

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
SEPTEMBER 8, 2014**

The regular meeting of the Carson City Visitors Bureau was held Monday, September 8, 2014 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Stan Jones, Vice Chairman
Jesse Dhami, Secretary/Treasurer
Karen Abowd
Renee Plain

STAFF PRESENT: Joel Dunn, Executive Director
Chris McQueary, Executive Assistant
Linda Macauley, Administrative Assistant
Kyle Horvath, Social Media Manager

OTHERS PRESENT:

Call to Order.

Roll call was taken and a quorum was present.

Mr. Jones led the pledge of allegiance.

**MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
PUBLIC COMMENTS AND DISCUSSION (FIVE MINUTE TIME LIMIT)**

None.

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

Ms. Abowd made the motion to adopt the agenda as published.

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

**MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – AUGUST 11, 2014 BOARD MEETING**

Ms. Abowd made a motion for approval of the board meeting minutes for the August 11, 2014 board meeting as published.

Second – **Ms. Plain** Approved – Unanimously

**MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR BOARD DISCUSSION AND POSSIBLE ACTION: EXECUTIVE DIRECTOR PERFORMANCE REVIEW**

Mr. Jones asked Mr. Dunn to verbally verify that he was sent a letter on August 11, 2014 that this review would be conducted during this meeting and that Mr. Dunn received this correspondence. **Mr. Dunn** acknowledged that yes, according to NRS 241.033, he did sign this letter on August 11, 2014.

Mr. Jones commented that what has transpired this past year is almost amazing; it is nearly impossible to list all the accomplishments that Mr. Dunn and his staff have done. Congratulations to all! He is recognized as a leader in our community. There are many changes including our significant leadership in the social media area. Thank you for all you have done.

Ms. Abowd said that where Mr. Dunn has taken the financial transparency of the CCVB is amazing and she echoes what Mr. Jones said. With the heads-in-beds and tourist traffic through marketing Carson City, she is very grateful to him and to his staff that he has hired.

Mr. Dhami said that Mr. Dunn’s reorganization of the office, his accomplishments especially during a non-legislative year is a big accomplishment -- \$1.8 m in taxable revenue – first time ever.

Ms. Plain relayed that the new marketing is exciting; she loves how local consultants have been hired.

Mr. Dunn thanked the Board; and he also thanked his staff.

**MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL FOR COMPENSATION ADJUSTMENT FOR THE CCVB EXECUTIVE DIRECTOR**

Ms. Abowd made the motion to approve a compensation adjustment for the Executive Director of the CCVB in the amount of \$93,000 (base) plus \$1,000 (car allowance) based on the performance evaluation for the period of May 31, 2013 to May 31, 2014. The compensation adjustment will be retroactive to the anniversary date of May 31, 2014 – and I should add that we were going to do an evaluation in six months from this date.”

Second – **Mr. Dhami**

Approved – Unanimously

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

Mr. Dunn reported that this information is from the *HTE* system from the City. Total expenses and revenue looks great. There were not a lot of changes; this month has been about getting through the audit.

Mr. Dhami asked how we carry on the backup as to what carries where? **Mr. Dunn** explained how to maneuver through this new report.

Mr. Dhami made a motion to approve FY15 Budget Report as presented.

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

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

Mr. Dhami asked about two charges for Agency 36; **Mr. Dunn** replied that this was for two payments that fell in July-we are moving forward on the augmented reality. **Mr. Dhami** also asked about the trailer sales – was this an event? **Mr. Dunn** replied this is the trailer to haul the Willies, and it will become a tow-able float for the Nevada Day Parade. We received a \$2,000 grant from BAWN and \$1,000 from Lowe’s to turn the trailer into a float. It is at Miles Construction who is putting a raised capitol dome and a front air dam that will mirror the Willies. **Mr. Dhami** asked if the Visitor Center will be open for Nevada Day; yes, and we will partake in all downtown events. **Mr. Dhami** asked about using the parking lot for advertising; yes, but the parking lot is owned by the state and operated by the museums. **Mr. Dunn** has spoken to Peter Barton about having some limited 20-minute parking for the Bureau, and they are willing to work with us (however, the parking is enforced by the City, so we will have to work with Al Kramer on that).

Ms. Abowd commented that the Battle Born 150 banners look great and asked if that is what the \$3,000 street banner charge is for. **Mr. Dunn** stated yes, that will wrap up into another one of the grant projects we have for signage.

Mr. Dhami asked about Wilks Broadcasting? **Mr. Dunn** said this is the final payment for the radio advertisement for the NV150 Fair (total of 700 spots on five radio stations).

Ms. Plain asked about the charge to *Horsetails*? This is the publication that goes in all the feed stores in the rural communities, which was a suggestion from the 4H and FFA.

Mr. Dhami asked if **Mr. Dunn** has spoken to the new landlord regarding prepaying the annual rent. **Mr. Dunn** responded that there is no financial incentive for prepayment since the landlord gave the CCVB “rock bottom” pricing on the square footage regardless of a prepayment, so we will move forward with the payment schedule.

Ms. Abowd made a motion to ratify the CCVB monthly bills for August 2014.

Second – **Mr. Dhami**

Approved – Unanimously

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

a. Executive Directors Report – Mr. Dunn reported that the number of visitors in August was 1,181.

Occupancy Rate

- ✓ The occupancy rate for Top 13 for June ending report was 57.78% (down 12.67% from same time 2013, and down 4.18% compared to 2012). Year-to-date average is 46.47%; 8.77% down from 2013, but up 6.88% compared to 2012.
- ✓ Top-5 properties occupancy rate was 70.43% (down 12.95% from 2013, down 2.18% from 2012).
- ✓ Average Room Rate for Top 13 properties was \$68.51 (up 5.5% from 2013, up 9.37% from 2012).
- ✓ Year-to-date average for the Top 13 properties was \$63.42 (up 11.04% from 2013, up 7.09% from 2012).
- ✓ Average Daily Rate for Top 5 properties \$88.23 for June (up 7.47% from 2013, up 5.12% in 2012).
- ✓ Year-to-date average for the Top 5 properties is \$82.16 (up 5.08% from 2013, up 3.9% from 2012).

Total Revenue

- ✓ Total revenue for all properties for June: \$1.4M (up 7.72% from 2013, up 11.76% from 2012). Year-to-date total: \$6,459,674.08 (up 3% from 2013, up 11.89% in 2012).
- ✓ Total revenue for the Top 13 properties: \$1,680,000 (up 7.55% from 2013, up 12% in 2012). The year-to-date total is up 3.17% from 2013; up 12.69% from 2012.
- ✓ Total revenue for the Top 5 properties: \$1.11M in July (up 6.08% from 2013, up 6.34% for 2012.) Year-to-date average is 1.26 and 10.88 compared to 2012 (up .09% from 2013, up 12.7% from 2012).

Trailing 12 report

- ✓ Up 12.12% from 2013, up 16% from 2012.

Other

- ✓ We will extend the Visitor Center hours to 9:00 – 6:00. We can cut some administrative hours with staffing changes for hours saving \$16,000-\$17,000.
- ✓ The per diem for Carson City went down another \$1 (to \$87); the CCVB has no influence on how the GSA sets their per diem rate. **Mr. Jones** asked what the per diem rate currently is: \$88 (it dropped \$3 from \$91 last year). **Mr. Dhami** made further comments about the per diem rate changes and commented that the real loss is to the government employee; **Mr. Dunn** said he will continue working with Senator Mark Amodei's office, and plans to present a five-year comparison to the CCVB Board.
- ✓ The lease for the new location has been signed, and the arrangements with the Chamber of Commerce have been worked out. There will be a check signing and a sign-over-the-property press event on Monday, September 15 at 3:00 p.m. (at 716 North Carson Street – the new location).

- b. Marketing Report** – **Kyle Horvath** reported that we have eight social media platforms. A few details are listed below:
- ✓ **Facebook** – increased to 1,708 likes, maybe more right now because of the contests we are running (one was ‘Beat the Heat,’ the second contest is ‘Street Vibes,’ and the third contest was the pronunciation of ‘*Sesquicentennial*’ during the State Fair. Additional statistics are: reaches about 10,000 people per month. Females make up 70%, and males make up 30% (but the females are ‘sharing’ the site with their husbands). Nobody under 17 years of age.
 - ✓ **Twitter** – we have about 1,500 followers. We have more than doubled that number in the last year. A little over 10,000 impressions per month – 65% male and 35% female. Top interest is business news, politics, current events, comedy, music, and tweets about motorcycle riding is currently the hottest topic. The top following states are: Nevada, California, and then Kansas.
 - ✓ **Instagram** – we have 128 followers, and we post pictures of events as they are happening, and also outdoor/recreation events such as hiking. One idea is to do an Instagram Scavenger Hunt, incorporating some kind of prize the winner receives at the Visitor Center. *NevadaWolf* is an ‘influencer.’ ‘*Carson City Desert Rat*’ is tagging Carson City on all their posts.
 - ✓ **The Vine** – six-second video share – age group is 21 and under.
 - ✓ **YouTube** – ton of views. No new videos lately, but still a goal to get more video content out there.
 - ✓ **Pinterest** – travel boards/guides—as events come up, there are different boards people can check.
 - ✓ **GooglePlus** – least amount of followers right now because there has been less focus on this one.

Mr. Horvath said he is excited about switching the format of the newsletter – going to a quarterly format, changing the header to seasonal photos, and having catchier headlines. Every month there will be a different social media contest. The newsletter will still highlight businesses and hotels (with links, and invitation to download the app) with interviews from those owners/employees and some kind of coupon incentive. We are working on stay-and-play packages; visitors can make a purchase through the newsletter. Recently we have been working to get more tour groups coming to Carson City – and emphasizing the point that when they visit again, here are the other things to do and see. We are taking appropriate ads out where beneficial, and we are working with Heavenly Ski Resort for a weekend stay-and-play package (this will not only be in the newsletter, but will have a place on the CCVB website). **Mr. Horvath** gave brief details on the Tennessee travel blogger’s itinerary of their 5-day tour of the region. **Ms. Plain** asked if the newsletter had been a monthly publication and asked what was behind the decision to go quarterly; her concern is the large quantity of information being disseminated on a quarterly basis particularly with the holiday season coming up. **Mr. Horvath** answered yes it had been monthly, but there is a history of unopened and unsubscribed newsletters losing from 100-300 people per month. There had been nothing directing people back to the website either. We are experimenting with quarterly, are now incorporating purchases and ‘deals’ into the newsletter vs. information-based only, and will be reassessing in the future. **Ms. Plain** also asked about a video tour to go along with the business interviews; **Mr. Dunn** responded he likes this idea. **Mr. Dunn** added other details about the mobile app and the website. **Ms. Abowd** asked about other Nevada Day goings-on after the parade is over for CCVB exposure. **Mr. Dunn** said that there is a gamut of NV150 events and he is working with the Nevada Day Coordinator, even for the events the evening before (Friday, October 31 – which he confirmed is officially Halloween for Carson City).

- c. **October Meeting - 10/13/14. One agenda item will be Carson City Parks and Recreation talking about the 2013 sports tournament itemized budget. Another item will be the audit. At the November Board meeting, we will have another complete marketing update.**

**MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
PUBLIC COMMENT (five minute time limit)**

None.

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

None.

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

Ms. Abowd made a motion to adjourn at 4:58 p.m.

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

Approved: _____
Stan Jones, Vice Chairman

Attest: _____
Jesse Dhami, Secretary/Treasurer

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

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