

**CARSON CITY VISITORS BUREAU  
BOARD MEETING MINUTES  
August 11, 2014**

The regular meeting of the Carson City Visitors Bureau was held Monday, August 11, 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  
Jesse Dhami, Secretary/Treasurer  
Stan Jones  
Karen Abowd  
Renee Plain

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

OTHERS PRESENT:

**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):**

None.

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

**Mr. Jones** 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 MINUTES – JULY 14, 2014 BOARD MEETING.**

**Ms. Abowd** made a motion for approval of the minutes for the July 14, 2014 board meeting as published.

Second – **Mr. Jones**                      Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION -  
BOARD DISCUSSION AND POSSIBLE ACTION: ELETION OF OFFICERS. CURRENT OFFICERS: JONATHAN  
BOULWARE, CHAIRMAN, STEPHEN LINCOLN, VICE CHAIRMAN, JESSE DHAMI, SECRETARY/TREASURER.**

**Mr. Boulware** asked for nominations for the Secretary/Treasurer position.

**Ms. Abowd** made a motion to nominate Jesse Dhami.

Second – **Renee Plain**                      Approved – Unanimously

**Mr. Boulware** asked for nominations for the Vice Chairman position.

**Ms. Abowd** made a motion to appoint Stan Jones.

Second – **Jesse Dhami**                      Approved – Unanimously

**Mr. Boulware** asked for a nomination for the Chairman position.

**Ms. Abowd** made a motion to appoint Jonathan Boulware to remain as Chairman.

Second – **Stan Jones**                      Approved - Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –  
FOR POSSIBLE ACTION: APPROVAL OF THE FY15 BUDGET REPORT.**

**Mr. Dunn** stated that this is the first report he will cover that has come out of the City’s HTE system. **Mr. Boulware** asked if this is current, and also asked what happens when we go over or under the budget-can this number be readjusted? **Mr. Dunn** replied that yes, we can do an augmentation with the Department of Taxation and also with the City. It will go in the current estimate, and the annual estimate will reflect this. **Mr. Dhami** asked what month this is for? It is June’s revenue; the expenses reflect July. **Mr. Boulware** asked about ‘total expenses’; **Mr. Dunn** replied that he will bring a cover for administrative details that looks exactly like the other reports. **Mr. Jones** asked about a grant; **Mr. Dunn** replied with the augmented reality answer. **Mr. Boulware** asked if there is a change to the bottom line of what we budgeted for 14/15, and how that affects the lease agenda item; **Mr. Dunn** replied no change, nor is any foreseen; plus this will have to be brought back next month regarding the lease.

**Ms. Abowd** made a motion to approve FY15 Budget Report.

Second – **Ms. Plain**                      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. Dhimi** asked about banners for Fairview Drive; **Mr. Dunn** replied that it is a grant project that he would like to have completed by the end of this year-certainly by next fiscal year.

**Mr. Jones** made a motion to ratify the CCVB monthly bills for July 2014.

Second – **Ms. Abowd**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: APPROVAL FOR EXECUTIVE DIRECTOR TO EXECUTE A LEASE AGREEMENT TO  
RELOCATE THE CCVB TO 716 N. CARSON ST.**

**Mr. Dunn** gave a summary of the possible new location he feels is ideal with a prime downtown location. This location shares a city block with the Nevada State Museum and shares city & state museum parking. RV Parking is available on Washington Street and lots that are available. His biggest concern is with the current joint ownership with the Chamber of Commerce for the building (which cost \$150,000 to build); he has spoken with the Chamber Director and the Chamber board said they would agree to buy the CCVB out for \$100,000. The CCVB does not own the land; we are on a 20-year agreement with the state. He also stated that it is still about 2 years before the freeway through Carson City is complete, the city is doing a significant improvement to the downtown corridor, and he believes we have about 1.5 to 2 years to market Highway 50 as the gateway to our community. He feels the Bureau offices/gift shop should be downtown.

Some expenses the CCVB incurs as property owners that it would not have if office space was leased are: \$6,000 towards the joint building fund with the Chamber, repairs and maintenance (\$3,550 paid this last year for A/C, electrical, installing electrical for new equipment), standard supplies (i.e., restroom, etc.) was \$400, cleaning service (\$1,920), \$450 for pest removal this summer, and landscape maintenance (\$1,200). The total for FY13/14 was \$13,520. The e-store should be up and running in the next month. We will have to make some cuts to allow for this.

**Mr. Dunn** stated that the lease agreement (5 years) according to commercial realtors within the community said the lease agreement is standard. The cost came in lower of \$1.20 per square foot upwards to \$1.34 (\$1.15 the first year, going to \$1.20 the second year, \$1.24 the third year, \$1.28, and ending with \$1.32 for the final fifth year). Total monthly payments for the first year would be \$3,284; ending lease agreement September 14, 2019 with \$3,770 for monthly payments. He has a copy of the joint ownership agreement with the Chamber of Commerce and has reviewed that; he does not feel we will incur any costs. We can just do a transfer of deed with a transfer of payment, and eliminate some of the escrow costs. **Ms. Abowd** asked about utility costs in the new space; **Mr. Dunn** answered that there is not a single meter for that square footage; it is metered for the front side of the building. So it will have to be broken out after the first month's payment, CCVB will be the single tenant. **Ms. Abowd** asked if there is space to park the Willy vehicle for appropriate display? **Mr. Dunn** said it can be used in the front section for marketing purposes.

**Mr. Dhami** asked the timeline for the transfer of property and \$100,000 with the Chamber of Commerce?  
**Mr. Dunn** answered we can start tomorrow (August 12, 2014). **Mr. Dhami** also asked if there is a break for making one annual payment for the lease vs. 12 payments; **Mr. Dunn** said that is a good idea-he will pursue it.  
**Mr. Jones** spoke with the Chamber Director and they can cut the check whenever it is appropriate.  
**Mr. Boulware** asked if a 5-year lease is typical; **Mr. Dunn** said yes. **Mr. Boulware** commented that he likes the new space as well, and asked if the Executive Director believes the CCVB can afford this through expense management and revenue growth; **Mr. Dunn** replied absolutely. **Mr. Dhami** asked if 30 days is enough time for a move? **Mr. Dunn** said we have already begun contacting moving companies for estimates. And the timing would provide the Bureau a window of opportunity to be downtown with a couple more months of the visitor season. **Mr. Jones** asked about the 'signage' comment in the agreement; **Mr. Dunn** said Steve Kaplan is the new owner and the Washington Street Station will be rebranded when the CCVB moves in as the Carson City Square. There will be an LED sign, and we can do our own signage. We can use the front space that has a secondary door for the gift shop. **Ms. Plain** asked how much remodeling is expected? **Mr. Dunn** replied that there is a bit of remodeling with a non weight-bearing wall to be removed between two offices (the landlord will complete at their expense). We will need to be hooked up to the City's network, too. And the new space will accommodate a secondary internet provider. **Mr. Dhami** asked about a boardroom, and who owns the existing conference room furniture (upstairs in the Chamber)? Yes, there is a conference room for 10-12 people. And **Mr. Dunn** will look into furniture ownership (the current table might not fit in the new space), and answered **Mr. Dhami's** query about additional moving costs.

**Mr. Dunn** said that in walking through the new property the new landlord made a donation to the CCVB; they are very invested in Carson City. They promised that if the CCVB chose to be the anchor tenant, the landlord would donate another \$10,000 from the foundation that represents the landowner (which would help pay for additional moving costs such as new conference table). **Mr. Jones** commented that he noticed there was new trim paint on the building.

**Mr. Dhami** made a motion to approve the CCVB Executive Director to enter into a lease agreement for the property located at 716 N. Carson Street for the relocation of the CCVB office and Visitor Center.

Second – **Ms. Abowd**                      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 in July to the visitor center (1,286); he also reported numbers for the properties. The occupancy rate for Top 13 for June ending report was 57.7% (down 12.67% from same time 2013, but 4.18% compared to 2012). Year-to-date average is 44.21%; 8.77% down from 2013, but up 6.88% compared to 2012. Top-5 properties occupancy rate = 70.43% (down 4.83% from 2013, up 9.07% from 2012). Average Room Rate for Top 13 properties was \$68.51 (up 5.5% from 2013 and up 9.37% from 2012). Average Room Rate for Top 5 properties \$88.23 for June (up 7.47% from 2013, and up 5.12% from 2012). Year-to-date total for the Top 5 properties is up 5.08% from 2013 and up about 3.9% from 2012.

Total revenue for all properties for June: \$1,436,114.67 (down 8.07% from 2013, and up 4.4% from 2012). Year-to-date total: \$6,459,674.08 (up 1.84% from 2013, and up 11.93% in 2012). Total revenue for the Top 13 properties: \$1,343,672 (down 7.46% from 2013, and up 4.81% in 2012). The year-to-date total is up 2.2% from 2013; up 12.88% from 2012. Total revenue for the Top 5 properties: \$931,818 in June (down 6.47% from 2013, and up 6.45% for 2012.) Year-to-date total is \$4,387,331.92 (up .09% from 2013, and up 12.7% from 2012).

Trailing 12 report: \$14,019,352.47 (up 11.46% from 2013, and up 18.53% from 2012). Year-to-date average is \$13,894,397.63 (up 12.66% from 2013, and up 15.9% from 2012).

**Mr. Dhimi** asked about the statistics regarding revenues for the Top 13 compared to the Top 5 for year-to-date; **Mr. Dunn** offered to draw a third report for ‘remaining properties’.

**Mr. Dunn** relayed that he attended the Board of Supervisors meeting regarding the Parks and Recreation and the Boys and Girls Club for the use of the MAC. He feels that the CCVB should be represented at the table for the MAC scheduling. He also feels this can be expanded out to the School District. **Mr. Boulware** asked about how the agreement will work for community sports tournaments? **Mr. Dunn** replied that this is still in the development phases, but the Board of Supervisors passed that the primary user of the facility during programmatic hours is to be the Boys and Girls Club. Outside of their programmatic hours, the Recreation Division would take that. He is confident that the Boys and Girls Club will work with the CCVB on Friday usage for the CCVB for tournaments. Per our agreement, the MAC is not included in our Interlocal Agreement as one of our facilities. **Mr. Dunn** also stated that he feels the CCVB is at least a third-player at the table (with 35.1% of all taxable sales in Carson City that came by way of visitors). About 24% of our budget goes to Parks and Recreation annually.

**Mr. Dunn** also requested that Mr. Dhimi work with him and Ms. McQueary to identify the star report in the next month.

**Mr. Dhimi** also asked about the federal per diem since the federal fiscal year is ending in approximately 45 days; **Mr. Dunn** replied that he has talked to Washington, D.C. staff and relayed the impact to the local properties (we are not the only community affected). He will continue working with Senator Mark Amodei’s office, and will prepare a detailed report for next month’s board meeting.

**Mr. Dunn** gave a marketing report involving information about the Sesquicentennial State Fair, including Fuji Park improvements and attendees coming in from out of the area. Other marketing news: there are a couple of contests for residents going on, folks are excited about the upcoming Nevada Day events, and he will attend (as part of the NV Commission on Tourism) the Bike Fest in September in Las Vegas. **Mr. Dhimi** asked for the cost of a banner at the new location since the Nevada Day festivities are coming up soon.

**Mr. Boulware** announced that the Executive Director’s annual performance review will be at next month’s meeting (open meeting) due to a 21-day requirement that Mr. Dunn receives correspondence stating same.

Mr. Dunn thanked Ms. Renee Plain for stepping up into the new Board position.

**b. September Meeting: 9/8/14**

**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. Boulware welcomed Ms. Renee Plain to the Board.

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

Mr. Jones made a motion to adjourn at 5:05 p.m.

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

Approved: \_\_\_\_\_  
**Jonathan Boulware, Chairman**

Attest: \_\_\_\_\_  
**Jesse 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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