

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
July 14, 2014**

The regular meeting of the Carson City Visitors Bureau was held Monday, July 14, 2014 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
James Salanoa, Visitor Center Services
Kyle Horvath, Social Media Manager

OTHERS PRESENT: Molly Walt, Comstock Shootout Soccer Tournament Director
Miya MacKenzie, MacWest Marketing
Josie Martel, MacWest Marketing
Tara Burke, Computer Artistry

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):**

MS. WALT thanked the Board for sponsoring their event this year which was their 21st. In 2015, the boys' event is scheduled for April 18-19; and April 25-26 is the girls' event. They had over 180 teams. **Mr. Lincoln** asked how many people participated in the tournaments. The smallest team has over 10 members and all but one hotel was sold out that weekend. **Mr. Dhami** asked if the girl's weekend was the most popular. **Ms. Walt** stated that it has to do with the dates which they alternate: this year the boys' event was scheduled second (in 2015 it will be first), and having a late Easter holiday/Spring Break this year the girls' weekend tournament took a hit. **Mr. Dunn** thanked them for their work.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – JUNE 9, 2014 BOARD MEETING.**

Ms. Abowd made a motion for approval of the minutes for the June 9, 2014 Board meeting as published.

Second – **Mr. Jones**

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 approve the agenda as presented.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE FY14 BUDGET REPORT.**

Mr. Dunn reviewed this information with the Board. **Mr. Jones** asked about the Interlocal Agreement – when are they supposed to provide the information and when are we mandated to close last year's books? **Mr. Dunn** will request seven working days, and internally we are to have expenses detailed by June 30. By statute we will close out by the end of August. **Mr. Boulware** asked who the resolution person would be if parties can't reach agreement? **Mr. Dunn** replied it is the CCVB. **Mr. Dhami** asked about the discrepancy of \$5,000 in the V&T fund; **Mr. Dunn** replied that it is the actuals vs. projected in the revenues on page 1.

Mr. Lincoln made the motion to approve the 2013-2014 FY2014 master budget report as published.

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

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

Mr. Dunn reviewed the monthly bills with the Board with check details and other information. **Mr. Lincoln** asked about the 0540 category for special events - should that have been under 0542 for advertising. **Mr. Dunn** replied that the \$3,047 is for the backpacks and bags with the Carson City and NV150 logo and to help promote the State Track and Field Championships, the NV150 Fair, and the Nevada Day Parade. While it is marketing for these three special events, those entire categories would have to be allocated towards marketing if this change were made.

Mr. Lincoln made a motion to ratify the CCVB monthly bills for June 2014.

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

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

- a. **Executive Directors Report** – **Mr. Dunn** gave the report on the number of visitors to the visitor center (970); he also reported numbers for the properties. The occupancy rate for Top 13 for May ending

report was 54.7% (down 6.9% from same time 2013, but up 11.17% compared to 2012). Year-to-date average is 44.21%; 7.69% down from 2013, but up 10.21% compared to 2012. Top-5 properties occupancy rate = 65.15% (down 8.34% from 2013, up 14.07% from 2012). Average Room Rate for top 13 properties was \$67.49 (up 11.6% from 2013 and up 6.6% from 2012). Average Room Rate for top 5 properties \$83.23 for May (up from 2013 which was \$81.14 and down 1.91% from 2012). Year-to-date total for the Top 5 properties is \$78.44, which is up 1.34% from 2013 and up about .5% from 2012.

Total revenue for all properties for May: \$1,371,588.62 (up 3.79% from 2013 and up 16.45% from 2012). Year-to-date total: just over \$5M (up 5.07% from 2013 and up 14.26% in 2012). Total revenue for the Top 13 properties: \$1,284,000 (up 3.27% from 2013 and up 17.18% in 2012). Total revenue for the Top 5 properties: \$825,809.14 (down from \$886,012.05 for 2013 and up over 8% for 2012.) The year-to-date total is down .5% from 2013; for 2014 \$3,369,000 (increase of 10.86% from 2012).

Trailing 12 report: \$13,869,385.06 (up 12.91% from 2013, up 15.38% from 2012).

Mr. Dunn reported a comparison for the region. The Reno Sparks Convention and Visitors Authority (RSCVA) has a lower rate than Carson City occupancy – 54.7% for Carson City for May 2014 vs. Reno at 40.18% (Reno had a 1.42% loss compared to May 2013). For Douglas County (the Nevada side of Tahoe and the valley) – the valley had 49.58% (down 6.69% from May 2013). And the Tahoe properties had 60.3% for May, down 2.7% from May 2013. Year-to-date averages (none from Reno) for Douglas County is over 44% (down 8.94% from May 2013). Tahoe properties from the lake side were at 57.43% (down 2.78% from May 2013). He will follow up to check on numbers.

The Reno Tahoe Territory (RTT) meeting was held at Heavenly Tahoe last week, and we are working to get Lake Tahoe package deals together. Kyle Horvath, who is the new Social Media Manager, has met with the Heavenly marketing director to discuss the role Carson City can play.

On Thursday, July 17 at 1:30 p.m. the Carson City Board of Supervisors will interview candidates to fill three of the CCVB seats – Stan Jones, Jonathan Boulware, and Stephen Lincoln’s positions are up for either reappointment or a new board member. **Mr. Dunn** presented **Mr. Lincoln** with a plaque for his service to the CCVB and thanked him. **Mr. Boulware** thanked Mr. Lincoln for his guidance and commitment. **Ms. Abowd** also thanked Mr. Lincoln for his service and for spearheading the marketing committee. **Mr. Lincoln** appreciated the recognition and said he “enjoyed the ride” for these six years.

Mr. Dunn talked about the grant-funded facilities guide, and scheduling for the MAC when it opens. **Mr. Lincoln** asked about the V&T railroad not being listed here. **Mr. Dunn** replied that it will be added because it can be used for a facility for a group’s entire event. Mr. Dunn mentioned all the marketing and advertising being done to drive people to download the CCVB app. **Ms. Abowd** asked about the fair tee shirts; Susan Taylor is developing them and yes, they will be for sale in the visitor center and online (which drives people to the website). The new plate for the Willy is the Battle Born theme (CCNV). The new rack cards will be ready after proofing. **Mr. Dhami** asked about hours of operation for the fair; basically noon to midnight.

- b. **FY14 Marketing Presentation – Mr. Dunn** thanked the marketing team and they presented updates to the Board. **Mr. Dunn** and **Mr. Jones** commented that **James Salanoa** does a wonderful job. He also added that he would like to see restroom capabilities added for customers and coffee added to the Visitor Center.

The events calendar allows people to see what is coming up, and also to post events. The calendar allows social sharing. Statistics were given for website visiting, globally. **Mr. Boulware** asked about the 21% increase in users, is that California users? Yes, and these are people who have never been to the website. **Mr. Boulware** also asked if that is how people are learning about our website. **Mr. Dunn** stated that it is print media, travel magazines, etc. that drives people to the website. The e-newsletter information was presented. They are testing to see which day of the week is best to e-mail out.

Ms. Abowd asked about a biking event, for example, scheduled – can we target that information going out prior to the event. **Ms. MacKenzie** answered that they inherited the 10,000 subscribers so there is no information on them, but all of the new subscribers are asked about their interests. She also talked about press releases, helping with the branding efforts and Miss USA is coming to Carson City this week.

A social media update was presented with differences between Facebook users, Twitter, and outreach. There are several contests for Nevada Day. **Mr. Horvath** gave a presentation and talked about getting people to recognize our brand regionally and internationally using social media.

Mr. Dunn thanked the team and that it has been an outstanding year and we are nowhere near done. **Mr. Boulware** congratulated Mr. Dunn on his first year and the team he has put together.

- c. **NCOT Grant Update – Mr. Dunn** stated that he will have a report at the August meeting.
- d. **Special Presentation** – Appreciation given to Mr. Lincoln, above.
- e. **August Meeting: 8/11/14 – Mr. Dunn** stated at this meeting the Board will be doing part of his evaluation for his first year.

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

Mr. Dhami stated that the numbers are going up and he is excited for next year which is a Legislative year and our objective should be to get the per diem rate up by October 31st which is the deadline.

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

Ms. Abowd made a motion to adjourn at 6:04 p.m.

Second – **Mr. Lincoln**

Approved – Unanimously

Approved: _____
Jonathan Boulware, Chairman

Attest: _____
Jessie 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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