



**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
May 8, 2017**

The regular meeting of the Carson City Visitors Bureau was held Monday, May 8, 2017 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Jonathan Boulware
Renee Plain
Karen Abowd
Sandra Nagel
Jesse Dhami

STAFF PRESENT: Joel Dunn, Executive Director
Chris McQueary, Executive Assistant
Linda Macauley, Administrative Assistant
Kyle Horvath, Social Media Manager
Mark Salinas, Director of Arts & Culture

OTHERS PRESENT: Iris Yowell, Carson City Deputy District Attorney

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** (three minute time limit)

None

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** Approval of Minutes –April 10, 2017 CCVB Board Meeting.

Ms. Abowd moved to approve the minutes of the April 10, 2017 as presented.

Second – **Ms. Plain**

Approved – Unanimously

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

No changes

**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 for accounting period through March 31, 2017 which is 75% of FY17. The room revenues are reported through February 2017. There are a lot of changes in the projected and budgeted columns. Under operating supplies in the projections there is a \$65,000 item to purchase a trail excavator.

Ms. Abowd moved to approve the adjusted FY17 budget report as presented through March 2017.

Second – **Mr. Dhami**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** Approval for ratification of the CCVB statement of accounts payable checks and p-card reports for March 2017.

Mr. Dunn reviewed the monthly invoices through March 2017 and P-card purchases with the Board. **Mr. Dhami** asked if there was a financial analysis of Epic Rides last year or an economic impact report. **Mr. Dunn** reported two reports were done; \$1.2 to \$1.4 million of direct spending.

Ms. Plain moved to approve the ratification of the CCVB account activity statement of accounts payable checks and p-cards reports for March 2017

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** reviewed the Executive Director's report.

Room Tax Revenue March 2017

- ✓ Top 5: \$1,041,501.19 (up 53.5% from 2016)
- ✓ Top 13: \$1,464,789.93 (up 55.0 from 2016)
- ✓ RV: \$10,796.97 (down 18.4% from 2016)
- Total: \$1,493,012.39 (up 54.11 from 2016))

Average Daily Rate

- ✓ Top 5: \$96.66 (up 9.0% from 2016)
- ✓ Top 13: \$65.62 (up 9.7% from 2016)
- ✓ RV: \$30.69 (up 8.6 % from 2016)

Room Revenue

- ✓ comparing 2017 to 2016
2017 Calendar Year=\$3,623,762.52; 2016=\$2,883,482.60 (up 25.67%)
FY (Jul-Jun) 2017=\$13,336,012.26; 2016=\$11,746.24 (up 13.53%)
- ✓ comparing 2016 to 2015
2016 Calendar Year=\$2,883,482.60; 2015=\$2,948,919.61 (down 2.22%)
FY (Jul-Jun) 2016=\$11,746,198.24; 2015=\$11,070,854.98 (up 6.10%)
- ✓ comparing 2017 to 2015
2017 Calendar Year=\$3,623,762.52; 2015=\$2,948,919.61 (up 22.88%)
FY (Jul-Jun) 2017=\$13,336,012.26; 2015=\$11,070,854.98 (up 20.46%)

Trailing 12 report

- ✓ \$17,949,324.00 (up 12.09% from 2016; up 19.09% from 2015)

RevPar (Revenue per Available Room)

- ✓ Top 5: \$68.59
- ✓ Top 13: \$46.50
- ✓ RV: \$3.95
- ✓ Remaining: \$4.92
Total: \$40.16 (up 80.1% from 2016)

Occupancy

- ✓ Top 5: 71.0%
- ✓ Top 13: 64.6%
Total all: 57.01% increase from 2016 of 34.8%

- b. CCVB Strategic Plan Update – Mr. Dunn** reported that the Adam’s Hub will conduct the stake holder portion on Tuesday, May 23rd from 8:00 am to 1:00 pm. The Board members and staff of the CCVB will have an input. The draft form will be at the June 12th board meeting for final approval at the July board meeting. This will be a five year plan starting July of 2017.
- c. Grants Update – Mr. Dunn** reported on current grants ending for this year and the four grants submitted for 2018 to the Nevada Commission on Tourism. NCOT matching grants ending June 30 this year; Interactive mapping for \$5,000, Downtown Marketing for \$5,000, Visitors Guide reprint for \$8,000, Carson City Trails campaign for \$7,500 and the Reflections of the Great Basin Native Artists marketing campaign for \$3,500. There are four marketing grants submitted for the next year; Single Track Adventure for \$25,000, Reimagine Space for \$5,000, Nevada Magazine yearly ad and the Ghost Walk video for \$5,000.
- d. Marketing Update – Mr. Horvath** gave updates on:
 - ✓ Rural Round Up in Elko
 - ✓ Sea Otter Classic
 - ✓ Epic Rides race in Prescott
 - ✓ Social Media

- ✓ Travel Nevada wedding tour group
- ✓ Travel Nevada Mandarin insert
- ✓ New video content
- ✓ Mountain Resort Tahoe video
- ✓ Silver State Update
- ✓ Action Sports Journal print ad
- ✓ Remarketing with Nevada Appeal for Ride Carson City
- ✓ Geo-Fence for App and website
- ✓ Visitors Guide for Summer and Fall

e. Events Update – reported above

f. Cultural Commission Update – **Mark Salinas** gave updates on:

- ✓ Muscle Powered bike rack meeting May 1st
- ✓ KOLO interview
- ✓ Applicants for bike racks chosen
- ✓ Annual Arts Day at the Legislature
- ✓ Rural Roundup
- ✓ Artrepreneur workshop
- ✓ UNLV students to clean up Stewart Indian School
- ✓ Large grant to be announced at a later date
- ✓ Nevada Day costume ball

Mr. Dunn reported that he and Mr. Salinas and a member of the Nevada Arts Council were able to tour Ely, Eureka and Austin coming back from Rural Roundup.

g. Future Agenda Items – **Mr. Dunn** reported

- ✓ Strategic Plan draft
- ✓ Annual Review
- ✓ FY17 Budget Augmentation

h. Upcoming Meetings

- ✓ 06/12/17 4:00 pm Carson City Visitors Bureau – Board of Directors
- ✓ 07/10/17 5:30 pm Carson City Cultural Commission

Ms. Abowd stated that she is not available for the June 12th board meeting. **Mr. Boulware** stated that due to Mr. Dunn’s performance review on that date we will look at an alternate date for the meeting.

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – PUBLIC COMMENT (three 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.

Ms. Abowd reminded people to buy their tickets for the Concert Under the Stars at carsoncitygreenhouse.org.

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

Ms. Plain moved to adjourn at 5:05.

Approved – Unanimously

Approved: _____
Jonathan Boulware

Attest: _____
Renee Plain

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

/lm