been our grant funding source and we may see a decrease in some of our grant funding due to new applicants. This cycle is for marketing.

- c. **Interlocal Agreement Update** – **Mr. Dunn** stated he does not have anything to report at this time. Mr. Dunn stated that we are working on getting the Nevada Day store up and running at our site.

- d. **Marketing Update** – **Mr. Horvath** gave updates on:
 - ✓ The website is being redesigned to show more videos and stories
 - ✓ He is working on the community/events calendar
 - ✓ The blog posts have new background pictures

- e. **Special Events Update – Mr. Dunn** gave updates on:
 - ✓ International Carson City Weekend Film Festival
 - ✓ The Carson City Gun Club is hosting 20 – 30 events next year. Five will drive significant room nights
 - ✓ In January the Swim Meet tournament schedule will be out

- 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 and applying for third-party grants
 - ✓ He has applied for two grant, one from San Antonio, National Latino Arts and Cultures and one for Pioneer High School from Van’s Custom Culture grant
 - ✓ He is working on Artists working outside of their studio and traveling shows through Nevada
 - ✓ Pop Up galleries in hotels for high occupancy weekends
 - ✓ The Nevada Arts Council will celebrate their 50th year in 2017
 - ✓ Working with NCOT Cultural Affairs to work together with tourism

- g. **Future Agenda Items – Mr. Dunn** stated at the January meeting he will bring back a draft of the Interlocal Agreement. First Cycle FY17 finalized grant update and the first draft of our strategic plan.

- h. **Upcoming meetings –**
 - 12/20/16 - Carson City Cultural Commission
 - 01/09/17 4:00 pm Carson City Visitors Bureau – Board of Directors
 - 01/09/17 5:30 pm Carson City Cultural Commission

Mr. Woodbury stated that the motion is good with the majority of those present. Two are sufficient to approve. **Ms. Plain brought back item #5, FOR POSSIBLE ACTION: APPROVAL OF MINUTES – NOVEMBER 14, 2016 CCVB BOARD MEETING.**

Ms. Abowd made a motion to approve the minutes of November 14, 2016 as published.

Second: **Ms. Plain** Approved – Unanimously with one abstention: Jesse Dhami

MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – PUBLIC COMMENT (three minute time limit).

None.

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

None.

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

Ms. Abowd moved to adjourn at 4:47.

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

Approved: _____
Renee Plain

Attest: _____
Jesse Dhami

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

/lm